

PEAK PURPOSE

Q: I'm following your goal setting suggestions from the Winter 2007 issue, but I still lose my motivation sometimes. How can I keep my motivation high at all times?

A: The highest level of motivation is true purpose. Purposeful athletes always allocate a maximum amount of focus and energy into everything they do.

1. Build an Ideal Future State: Evolve from a simple goal to building an Ideal Future State (IFS); imagine a much more complete reality that will drive you to achieve. Let me use the example of an elite athlete who dreams of an Olympic gold medal. The simple goal is straightforward: do whatever it takes to get on the podium. But to turn his simple goal of a gold medal into an IFS, he adds lifelong pride as a motivating factor. He imagines himself sharing the story of his gold medal with thousands of schoolchildren and inspiring young athletes.

2. From goal-setting to story-selling: World-class athletes achieve more because they tell themselves a powerful and inspirational story that keeps them going longer. They sell themselves on why they are doing what they are doing. So dig deeper, expand your definition of what constitutes true success for you and develop a strong and powerful IFS—a meaningful story that will drive you to go on.



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ADULTS WHO EAT AT LEAS