

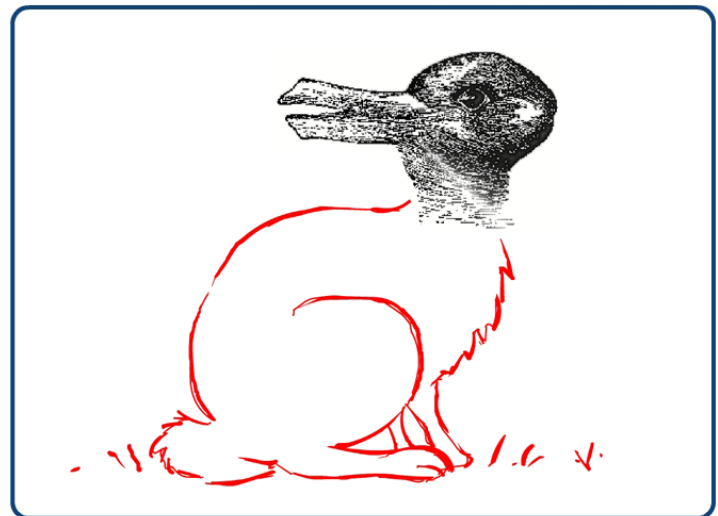


## SUMMARY UNIT 2 : Chapter 2 : Coercion Versus Choice

Motivating yourself and motivating other people to achieve is important to each one of you, whether you're in business, a political leader, a teacher, or a parent. Unfortunately, in many cases, the way you're motivating yourself or motivating others is causing the opposite from what you want to happen. People either resist outright, or else they say they agree with you and then withhold effort. They do nothing.

Now, how do we create an environment inside of our schools, inside of our businesses, inside of our own family, but more importantly even inside ourselves that allows us to go after life in a very constructive and productive manner?

We start by recognizing that there are two main kinds of motivational styles. One is based on fear, the other is based on perceiving a positive outcome. The first is called the "coercive style." With coercion, you're forcing somebody into compliance, or into achieving the desired results.



Now, subconsciously you resist this coercion. Whenever you feel coerced into doing something against what you think is your own choice or your own free will, you subconsciously but automatically resist the coercion and push back. You or the people you are trying to coerce push back by procrastinating, by doing a sloppy job, or by finding a million other things to do to keep from doing what you're supposed to be doing.

It seems that life is filled with coercion, with "have-to's" like this. However, if you could make a list of all the "have-to's" that you can imagine, the things that you have to do at home or at work or in life in general, you would see that there probably is not much more than one "have-to" in the whole world, and that is that you have to die. Everything else is a matter of choice. Sometimes the choices aren't all that good, but they are almost always a matter of choice.



### Coercion Versus Choice Continued

So this “have-to” business must be erased from your vernacular. You must stop cowering in fear: Fear of yourself or fear of others. Why? Because what you’re doing is creating avoidance to the task. You are creating a mindset of doing as little as you can, and as late as you can, just to get by. And that’s no way to achieve magnificent success—whether at home, at work, or in any endeavor.

So here is the rule to apply to yourself and to the environment around you. There are no “have-to’s.” Do what you want to do. There is just one caveat: accept the consequences of every choice. Live your life on “choose to, want to, it’s my idea” basis. And if you ultimately choose not to do a particular task, then be ready to accept the consequences.