

MOTIVATION INSPIRATION PROCRASTINATION

How do these emotions impact on each other and how can you use them to get the best out of your clients? **Mark Shields** explains

TO get the most from your sessions with your client you need to understand your role as the professional practitioner and the key skills and strategies you need to deploy to ensure your client achieves the desired change in their lives, whatever that may be.

The ability to motivate and inspire your client is fundamental to the overall buy-in and commitment you will get and contributes heavily to the success of your sessions.

Failure to motivate and inspire often results in clients dropping out of a programme early and not following through on actions agreed with the practitioner at the outset. This article is dedicated to helping practitioners to understand the importance of motivational interviewing and the impact it can have on empowering the client to achieve the life changes they are looking for.

How are these emotions linked, and what part do they play in the success or failure with our clients?

"Inspiration comes forth from within.

PROCRASTINATION V MOTIVATION V INSPIRATION

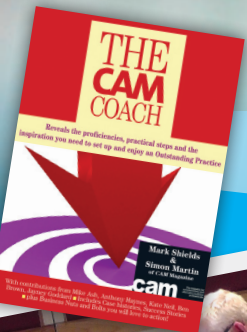
It's what the light burning within you is about, as opposed to motivation, which is doing it because if you don't do it, there will be negative repercussions. Motivation is making me do something that I don't really want to do." Esther Hicks.

Procrastination seems to be one of the biggest problems that clients experience when embracing change. There is an entire industry (the personal development industry) focused almost entirely on attempting to address this problem, helping us to get clear on our goals and then motivating us via coercion to achieve them.

Guilt, irritation, shame, self sabotage, stress, the fear of not reaching one's potential, anger at self, beating oneself up, right path/wrong path thinking and so on all accompany the so-called unmotivated client.

One of two things can happen when you find yourself procrastinating or seeking





to motivate yourself. You will motivate yourself

with head talk and force yourself to do something that doesn't feel great. Or you can wait (aka procrastinate), until you feel inspired from within to do it. The first, motivation, will take substantial effort, be a fleeting addictive high followed by a down, like a pat on the back that leaves you wanting. The second – inspiration – takes

courage, will feel good and uplifting, absorbing, purposeful and of course inspiring!

MY INSPIRATION

On a personal note it's been a journey of many years now to learn to live from inspiration. The most notable experience that sticks in my mind was when I was a senior bank manager in a previous career.

This was a wonderful time for my family and I and we seemed to be riding on the crest of a wave. We had it all but sadly it didn't inspire me. I did not procrastinate for more than a couple of months as once my mind was made up I was ready to change my life for ever.

I felt inspired to become the best life coach in the UK. I should mention that there was an element of fear in this career change as the prestige of my bank position was what everybody seemed to want so I had to stay motivated with my new idea.

I felt inspired and motivated to study in my spare time and took the relevant qualifications; at the same time I was itching to treat my first client. An internationally acclaimed coach and personal friend told me: "For goodness' sake Mark, live the dream, you only live once".

I was both motivated and inspired by this statement and his advice helped me leave the safe zone of banking which was all I had known for twenty years and the desire to become a well-known life coach became my first choice. Within a week of leaving I was running my own life coaching practice.

The desire to inspire and motivate people to live the dream within the boundaries of their own goals and dreams was enormously satisfying.

It takes courage to live free and in the flow of your own calling – but the reward is extraordinary. I believe that the word inspiration originally means to be filled with life, passion, and emotional and physical balance and wellbeing, thereby achieving great results in your own life and the lives of your patients and clients.

THE EXPERIENCE OF MOTIVATION

1. Are you focused on the outcome of your success with your clients?
2. Do you find yourself comparing the success of your practice to others?
3. Do you ever say, "I know I should be trying that with my clients, but..."?
4. Do you waste a lot of time feeling guilty?
5. Do you achieve goals and then wonder what the point of it was?

THE EXPERIENCE OF INSPIRATION

1. Do you feel a strong sense of purpose and clarity?
2. Do you start the day with intent, eager and excited to face the challenges that lie ahead?
3. Do you believe in your potential and the value of your contribution to your clients?
4. Do you know that you have something unique to offer your clients and are open to discovering new ways to continue adding value to your client's lives?
5. Do you take the time to be reflective about your life path and practice and how you are developing as a practitioner?

As practitioners we need to be able to identify our clients' levels of procrastination and resistance to change and find ways to inspire them which in turn will motivate them to take action.

Next time you feel inspired by a new idea or perhaps a fresh role model in your life, somebody you meet by chance, or a gut feeling that won't go away, embrace these new feelings and use the experience to its full advantage.

Nothing happens by chance, everything in life happens for a reason. Don't allow yourself to procrastinate and simply exist. Seek out the inspiration and motivation you need to lead a full and exciting life as a practitioner; follow your star, live your dream as I did and see where it takes you.

lifeppractice.co.uk

The CAM Coach, by Mark Shields and Simon Martin, is available to buy from thecamcoach.com.

