

BE STRONG

Eat. Move. Live

THE KNOWLEDGE

THE SURE FIRE WAY TO UNLOCK YOUR MOTIVATION

This week's focus: Unlocking your motivation through the use of optimal anxiety

Why it's important? Optimal anxiety has a dramatic effect on your mindset – switching on your drive, determination and motivation. Giving you the focus to make sacrifices and commit to new routines and breaking bad habits

What we will tell you: How you can use optimal anxiety to get your commitment and determination switched on to achieve our goals.

- 1 What is Optimal Anxiety?** It's a state of mind where you are so scared of failing at a particular task, that means a lot to you personally, that you will do anything to ensure you complete it. This state generates unrivalled levels of motivation, commitment and dedication. Quite often we are pushed into these states from circumstances beyond our control. But we can also choose to put ourselves into this state too.
- 2 How can I generate the state of Optimal Anxiety?** Pick a challenge that scares you enough to prompt you into action. Make a commitment to someone or something that means a lot to you, and will ensure that you don't let them down. It could be a person, a group of people, or a charity, or even just a public declaration on social media. But something that will cause you to make some changes to your current routines. It may be something you have always wanted to do, but never had the self-belief
- 3 Use people in your network** to ask for advice and guidance, maybe even to commit to the challenge with you! Who do you know what has done similar challenges? What did their plan look like? What were their pitfalls and how did they navigate these? Gather as much information on your chosen challenge or goal as possible and put yourself to work.
- 4 Get a PLAN!** Get yourself a really detailed and well thought out plan to achieve what you have set out to achieve. It needs to take into account all your other must-do's and non-negotiables, and make sure you have check-ins along the way to ensure you stay on track.
- 5 Be proud** of every step you take towards your goal! Tell the world, show off about it! It acts as a great motivator. Let your challenge consume you! If you fall down (which we inevitably do!) **get up quick**, and keep getting up until you get to your goal.
- 6 Be persistent!** Even when things are sent to try you, when friends try to sway you off track (albeit with the best intentions) stick to your guns. It is the only way to succeed.

KEY MESSAGES

Ask yourself these questions!

What would put you into optimal anxiety? What have you always wanted to do that scares you a little? Have you got a physical or mental challenge that you know will absolutely focus your mind and get you in the zone? What's stopping you from committing? What could you do to take the first step towards achieving it?

Then commit, plan and do!!