

THE SCIENCE OF SUCCESS

As the New Year begins to pick up the pace, you may find the “new you” you promised yourself has fallen off the back of the truck.

The good news is that it is not too late to circle back, dust off your dreams and be all that you can be in 2023.

The key to resuscitating your resolutions? The Motivation Equation! This handy dandy ‘get-it-done’ calculator puts your procrastination in numbers. Mapping out the inner workings of motivation, you’re able to see what’s tripping you up, rework the variables, and get those goals done.

The Motivation Equation is a local gem. Created by Piers Steel, Distinguished Research Chair and teacher of human resources and organizational dynamics at the University of Calgary’s Haskayne School of Business, this simple formula captures all the big players involved in your postponed projects.

Motivation is equal to Value x Expectancy divided by Impulsiveness x Delay. Give each variable a 1-10 score and get a clear picture of what needs work now.



**WHAT IS
MOTIVATION
EQUATION**

$$M = \frac{(E \times V)}{(I \times D)}$$

Let’s break it down. What’s your target? Lose 5 lbs., start lifting weights, meditate, date night?

Expectancy (E) is the first variable. How confident are you that you can realize your goal? If you don’t believe that you can get what you want, it’s no wonder you’re not motivated to action. Where do you score? 1 for you don’t believe this is really in your wheelhouse to 10, without a doubt you can lock it in.

Value (V), aka desire. Do you really, really want it? Maybe the flame is a slow burn at 1 or a 10-score burning inferno, or those numbers of middling.

Tweak E or V and you increase your opportunity for success. Multiply them together. That’s your top number. Now what undermines your drive.

Impulsivity (I) – Squirrel! Are you easily distracted (10) or do you have a mind like a rifle scope (1) when it comes to keeping your eye on the prize? If you really want it, nothing can pull your focus.

Delay (D) erodes motivation with the factor of time. If your goal is super far off (10), you won’t be fired up to act now. Answer? Break your goal down to small actionable steps that connect where you are now to where you’ve chosen to go. No time to delay (1), no time for distraction (Remember the procrastination exam cram!)

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Impulsivity multiplied by delay makes up the axe of your lower number that cuts down the tree of your motivation. Want high levels of motivation? You've got to jack-up your Expectancy and Value while driving down Impulsivity and Delay.

How did you score motivationally on your self-improvement project or life renovation? 100 is the highest score possible on the Motivation Equation, resulting from 10s on the top values and 1-scores on the lower.

Tabulating your motivation in reference to your objective gives you a solid indicator of how much you really want it. If your score comes in low, you have an opportunity to discard the goal, recognizing you're just not that interested. Or, if the task is a must, you go to work on the 4 variables, reframing your goal to drive motivation upward and GET AFTER IT!

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