



*Driving Business to  
Peak Performance!*



## COACHING TIP

From Rex C. Houze  
Thoughts on Motivation

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1. People do things for their reasons, not ours. Find out what they want and why they want it.
2. All motivation is self-motivation. Before you can motivate someone else, you need to motivate yourself.
3. People do things to gain a benefit or avoid a loss. People won't change their behavior unless it makes a difference to them to do so. Common motivators are: Pride, Profit, Pleasure, and Protection (pain avoidance).
4. The strongest human force for motivation is goal setting. Paul J. Meyer
5. Attitude is everything; it impacts everything you do. It determines your performance.
6. When your attitude improves, so do your circumstances. Keith Harrell
7. We are where we are, and what we are, because of the dominating thoughts that occupy our mind. W. Clement Stone
8. Try agreeing with people instead of disagreeing with them. See how right you can make others instead of how wrong.
9. Motivation is what gets you started. Habit is what keeps you going. Jim Ryun
10. When people believe in themselves, it is amazing what they can accomplish. Sam Walton
11. People will sit up and take notice of you when you sit up and take notice of what makes them sit up and take notice. Frank Romer
12. Know your people; know their goals; know their activity; know their results. Rex Houze
13. Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it. Lou Holtz
14. Honest criticism is hard to take, particularly from a relative, a friend, an acquaintance or a stranger. Franklin

P. Jones

**15.** Recognition is an energizing action which can go up, down, and sideways. Just say, "Thank you;" "Good job;" "You're the best;" and positive energy flows between, to, and from both people. Paula Gavin

**16.** Treat people as though they were what they ought to be and you help them become what they are capable of being. Goethe

**17.** The best way to inspire people to superior performance is to convince them by everything you do and your everyday attitude that you are wholeheartedly supporting them. Harold Geneen

**18.** Don't wait until people do things exactly right before you praise them. The One Minute Manager®

**19.** Do not let what you cannot do interfere with what you can do. John Wooden

**20.** People flourish with praise and acceptance and diminish with criticism and rejection.

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