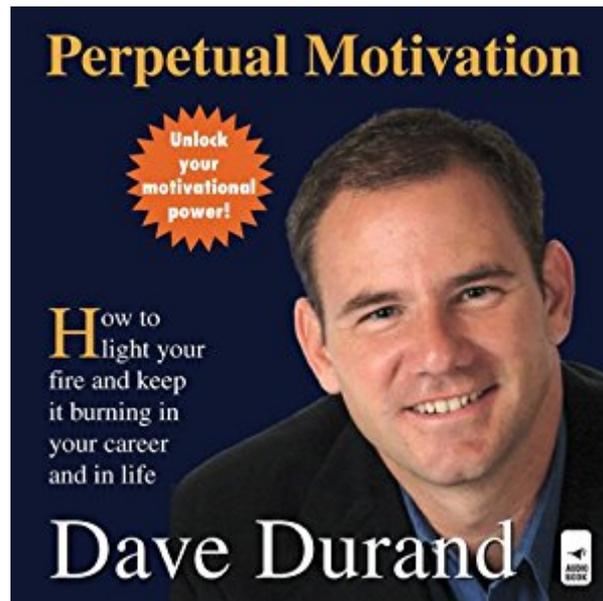


The book was found

Perpetual Motivation: How To Light Your Fire And Keep It Burning In Your Career And In Life



Synopsis

Learn the formula for motivation that all great achievers use in their lives. See immediate results as you integrate the formula into your own life. Dave urges the elimination of runaway self-esteem, which he critiques with force and conviction, debunking other popular self-help theories. Having cleared the way, he encourages the pursuit of balance so that every listener can become a legacy achiever through exercising appropriate influence, developing innate creativity, and infusing a dash of humor.

Book Information

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Customer Reviews

Dave Durand has proven his ability to motivate - he is a successful senior executive at the Cutco Company, a syndicated radio personality, a highly sought-after motivational speaker, and a successful author. In "Perpetual Motivation," Durand lays out his formula for life-long motivation. He developed his formula through introspection and studying "Legacy Achievers" - those who find continual success in all aspects of their lives. "Legacy Achievers," build reputations, generate motivation, and enjoy the experience of success. And as Durand goes on to show, we can learn from them. Durand begins by outlining his formula: $\text{Motivation} = \text{Balance} + \text{Influence} + (\text{Creativity} + \text{Humor}) - \text{Runaway Self-Esteem}$. With stories and metaphors, he shows why each plays a role and how they can be incorporated into our daily lives. Examples include: Balance - The Surfer: The more the surfer practices balance, the better prepared he/she is for the unexpected...with and the more motivated he/she is to surf regardless of the seas. ...just as oceans are unpredictable, so are the events in our lives. Each of us must work on our balance all the time so we can be prepared for the

unexpected. Integrity-Based Influence - People are the most unpredictable variable affecting motivation in our daily lives. Some of the people we interact with "get in the way" of our plans for success, and others help us along. The way in which you manage your relationships will either fuel or squelch your level of motivation. The way in which you exercise your influence is a major factor in the health of your relationships.... Creativity - Conformity can suppress our creativity. Creativity helps us maneuver around obstacles that block motivation.

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