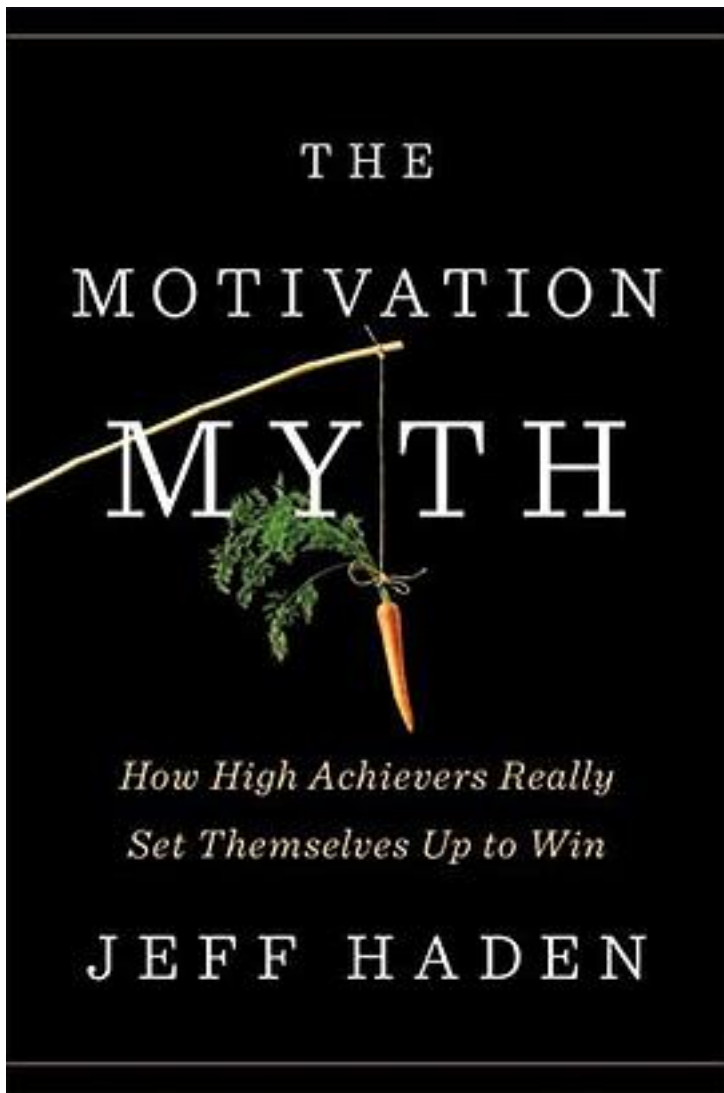


The Motivation Myth



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From Inc.com's most popular columnist, a counterintuitive--but highly practical--guide to finding and maintaining the motivation to achieve great things.

It's comforting to imagine that superstars in their fields were just born better equipped than the rest of us. When a co-worker loses 20 pounds, or a friend runs a marathon while completing a huge project at work, we assume they have more grit, more willpower, more innate talent, and above all, more motivation to see their goals through.

But that's not actually true, as popular Inc.com columnist Jeff Haden proves. "Motivation" as we know it is a myth. Motivation isn't the special sauce that we require at the beginning of any major change. In fact, motivation is a result of process, not a cause. Understanding this will change the way you approach any obstacle or big goal.

Haden shows us how to reframe our thinking about the relationship of motivation to success. He meets us at our level--at the beginning of any big goal we have for our lives, a little anxious and unsure about our way forward, a little burned by self help books and strategies that have failed us in the past—and offers practical advice that anyone can use to stop stalling and start working on those dreams.

Haden takes the mystery out of accomplishment, proving that success isn't about spiritual awakening or a lightning bolt of inspiration --as Tony Robbins and adherents of The Secret believe--but instead, about clear and repeatable processes. Using his own advice, Haden has consistently drawn 2 million readers a month to his posts, completed a 107-mile long mountain bike race, and lost 10 pounds in a month.

Success isn't for the uniquely-qualified; it's possible for any person who understands the true nature of motivation. Jeff Haden can help you transcend average and make lasting positive change in your life.

作者介绍:

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标签

心理学

成长

方法论

思维方法

动机

pedagogy

评论

明确目标，根据目标定下计划，确定process，改进process到核心需求，然后每日精进即可。 动力来源是可见的进步与成功，而不是别人给你励志。

Let your past inform your future, but don't let it define your future!
*identity很重要*5-7年后会怎样 *success->motivation

真是一本反直觉的生产力书:)

大二时读的这本书，印象最深的就是作者多次引用了这句话：motivation leads to success, leads to motivation, leads to success.

油管

全书可以用一句话总结：不是有了动力才能去做事，而是做完事情的成就感激发了动力，而动力又会进一步激发行动，一个flying wheel就形成了。所以每天重要的是先定个一定能完成的小目标，先完成它可以激发一天的动力。。。可以理解为什么我妈起床后一定要叠被子了

Motivation leads to Success, then Success leads to Motivation...确定一个个小阶段目标稳定自己的成就感

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书评

核心内容：人们常说动力是个火花，你只要抱有信念，改变思想，就能克服一切困难获取成功。其实这么说是假的。
动力来源于成功，只有人们成功了之后才会有动力，有motivation去克服接下来的困难。这个过程大概是这样
success导致motivation，之后motivation会带你克服更多困难获...

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