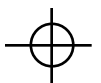




**How To**  
**MOTIVATE**  
**EVERYONE**

**Family, Friends,  
Co-workers,  
(Even Yourself)**

**Jay Arthur**



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Upgrade Your KnowWare!

Published by LifeStar Publishing  
2244 S. Olive St.  
Denver, CO 80224  
(888) 468-1537  
lifestar@rmi.net  
www.quantum-i.com

ISBN 1-884180-17-5

**Publisher's Cataloging-in-Publication Data**

Arthur, Jay

How to Motivate Everyone: Friends, Family, Co-Workers,  
Even Yourself! / by Jay Arthur

p. cm.

Includes bibliographical references.

ISBN 1-884180-17-5

1. Employee motivation I. Title

2. Organizational change

3. Influence <Psychology>

4. Persuasion <Psychology>

5. Interpersonal relations

HF5549.5M63A47 2001

658.3'14–DC20

00-193560 CIP

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1



MOTIVATE EVERYONE

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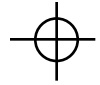
## About The Author



Jay Arthur, the KnowWare® Man, works with people that want to master the mysteries of the mind, and companies that want jungle medicine for the corporate soul. Jay is a certified master and health practitioner of Neuro-Linguistic Programming (NLP) and an Inkan shaman.

Growing up in Tucson, Arizona, Jay was obsessed with *how* people do things well. As a student of human nature, Jay began to study what works and what doesn't. He began to look for clues to human excellence. Jay would be almost 40 before he began to find the answers he was looking for. He graduated with a degree in systems engineering and spent the next 20 years developing software for the phone company. Becoming increasingly dissatisfied with the results he was creating in the world, Jay began again to look for solutions to his discomfort. He had spent the last 20 years looking outside himself for answers, so he began in earnest to look within. What he found and still finds continues to astound him.

Jay found that the brain is *like a computer* and the mind is *like software*, but the software of the mind, what Jay calls KnowWare, is much more rich and sophisticated than COBOL, HTML, or JAVA. While computers are binary (two bits: 0,1), human DNA is quadrinary

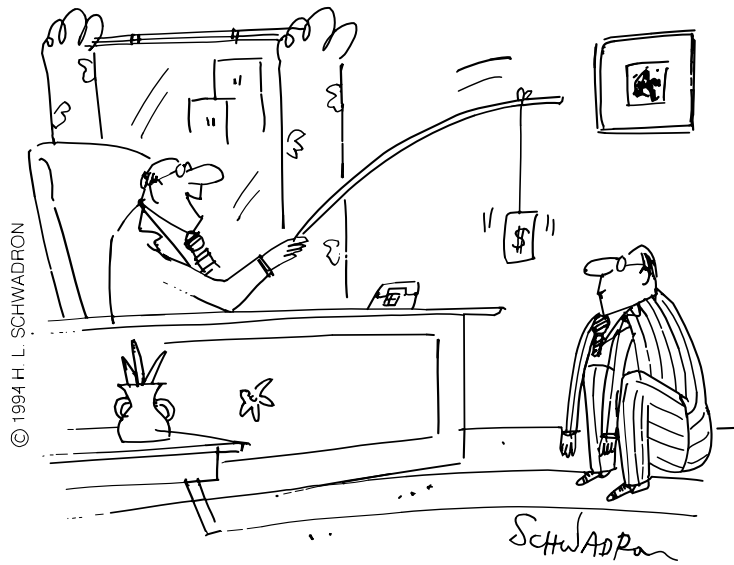


(four bits: A, T, C, G). Your mind uses seeing, hearing, feeling, smelling, and tasting as part of its programming "code." The mind, just like software, has modular routines that handle everything from tying a shoelace to driving a car while your talking on your cell phone and planning your next meeting. Some of this KnowWare is elegant and very useful; some of it is defective and causes problems; and some of it is missing.

Jay found that if you change your mind, you can change your life. It's possible to shed the past, design your destiny, and succeed at anything if you take the time to learn to do it well.

One of the keys to success is motivation and this book distills the best of what Jay has discovered about how to motivate everyone.





*“Very good, Sedgewick. Now let’s see you bark and roll over.”*

## Preface

Have you ever been talking with someone and you know they're speaking English, but you just can't understand them? Does it seem like they're speaking a foreign language? Or, do you understand part of what they are saying, but not all of it? How much rapport do you feel with this person? How much time do you want to spend with them? Do you trust their ideas?

As you will discover, they aren't from another country or planet, they just run their mind differently than you do and it *shows* in their language. Stephen Covey said: "Seek first to understand, then to be understood." So you might consider that understanding other people will give you improved tools to motivate anyone in new and better ways, without spending a dime.

In *Motivate Everyone* you'll discover the five levels of human motivation: capabilities, beliefs, values, identity, and mission. Each one is increasingly important for creating motivation without manipulation. You can't motivate someone if your suggestion or direction conflicts with the person's internal maps of reality. Once you understand a person's beliefs, values, and capabilities, you can align your idea, product, or service with their reality to make it easy to for them to be motivated.

Each person has a vast array of values which vary from situation to situation. You can discover someone's values using simple questions like: "What's important to you about your home or work?" In chapter two you'll learn how to discover and use people's values to motivate them to take action.

At the level of capabilities, there are five mental, motivation programs that you can detect with simple questions like "How do you know you've done a good job?" In chapters three through seven you'll learn how to use the answers to these questions to trigger motivation with simple, but irresistible phrases.

High performance teams consist of three personality styles: dreamers, realists, and critics. Each has a unique set of values and motivation triggers. In chapter eight you'll learn how to reduce conflict and increase team productivity using the skills you've learned.

Chapter nine introduces the limiting beliefs that can inhibit a person's motivation. People sometimes feel hopeless, helpless, worthless, useless, or blameless. Employees sometimes fail to get things done because they believe it's not possible or desirable to do so. They may think they don't know how to do it. They may not think it's their job. Until these limiting beliefs are changed, motivation is next to impossible. In this chapter you'll learn how to use simple questions and powerful language to discover and transform limiting beliefs with ease.

Sometimes people fail to get motivated because they aren't sure what they want. In chapter 10 we'll explore ways to create desire and passion that will propel a person into action.

Thousands of people have learned these skills, so decide for yourself which ones will help you break through to new and improved levels of performance. Haven't you waited long enough to learn how to motivate everyone more effectively?