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Have A Dream

It seems fairly obvious to suggest that high achievers such as those interviewed here, are driven to succeed. But what is it that drives them? Aristotle extolled the virtues of following our dreams and creating our own path in pursuit of happiness. Dreams are incredibly powerful. They help to guide us and motivate us. They provide us with compelling reasons to push ourselves to succeed. However, dreams are not the only reasons to succeed. In studying some of the world's sporting 'Gold Mines', Rasmus Ankersen (2011) discovered that the secret to success is often underpinned by an entirely different motive; need. The drive to succeed for Russian tennis players, Kenyan runners and Korean golfers is often the desire to escape poverty. For these athletes and their families, sporting success provides a route out of material hardship. His discoveries show that often it is the parents of young players that have the greatest desires and the strongest motivation to achieve success. It appears that hunger drives achievement in these instances. In Russia, Kenya and Korea, economic circumstances and the external culture drive an athlete's need for success. However, for many people in the Western world, it's not feasible to create those conditions. In reality, many of us are relatively comfortable, so material hardship and the desire to escape poverty will not be our motivational driver. We cannot reasonably create the environment of poverty that can drive success.

We need something else. We need something that can be equally powerful for us and provide us with a reason that is equally compelling. Interestingly, the world-class people that I interviewed, also have the comforts that come with life in Western society. However, they have found their own compelling reasons! So, what is the motivational force that powers them to reach the very pinnacle of their fields?

A Powerful Dream

Chris Cook dreamt of being an Olympian from an early age.

I have had the dream of becoming an international swimmer since I was very young and it really did fuel my motivation. I think it was probably the first time I saw the Olympics, which would have been 1988. I was nine years old and I saw Adrian Moorerhouse win the 100 metres breaststroke. And I just thought, 'wow, that's really cool'. A few months later, they were doing a Speedo promotion thing, him and Nick Gillingham. I went along to the city pool and funnily enough he was there. I remember looking at his medal and thinking, 'I'm alright at breaststroke actually, that's what I want to do'. I wasn't amazing at breaststroke, but it was a stroke that I really enjoyed. It was probably the first time I was aware that I had the dream. It was a very strong feeling.

Obviously, Chris had a strong dream, which was with him since his childhood. However, not everyone has that powerful

dream from an early age. Perhaps that's not so unusual. In fact, Chris' experience is atypical of the very successful people I interviewed. Most of them didn't actually conceive of their dreams until much later.

Mountaineer Alan Hinkes didn't contemplate climbing all of the world's 8000-metre peaks when he first started climbing. He has always had his sights set on climbing bigger and more challenging mountains. In fact, Alan Hinkes didn't envisage climbing all 14 of the 8000-metre peaks, until he'd climbed the first eight or so, and was over half way.

The idea of being a World Barista Champion only occurred to James Hoffmann when he met Simon Robertson, who was the UK champion at the time. To James, the idea of being the best in the world seemed fairly abstract, and so he initially focused on trying to achieve the UK title. It was only whilst he was competing that James realized that winning the world title could become a real possibility. As he explained to me, he didn't go to the World Championships with any expectations of winning. In fact, winning the world title took him a little by surprise.

Record-breaking ultra-distance runner Andy McMenemy didn't harbour any genuine ambitions to be a record breaking endurance athlete until well into his 40s. Andy first conceived the idea for 'Challenge 66' whilst he was running the Namibian 24-hour race. He was within 18 kilometres of the finish, having run over 65 miles. As you can imagine, Andy was mentally and physically exhausted and when he stopped for a drink, he quickly realized that he was in a bad way. To distract himself, Andy started to wonder if he could get up the next day and do it again. Having previously read about Dean Karnazes, who ran 50 marathons, in 50 days, in the 50 US states, Andy knew that it must be possible. He asked himself some questions, 'I wonder

if I could do that?’ ‘What would it feel like to achieve it?’. Those questions sparked his curiosity and excitement.

A Dream is Born

Ultra-distance athlete Andy McMenemy described how he first conceived the concept of his ‘Challenge 66’.

Initially I looked at the world record for the number of back-to-back marathons, which stood at 52. Apparently there was a Belgian guy who was contesting that, so I wanted to make sure that my attempt stood a good chance. One night I was talking to my wife Caz, and she said, ‘Why don’t you do back-to-back ultra-marathons then. Instead of 26 miles a run, simply do 31 miles; it’s only an extra five miles a run.’ And that’s where ‘Challenge 66’ was born really.

To many of us the idea of having a dream from childhood, which we then follow through to conclusion, might seem a little far-off. Charles Maher (2005) recognizes that dreams and goals appear at certain points in our life. Some goals come and go. Some dreams are not really dreams at all; they are interesting ideas that we throw around for a while. Those ideas might take us down a few avenues and tempt us to explore them a little further, but are not what we’d describe as ‘our dreams’. However, some of them are genuine dreams. They do capture the things that we really want in our lives. They do illustrate what we genuinely want to achieve; they excite us. As Andy

McMenemy told me once over a coffee, when he finds a dream, little sparks of excitement go off. To me, it illustrates a key difference between a dream and a vision.

As I see it, there has to be more than just a vision; more than just our picture of the future. In order to have motivational power, there also has to be emotion. We have to truly connect to that vision as well. It has to be integral to us; a part of us. I'd also argue that there has to be genuine, deep-rooted meaning and purpose. This is a principle that is echoed by psychologists such as Rollo May and Viktor Frankl. Throughout the course of our own lives, we will no doubt have appreciated the motivational power that comes with *purpose*. When we have a purpose, we tend to be able to achieve a lot more.

Dreaming is not Enough!

Having a dream may not be enough on its own. Daft as it sounds, many people have dreams but don't follow them. It's true. Many of us don't follow our dreams. Why not? Well, we might think our dreams are silly. We might not believe they are possible. Our dreams might not fit in with everyone else's expectations or plans for us. We might actually compromise our dreams for other people.

A friend of mine, who was an aspiring entrepreneur, once said to me, 'I don't think I have a dream'. This intrigued me so I started discussing it with him a little more. When we got a little deeper, it became apparent that he had many dreams and ambitions, but that he'd never given them any real recognition. He'd never seen them as *a dream* because he'd viewed them as a bit outlandish. They weren't very realistic. They were not easily achievable, so he'd assigned them to the junk pile. He hadn't honoured them, recognized them and nurtured them. He'd

never given them any energy. He'd never genuinely tried to realize them. Instead, he'd ignored them because he felt they were daft. Ironically, the things he spent his time pursuing were unrelated to his dreams. They were much more realistic but he wasn't genuinely passionate about them. They were simply a means to an end. Consequently he flitted from one thing to another and never spent very long on any one project. His motivation petered out when he failed to realize the success he was looking for after a few months. His motivation was entirely tied to the outcome. If the project didn't make money quickly, there wasn't any point in it. He was not engaged in the project for its own sake or because he believed in it.

I believe that everybody dreams. The difference between those who follow their dreams, and those who don't, comes down to whether the dreams are honoured, recognized and nurtured. Without recognition and energy, our dreams will wither. If we give them recognition and energy, they will become strong and vibrant.

It's possible that our dreams have a companion that is equally (or potentially even more) powerful. That companion is **passion!** Those who really stand out have an absolute intrinsic love for what they do. They are incredibly passionate and they understand how important that passion has been in driving their success. Centre for Life Chief Executive Linda Conlon understands that success requires more than just great ideas. She understands that ideas are easy. Bringing great ideas to life requires much more. She knows that the tenacity and energy required, comes from passion. To create the Centre for Life, her team needed to think big, have an exciting vision and have absolute belief in it.

"Passion is more important than skills in making things happen. You need to think big and have the vision and the belief to keep going."

Linda Conlon, Centre for Life Chief Executive

An All Consuming Passion

Alan Hinkes understands that climbing has always been a passion, and therefore, an integral part of his life:

People often ask if mountaineering was a hobby. I hate that word 'hobby', it sounds like stamp collecting. To me, mountaineering is not even a pastime. Right from the start it is something I had a passion for. I would never have called it a hobby, it was always beyond that. It was always my life. It's funny, journalists always write, 'former teacher, Alan Hinkes', which suggests that at one point I was a teacher and then I became a climber. I was always a climber, way before I was a teacher. Nowadays I do make my living from climbing. But to say 'former teacher' is like saying 'former child'.

This level of devotion to a particular field is echoed by others. Kenny Atkinson starts in the kitchen at 6.30am, works until late afternoon and then comes back in to run the evening shift. Normally he'll finish his working day at midnight. It might sound like a gruelling schedule to most of us but it doesn't fluster Kenny. He explained that he loves delivering 40 to 50 covers, knowing that the customers have had a tremendous

experience. As a result, he is able to bounce back into the kitchen first thing the following morning, fresh and enthused. He does that day after day, year on year. Clearly, passion is at the heart of Kenny's success.

A Strong Reason

The strength of this reason and purpose is tested in the journey to become the best you can be. We are presented with many choices which could potentially pull us away from the path to achieving our potential. The choices we make, ultimately have an enormous influence on our success. Bruce Duncan's passion for adventure racing actually shaped a number of pivotal life decisions, including his choice of university and his career path. From a young age, Bruce wanted to compete at the World Orienteering Championship. When he chose to study Chemical Engineering, he made a conscious decision to study this at Edinburgh University because it was the best for orienteering and had the best orienteering club in the country. As Bruce studied Chemical Engineering, he found that it simply didn't give him enough time for orienteering. Therefore Bruce changed his course to Geology, which allowed him to increase his training and compete at a higher level.

Polar explorer Ben Saunders made similar decisions to follow his passion ahead of the more 'sensible' or conventional options. As a fan of adventure, Ben thought that the Army seemed like an obvious career option. Although he didn't have a degree, Ben was enrolled in the Army officer training programme at Sandhurst (Military Academy). However, after 11 months, he left of his own accord after realizing that he valued his freedom. A few years earlier, Ben had taken a year out to trek in the Himalayas and then worked with John Ridgway (the first person to

row across the Atlantic) at his School of Adventure in Scotland. Ben described how John Ridgway would challenge him by asking 'Why not? Why don't you have a go?'. Perhaps these questions underpinned Ben's decision to abandon the 'solid and sensible' career option and follow his passion.

For Bruce, orienteering was foremost in his life. He put his passion for orienteering first, and made sure that his education and subsequent career choices fitted around it. Alan and Ben chose careers in mountaineering and polar expedition, ahead of professions in teaching or the Army. Interestingly, one of the words most associated with highly successful people, is *sacrifice*. They have often made tough choices to sacrifice certain things in order to progress in their chosen discipline. They have made the choices which others have not made.

Double Olympian Chris Cook had some tough choices to make at a fairly tender age. He noticed that his friends began to disappear from the sport at the age of 14 or 15. At one point he looked around and noticed that he was the only one left from his group of friends. Chris had to make a choice, to fit in with his group of friends or remain in swimming. It's a tough decision at an age when most people are desperately trying to fit in and belong. At that time Chris was not a particularly good swimmer; he hadn't even made a national final. As his career progressed, these challenges came around on a regular basis. In his mid- to late-20s, Chris trained alongside teenagers. At that time, many of his friends were starting careers and earning a good living as professional people such as accountants and lawyers. He would often ask himself whether he had made the right choice, or whether he was just carrying on because it was what he'd always done. Chris' passion for swimming kept him going and ultimately contributed to his undoubted success.

The Decision to be Great

Kenny Atkinson explains how he used his holiday time when he was a junior chef in order to become better.

When I knew I wanted to be a chef I said, 'if I am going to be a chef, I want to be a great chef'. I had two weeks holiday from work and I wanted to get some experience working in a Michelin starred restaurant, because that's what I wanted to be. The chef there said to me, 'be a sponge, don't ask about salary, don't ask about hours, just try to soak up as much knowledge as possible'. He told me that I'd forget more than I learned and to write everything down. To this day, I still have little notebooks from every restaurant I've worked in. I have recipes, drawings and sketches because you forget these things. And that's what I did.

I was being paid £35 a week for doing a 60-hour week at work, and I had to pay £5 a week board to my mother, which I wasn't happy about. So I was getting £30 per week, and I did that for two years. But I knew at that time, when I saw the likes of Marco Pierre-White, the Roux brothers and Gary Rhodes; this is what I wanted to be.

You have to make loads of sacrifices. You have to work long hours for little pay at the start. It's hard when everyone around you is earning good money and has a social life and you don't. In a few jobs I slept on the floor at the restaurant so that I could finish the shift at midnight and be in again first thing.

Interestingly, high achievers recognize that although they make sacrifices, their choices are positive. They are choosing to do the thing they love, whilst realizing that it means they'll have to miss out on something else. Adventure racer Bruce Duncan commented on this point at the first Be World-Class Conference in October 2011. He understands that by choosing to dedicate himself to adventure racing, he's missed out on a lot of other things. He's chosen adventure racing over a 'normal' lifestyle, with its socializing, parties and nights out. Bruce also knows that as a consequence, he isn't as close to many of his friends as he could be. However, Bruce is aware that dedicating himself to adventure racing was a positive choice, and that there is a tremendous up-side. Bruce loves being in the wilderness and discovering wild places. Adventure racing has given him some amazing experiences and allowed him to travel the world, doing what he loves. Which do you think Bruce would rather do, go out partying or race through an unspoilt wilderness?

"I have loved doing everything I have done, so it doesn't seem like a sacrifice."

**Bruce Duncan, Team GB captain and
world-leading adventure racer**

The Power of Passion

Passion, and a love for what you do, seem to be fundamental to these very successful people. But what difference does passion actually make? Let's start by remembering that expert performance develops over many years and requires many thousands of hours of deliberate practice. Geoff Colvin (2008), recognizes that 'deliberate practice', by its very nature, is not always particularly enjoyable. It is hard work. It can be frustrating. When we engage in deliberate practice we make mistakes and

fail. Therefore, it requires a great deal of dedication. Many of the world-leading people I interviewed would agree that it took them at least ten years to become expert in their field. When we consider these points again, it becomes obvious that those with passion, are far better equipped to embark on, and enjoy the journey to become the best in their field. Their intrinsic love for what they do is powerful. They are not in it purely for the outcome, the destination, or the rewards. There is psychological research and theory that support these ideas. Robert Vallerand (2008), explains that harmonious passion leads people to choose and engage in activities that they love. When people engage in activities they love, they are able to dedicate themselves to them completely. In doing so, they stand a much greater chance of developing genuine expertise and performing at a high level. Motivation that is intrinsic and based on a love and passion for the task, is often considered to be stronger, more stable and enduring. Therefore, a harmonious passion and intrinsic motivation are often found in those who have reached the pinnacle of their discipline.

"I find that when I have a passion for something, I put my whole heart and soul into it"

Kenny Atkinson, twice Michelin-starred chef

Alan Hinkes told me how a love for the mountain is a key component to being a successful mountaineer. He explained that if you want to climb a mountain, you have got to want to be there. Those who don't love being on a mountain will often become impatient. They will either 'bail out' in his words, or make a bid for the summit too soon. To be successful, you need to wait for the ideal weather and conditions. Sometimes this requires a mountaineer to stay at base camp for a few weeks. Alan recognizes that it's uncomfortable. It means living in a

tent, in sub-zero temperatures, eating the mountaineer's rations. For Alan, waiting for the perfect conditions is no problem, even if it means being on a mountain for a few weeks, because there is nowhere he'd rather be.

Passion vs Need

As we have discussed, there are a variety of powerful motivators. An intrinsic love and passion is just one. So, is *the* reason important, or is it enough simply to have a strong reason? Let's compare the accounts of the world-class winners interviewed here with former world number one tennis player Marat Safin a product of the hugely successful Russian tennis system. His motivation was driven by his parents' desire to make a better life through tennis, rather than an intrinsic love for the sport. At age 19, Marat won the US Open. Along with this prestigious Grand Slam victory came fame, financial fortune and fast cars. Interestingly, the following few years were quite turbulent for young Marat. He struggled to maintain his form and became more famous for his temper than his tennis. What had changed? Arguably, he was no longer powered by the same need that had driven him to success. He now had the material comforts that he'd strived so long to gain. Perhaps his reason had disappeared.

Marat Safin is not alone. In his study of sporting 'Gold Mines', Rasmus Ankersen (2011), also spent time in the favelas of Rio de Janeiro, birthplace of many Brazilian football greats. He found that the boys of the favelas were also looking for an escape through football. Many Brazilian players view football as a means of becoming rich and creating their dream life. That is their reason. It drives them to work incredibly hard. However, once they have achieved that dream, and created the lifestyle, there is no reason to work hard. Perhaps it is no surprise that many highly

acclaimed Brazilian players have very short careers at the top level (perhaps just a handful of seasons), before they dip.

So, having *the right* reason arguably provides much more sustainable and enduring motivation. It allows you to remain at the pinnacle, rather than just reach it. Perhaps, it goes further than that. Mountaineer Alan Hinkes explains that having the right reason not only makes the difference between success and failure, but also life and death. Experience tells him that the vast majority of people who attempt all fourteen 8000-metre peaks don't survive. He's also noticed that they usually get killed on the twelfth, thirteenth or final ascent. It is not because those peaks are technically more challenging. The reason is because they start to 'push the envelope that bit more'. He understands that the lure of prestige, recognition, fame and fortune, can entice people to change their decision making and take more risks. According to Alan Hinkes, no French climbers have climbed all of the 8000-metre peaks because they would be as famous in France as David Beckham is in the UK. Alan didn't have the same lure. His reason was simple – he did it because he *wanted* to do it.

What's Your Reason?

To be motivated, we need a compelling reason. In order to master our motivation, we need to be acutely aware of this reason. It has to be meaningful. We really have to want it! Often though, we forget the reason. It slips to the back of our mind. We start doing things out of habit. Sometimes we confuse our reasons. Sometimes our reasons change over time. We might start a business for the love of doing it and because we know the value it gives to others. Over time, we may lose sight of this and become embroiled in the day to day grind of finances, HR issues and red tape. Equally, our reasons might start to distort. We forget about our love for the business and the value

we give. We might start seeing the business as a means of gaining recognition and respect from others. It becomes our way of making our fortune; a way of getting the big house and flashy car.

Many athletes also find that their motives change over time. When they start out, their motive is simple. They love playing. Their motivation is simply driven by love and enjoyment for what they do. However for many, that picture changes. After a while, another agenda appears. The sport starts to give them other things. Winning gives them something new. When they achieve positive results they begin to gain recognition and respect from others. For a young athlete, this can start to become the primary motive. The sport then becomes a vehicle to achieve success and recognition. Their reason starts to evolve and becomes orientated around winning. A lot of coaches might see this as a good thing. Shouldn't athletes be motivated and driven to win? Isn't that the point? Surely the athletes that are motivated by winning are the ones who are most likely to be successful. They have a hunger and a desire for success that drives them.

In reality, it can be a double-edged sword. What if the athlete is not experiencing success? What if they are not winning? If their reason for participating is to win, the reason could well disappear. If that happens, motivation will evaporate very quickly. I've known many athletes to quit their sport because they hit a tough patch. Their motivation wasn't robust and couldn't carry them through. The irony is that they will say they quit because they weren't enjoying it any more. What they really mean is that their enjoyment was tied to winning. When the success dried up, so did the enjoyment and the motivation. A few years ago, I worked with an international swimmer who found exactly that. When success and recognition dried up, her reasons to compete evaporated with them.

Are you genuinely motivated by the love of what you do, or has your reason started to evolve? Often the best way to find out, is to see how you feel in the absence of a reason. For example, if you took away winning, would that seriously knock your motivation? If you didn't have the social interaction of your team-mates, would that dent it? What if no-one gave you praise or recognition? Would you still be as motivated? Those are often the acid tests.

In order to have strong motivation, we need a reason that is strong, robust, enduring and compelling. Psychologists Edward Deci and Richard Ryan (2002) found that motivation that comes from within is more stable and more likely to last, than motivation that is driven by external rewards or recognition. It really is very simple; you have to really want it. You can't make yourself want something because someone else wants you to have it. You will never be truly motivated by the need to please other people. Your motivation has to be genuine and has to come from within. It is not a coincidence that many truly great people have been inspired by their dreams. When they are interviewed, they often talk about the fact that they've been following their dreams. Our passion, love and dreams are powerful and enduring motives. They are authentic. They are ours.

So how do you know what your reasons are? If your reason to be in business is to make a lot of money, gain recognition and drive the flashy car, you will find that your motivation takes a nose dive if you're struggling financially. If you are motivated because of a love for what you do and because you know that what you do has value, your motivation will tend not to be knocked as much if you hit financial struggles.

Understanding the reason is the foundation to mastering motivation. Motivating a team requires us not only to understand

our own reasons, but also those of the team members. Are they at work purely for the money? Is it because they enjoy being part of the team? Are they here to be successful and to be recognized? Do they get satisfaction from achieving? Or do they simply love doing the job? Everyone is different. Most people have multiple reasons, but will normally have one or two that are stronger than others. When we understand those more fully, motivating the team becomes easier. Many managers try to inject their reasons into other people. It may have some short-term impact, but doesn't normally work in the long-term.

In business and sport, motivating yourself and your team has an enormous impact on performance. When lack of motivation becomes an issue, people often start to take their foot off the gas or lose their discipline. They start choosing to do the easier things rather than the difficult things. They don't push themselves quite as hard. They get despondent quicker. Rather than sticking with something until they make it work, they might try a few times but give up because they think 'it's just not working'. They shy away from the really tough challenges and stick to their comfort zone more closely. If there is a choice to do something now or postpone it, they start to postpone. The end result is a negative downward spiral of reducing performance, reducing confidence and reducing motivation. Ultimately of course, the results suffer!

What if your reason was simple? What if you were passionate about what you did?

Aligning Dreams and Passion

Ironically, a few years ago I found myself struggling because I had dropped my passion, and started focusing on the money.

Coaching is my passion. It's what I believe I am on this planet to do; it's my purpose. However, since I was a kid, I have always dreamed of being a millionaire businessman. When I was offered an opportunity, which I thought would help me fulfil my dreams and make me my millions, I went for it. Instead of following my passion, I started focusing on the money. To cut a long story short, the opportunity didn't work out, no matter how many hours I put into it. One Sunday morning I sat down with my wife. I was frustrated because the hard work had not paid off. We were almost broke and I couldn't work out where it had all gone wrong. I remember saying to her, 'Maybe I am just supposed to be a coach. After all, it's what I love and it's what I am good at.' Her response . . . 'Why can't you make your millions by being a coach; instead of trying to *either* make your millions, *or* be a coach?' Perhaps I didn't believe that being a coach could make millions? At that point I realized that I'd dropped my passion in pursuit of the money. As I sit here writing this chapter, I can tell you I am not a millionaire, but I am passionate! It doesn't mean that I have dropped my dream and given up on being a millionaire! That is still my dream. Now though, my dream is aligned with my passion, not in competition with it.

The Power of Love

So having a passion and intrinsic love for what you do, is what gives us the motivational fuel required for the journey. If the journey to become a genuine expert is likely to take over ten years and take many thousands of hours, you can bet there will be a few challenges along the way. Twice-Michelin starred chef Kenny Atkinson described his journey as 'a roller coaster', full of ups and downs, hurdles and challenges. Passion is therefore vital to help us keep going through the challenges. For Kenny, the buzz comes from working in the kitchen with fresh

ingredients and making great food. The fact that every day is different, with the possibility of seeing things he's never seen before and learning new things, is what fuels his passion. As Kenny says, 'I just love it. I really love it.'

When successful people hit challenges, they don't seem to dust themselves off and get back up again. Instead, they bounce back up. Their motivation and enthusiasm doesn't seem to wane if things go wrong or if they've not achieved their desired outcome quickly. Their love for what they do is intrinsic. Doing what they do seems to be more important than the outcome.

"Coming back is the success and the summit is a bonus, that's what I always say."

Alan Hinkes, world-leading mountaineer

"Nearly six months on and I still haven't filled in the paperwork for the Guinness World Record submission. It is 180-odd pages. It's still in the cupboard. I've completed the challenge, so what's a certificate on the wall?"

Andy McMenemy, record-breaking ultra-distance runner, on completing 'Challenge 66'

I'm sure that completing 180 pages of paper work is far less demanding than running 66 consecutive ultra-marathons! However for Andy, the reason to complete the paperwork is not as great as the reason to complete the challenge. In the Introduction, England Squash's National Head Coach Chris Robertson identified that many talented, young squash players give up when they hit challenges. As we will see in the coming chapters, those who reach the very pinnacle of their field constantly encounter challenges. All of them have failed and continue to fail when they push themselves to their limits. Their dreams and their passion give them the ability to keep pushing

and keep failing. Success is not the reason to do what they do. Doing it is reason enough, so success is a bonus. Therefore, they are willing to try and fail. Their journeys have taken years and are comprised of many thousands of hours of dedication. Their journeys are made up of thousands of steps, and it is their passion, that has continually given them the motivation to take the next step.

Summary

- There are many different reasons and motives that drive people to become the best they can be, including hunger for success and need.
- Dreams, passion and intrinsic love for what you do give you compelling, stable, robust and enduring motivation.
- By comparison, extrinsic motives can run out of steam or fall at the tougher hurdles.
- There may be times where you need to be prepared to make tough choices, to follow your passion ahead of more 'sensible' options.
- This strong passion allows you to make sacrifices, whilst at the same time, knowing that they are in fact positive choices.