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MOTIVATED

THE MAGAZINE THAT MOVES YOU!



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I recently came across an interesting part-time job vacancy. I decided to try and apply for it, and started gathering the needed documents—my resume, education records, letters of recommendation, and the like.

It had been awhile since I last used them, and it was obvious that I needed to update some information and adjust my personal presentation. It made me think about how important it was to present myself as an “attractive, valuable, and authentic product” in order to be chosen for this job.

Picturing myself as a product might not be the best comparison, but the point is that we are all our own unique brand.

Just like with any product sitting on the shelf of a large department store—nicely packaged and priced—customers come along who are looking for exactly what we have to offer. But oh, there are so many choices! Next to us there's this other brand, and on the other side of us there's another; some designs are cool, others have dynamic colors, and others are high in quality. We are all unique, yet we're all the same product—a valuable human being.

So now the question is, what is going to make the customer choose us? Our personal presentation and the values we represent will make a difference as to whether people will take an interest in us or not.

What does your packaging look like? What qualities make you an outstanding product? Do you have a good personal presentation—one that sells?

Whether you need to apply for a job, are volunteering, or interact with other people on a daily basis, the articles in this issue of *Motivated* are filled with tips on how to develop, improve, and present yourself in the best possible, most authentic, and ethical way.

Christina Lane
For *Motivated*



The Brand of You

By Carmine Gallo, adapted excerpts

Treating our personalities as products reflects an increasingly competitive society in which the best way to stand out is to develop an engaging—and easily defined—personal image.

Companies and celebrities have been doing it for years. Now it's the average guy's turn.

Make no mistake, we all represent a brand. It's the brand of YOU. How you talk, walk, and look reflects on that brand. Do you come across as passionate, confident, and competent, or do you fail to captivate your listeners?

Here are some qualities shared by great YOU branders.

- **They have passion.** Donald Trump said if you don't have passion, you don't have energy, and if you don't have energy, you have nothing. We all want to be surrounded by passionate people. But what are you truly passionate about? Only after you identify your true passion can you ask your customers, colleagues, or employees to go along for the ride.

- **They exude confident body language.** Good posture is associated with confidence, competence, and honesty. Slumping or slouching is often associated with a lack of confidence, a lack of energy, and a lack of competence. When communicating the message behind your brand, stand or sit tall, head up, and maintain strong eye

contact 80% of the time. Have a warm, agreeable smile on your face. Don't be afraid to use your hands.

- **They dress the part.** People notice the details. One female recruiter once told me she looks at shoes—are they scuffed and worn? If so, it tells her the candidate doesn't pay attention to the details. Professionals always pay special attention to the details of their craftsmanship. Why shouldn't they pay the same attention to their appearance? Again, the spokesperson is at the center of the brand experience. What does your wardrobe say about the brand of YOU?

- **They stay current.** Great YOU branders are constantly learning, and they bring those lessons into their conversations. What is the one thing that is new, exciting, and innovative in their field? What is the one thing that their customer may not know? Doing this shows the listener that they are on the cutting edge of new trends and this serves to instill a sense of trust.

Remember that if people like you—and feel good about you—they are more likely to invest in you, your service, or your project. So whether you're speaking to an audience of one or 1,000, think about how you project the brand of YOU. Your brand deserves an extraordinary spokesperson—and you're that person! ■

How to Better Yourself One Day at a Time

By C.M. Smith, adapted



There are so many things in your life that you want to get better at, but for some reason you keep falling short of your own or another’s expectations. Why is that?

The problem is that we tend to try to better ourselves all at once, rather than concentrate on one important thing at a time. If we allow ourselves to build up momentum over months and years, we can eventually become a better overall person. We just need to have a day-to-day plan and stick to it.

Here is how to better yourself, one day at a time.

Identify your strengths and weaknesses

First, to better yourself on a consistent basis, you have to identify your strengths and weaknesses. Maybe you are awesome at working out or getting some exercise every day, but your eating

habits need a makeover. The idea here is to look at yourself realistically. Only from a realistic outlook can you create new habits and small changes in your life that will eventually stick.

Make a list of your strengths and weaknesses. This will be a great list to use while you better yourself, and something to look back on after months and years of life changes.

Pick a topic to work on

Now go through the list and choose one simple thing you want to get better at. I suggest something that won’t take too much effort or time at first. This is because you want to set yourself up for success, at least initially, when it comes to bettering yourself.

A few good “starter” topics would be:

- Do a light workout 3 times a week for 20 minutes each.

- Cut out one or two bad foods in your diet in the next 30 days.
- Drink 8 cups of water every day.

These topics are good because they don't require too much effort and can be tracked. Remember to only pick one. You will be working on this for some time, so you shouldn't bite off more than you can chew.

Wake up early

There is no better way to start the process of getting better at something than to wake up earlier. Getting up early has a ton of benefits. It's quiet and peaceful. You can be by yourself and you can truly concentrate on the change you want to make one day at a time.

Become mindful and aware of your topic

The more mindful we are of what we are trying to change in our lives, the more stock and momentum go into changing it. To become aware of what you are trying to get better at you can make small reminders throughout your day with a few reminder apps, or just post a few sticky notes in certain strategic places.

Be accountable

Being accountable to yourself and others around you is a tactic that many miss when trying to better themselves. Let your friends and family, your social networks, and sometimes even your work buddies know about the change you are making.

This will help you become more serious about your daily change, and could even prove to be a benefit for others around you as they may decide

to join you in the topic that you have chosen.

Track your time and actions

If you can't track something, you can't manage it. In the process of bettering yourself you should track the days, hours, or minutes spent on the life change that you are making. This gives you data to look at during your review that you can use to decide if you are making progress.

Write and review

The only way to become better at something, day-in and day-out, is to stay on track. And you can't do that without some sort of daily or weekly review. Set a time every day or week where you can write about and review your successes in making the change that you have set out to make.

By doing this review, you will be able to tell where you need to improve as well as when you are actually "done" making the change.

Rinse and repeat

Now that you got better at something, there is no need to stop at just one thing. Take out your strength and weaknesses list and identify something else you want to get better at. Maybe this time you will choose something that is a little more difficult, like playing guitar, learning a language, not procrastinating, responding better to constructive criticism, or running 10 miles.

Whatever it is, you now have the framework in place to better yourself one day at a time. ■

Success Stories



Adapted Web Reprints

Many people want to achieve success in life, career, or business. They see other successful and famous people make it big, and dream to be like them, but they have no idea what it takes to get there. All they see is the final results.

What they don't realize is that some of the world's most successful people failed or struggled to become successful. Weaker people might have given up, but instead, these folks remained focused on their goals.

We compiled a few stories about some highly successful people who experienced massive failure or had to fight hard before they found fame and fortune. Knowing what it took for them to achieve success can help prepare you for what the road to success may look like for you—and make your chance of succeeding much greater.

Fred DeLuca

It was the summer of 1965. I had just graduated from high school at age seventeen and had dreams of becoming a doctor. It was a typically hot and humid day at my family's home in Bridgeport, Connecticut, when the phone rang. Dr. Peter Buck, a family friend, called to announce that he had changed jobs and was moving his family to Armonk, New York, only forty miles away. Plans were quickly made for a reunion. It was on that fateful Sunday afternoon in July 1965, during a barbecue at the Bucks' new home, that Dr. Buck and I would forge a business relationship that would forever change the landscape of the fast-food industry.

The more I thought about college, the more I wondered about how I could find the money. As we pulled into the Bucks' driveway, it occurred to me that perhaps

I could ask Dr. Buck for some advice. Maybe he would loan me the money? I thought to myself. So I asked him.

“I think you should open a submarine sandwich shop,” was his response.

What an odd thing to say to a seventeen-year-old kid, I thought. But before I could respond or express my surprise, I heard myself say, “How does it work?”

Dr. Buck said that all one had to do was to rent a small store, build a counter, buy some food and open for business. To Dr. Buck, it was just as simple as that, and if I was willing to do it, he was willing to be my partner. As my family was preparing to return home later that day, Dr. Buck pulled out his checkbook and wrote me a check for one thousand dollars, his investment in our new venture.

On the drive back home, little did I know that if I succeeded in opening a submarine sandwich shop, I would accomplish more than funding my college education. Success would mean adventure and excitement on a nonstop roller-coaster ride that would eventually be called SUBWAY® restaurants.

Sochiro Honda

Soichiro Honda is the founder of Honda, the well-known and large automotive company. Honda was a mechanical genius who idolized Edison and rebelled against the norm. His passion for aggressive individualism alienated him from Japanese businessmen, who valued teamwork above all else, and his unique vision got him ostracized by the Japanese business community. Honda's story starts when

he went for a job interview to work for Toyota. Honda was rejected and was told that he was not fit for the job! He didn't give up and decided to create a company that would compete with Toyota. Honda then boldly challenged the American automotive industry in the 1970s and led a Japanese automotive revolution.

Syed Mir Hassan

Not many people know that name these days. His title, Shams al-Ulama (Sun of the Scholars), is impressive but doesn't ring too many bells either. He was a teacher, a simple school teacher. Coming from a line of traditional physicians he shocked his family by abandoning the profession in order to teach at the Scotch Mission College in Sialkot. He became a scholar and professor of the Qur'an, Hadith, Sufism, and Arabic.

Still having a hard time placing him? Possibly people are more familiar with the name of one of his pupils, Sir Muhammad Iqbal. If not that pupil, then possibly another one, Faiz Ahmed Faiz.

One would never doubt the impact that Iqbal or Faiz had upon society as great thinkers, activists, and artists. But one tends to forget the quiet inspiration and influence behind them.

We are told that when the British crown proposed that Iqbal be knighted for his contributions to literature, Iqbal asked that instead Mir Hassan receive the knighthood. The governor who was representing the crown argued that Mir Hassan had not written any books, to which Iqbal replied, “I am the book he wrote.” ■



What Are Your Values?

VALUES TO CULTIVATE

Accountability
Accuracy
Adventurousness
Altruism
Ambition
Assertiveness
Balance
Boldness
Calmness
Carefulness
Challenge
Cheerfulness
Clear-mindedness
Commitment
Compassion
Competitiveness
Consistency
Contentment
Contribution
Cooperation
Correctness
Courtesy
Creativity
Curiosity
Decisiveness
Dependability
Determination
Devoutness
Diligence
Discernment
Discipline
Discretion
Diversity
Economy
Effectiveness
Efficiency

By Ruth Hill, adapted excerpts

Deciding what's most important in life

How would you define your values?

Before you answer this question, you need to know what, in general, values are.

Your values are the things that you believe are important in the way you live and work. They (should) determine your priorities, and, deep down, they're probably the measures you use to tell if your life is turning out the way you want it to.

When the things that you do and the way you behave match your values, life is usually good—you're satisfied and content. But when these don't align with your values, that's when things feel ... wrong. This can be a real source of unhappiness.

This is why making a conscious effort to identify your values is so important.

How values help you

If you value family, but you have to work 70-hour weeks in your job, will you feel internal stress and conflict? And if you don't value competition, and you work in a highly competitive sales environment, are you likely to be satisfied with your job?

In these types of situations, understanding your values can really help. When you know your own values, you can use them to make decisions about how to live your life, and you can answer questions like these:

- **What job should I pursue?**
- **Should I accept this promotion?**
- **Should I start my own business?**
- **Should I compromise, or be firm with my position?**
- **Should I follow tradition, or travel down a new path?**

Take the time to understand the real priorities in your life, and you'll be able to determine the best direction for you and your life goals.

Values are usually fairly stable, yet they don't have strict limits or boundaries. Also, as you move through life, your values may change, deepen, and mature. For example, when you start your career, success—measured by money and status—might be a top priority. But after you have a family, work/life balance may be what you value more.

As your definition of success changes, so do your values. This is why keeping in touch with your values is a lifelong exercise. You should continuously revisit this, especially if you start to feel unbalanced, and you can't quite figure out why.

Defining your values

When you define your values, you discover what's truly important to you. A good way to do this is to look back on your life—both your career and personal life, to identify when you felt really good and confident that you were making good choices.

VALUES TO CULTIVATE

Elegance
Empathy
Enjoyment
Enthusiasm
Equality
Excellence
Excitement
Expertise
Exploration
Expressiveness
Fairness
Faith
Fidelity
Fitness
Fluency
Focus
Freedom
Fun
Generosity
Goodness
Grace
Health
Honesty
Honor
Humility
Independence
Ingenuity
Inner Harmony
Insightfulness
Intelligence
Intellectual Status
Intuition
Justice
Leadership
Love
Loyalty

VALUES TO CULTIVATE

Now write down your top ten values without any particular order. Look at the first two values and ask yourself, “If I could satisfy only one of these, which would I choose?” It might help to visualize a situation in which you would have to make that choice. For example, if you compare the values of service and stability, imagine that you must decide whether to sell your house and move to another country to do valuable development work, or keep your house and offer your services to a charity closer to home.

Keep working through the list, by comparing each value with each other value, until your list is in the correct order.

If you have a tough time doing this, consider using Paired Comparison Analysis to help you. With this method, you decide which of two options is most important, and then assign a score to show how much more important it is.

Since it’s so important to identify and prioritize your values, investing your time in this is definitely worth it.

When you consider your values when making decisions, you can be sure you’ll keep your sense of integrity and what you know is right, and approach decisions with confidence and clarity. You’ll also know that what you’re doing is best for your current and future happiness and satisfaction.

Making value-based choices may not always be easy. However, making a choice that you know is right is a lot less difficult in the long run.

Summary

Identifying and understanding your values is a challenging and important exercise. Your values are a central part of who you are—and who you want to be. By becoming more aware of these important factors in your life, you can use them as a guide to make the best choice in any situation.

Some of life’s decisions are really about determining what you value most. When many options seem reasonable, it’s helpful and comforting to rely on your values—and use them as a strong guiding force to point you in the right direction. ■

Merit
Openness
Order
Originality
Perfection
Positivity
Practicality
Preparedness
Professionalism
Reliability
Resourcefulness
Restraint
Self-control
Selflessness
Sensitivity
Serenity
Service
Simplicity
Speed
Spontaneity
Stability
Strength
Structure
Teamwork
Temperance
Thankfulness
Thoroughness
Thoughtfulness
Timeliness
Tolerance
Trustworthiness
Understanding
Uniqueness
Unity
Vision
Vitality



No more McParenting

By Deborah Godfrey, excerpts

With our busy lives, we often look to short term, easy answers for everything, including parenting. We have fast food, computers, the latest gadget to save us time, money, or stress. Many of these ideas are great and do make our lives easier. The area of raising our children, however, is quite a different matter.

Our approach to discipline often tends to be “single event oriented.” Take the example of a child who does not get ready for school on time. We might yell, nag, threaten, and have an unpleasant start of the morning every day. This causes the parent to use some sort of force or control to get the child out the door on a regular basis. If we instead take a long term approach, we will realize there are many opportunities for teaching the child skills that will benefit them in the long run. These skills will also serve to lighten our burden of being responsible for something the child can most likely be responsible for himself.

Here is an example of one mom with a 7-year-old daughter who was having this “morning trauma” and decided to take a new approach. She turned over

the responsibility of getting ready in the morning to her daughter, including getting up (she gave her an alarm clock and taught her to use it), getting dressed, and fixing herself breakfast. With these new responsibilities, she gained a sense of pride and accomplishment. She became motivated to cooperate because of the feeling of worth and value she felt inside. The mother, so relieved to have this burden lifted, showered her daughter with gratitude and acknowledgment for her contribution.

Raising our children is not just about getting the behavior we want. Raising children also involves teaching them values, skills, and responsibility. It involves teaching them how to handle relationships, how to live a happy, prosperous life, and how to make sure to honor and respect the lives of others.

Guiding children’s behavior as they grow up is the very essence of teaching children to be responsible, happy adults—and great at parenting themselves. It is our job to take time and thought to achieve that result, and I must say, even though it takes a great deal more effort at first, the results are worth it! ■

Live your uniqueness

NOTABLE
QUOTES



If you're not branding yourself, you can be sure others do it for you.

—Author Unknown

Life isn't about finding yourself. Life is about creating yourself.

—George Bernhard Shaw

Your personal brand is what differentiates you from others.

—Author Unknown

Even individuals need to develop a brand for themselves. Whatever your area of expertise, you can take steps to make people think of YOU when they think of your field.—Accelepoint Webzine

Think of yourself as a brand. You need to be remembered. What will they remember you for? What defines you? If you have it in you, do something that defines you. Invent something, develop a unique skill, get noticed for something—it creates a talking point.—Chris Arnold

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

—Jeff Bezos

Truth is a point of view, but authenticity can't be faked.—Peter Gruber

Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.—Jason Hartman

Build a valuable brand by branding what is valuable about you.—Ryan Lilly

Personal brand promotes you as a VIP. It markets your Values, Image and Professionalism.—J.D. Crighton

Your personal brand is what people say about you when you are not in the room—remember that. And more importantly, let's discover why!

—Chris Ducker

There is only one you on the globe today. You have been created to inspire and designed to dazzle. Live your uniqueness.—Ifeanyi Enoch Onuoha

