

# What motivates you? Pain or Pleasure?

How you think about your goals also indicate how you get motivated to achieve your goals. What drives all your actions? What drives the way you think, act and behave?

Some people really find it difficult to motivate them to get going. How many times in life, you have felt that, you know you should be doing something, but you just don't feel like taking actions. The pain of taking action has always held you back and you are depriving yourself of the results you desire. You very well know that you want certain results, but you just don't enjoy doing it. If you think that this is true in your case then it means the pain of discomfort and stress drives the way you think, act and behave.

It is said that, a person gets motivated to success either by inspiration or by desperation. Some people get motivated because of the pleasure, comfort and happiness they will get when they achieve the results.

In life, there are times when we want to get motivated for doing something, or we want to get motivated for not doing something. For example, we want to get motivated for losing weight, and also for not eating much, or we want to get motivated to not to smoke.

Thus, how we think act, and behave is driven by pain and pleasure motivation strategy we are using subconsciously. For taking action, we need a motivation strategy. Some times, we are not able to take actions though we are aware of the pleasure we may get after we achieve the results. It is because the pain of taking actions and discomfort we may feel during the process is holding us back from taking actions.

The fact is motivation strategies we all use consciously or unconsciously is not a secret formula. It is simply a mental programme, we all are using and we can learn to use it whenever we need it.

For example, carrying out cleaning job in your room or clearing off piled up papers on your desk- you don't feel like doing it, but you still want it to be done. That is when we need motivation strategy. Now, just think that your desk is cluttered and though you want to clear it off somehow you have not been able to do it. You got a message that your chief is visiting your office next day morning, now you will clear off all your papers from your desk. It is because when you got the message your mind started giving you painful images of your boss scolding you, even threatening you of firing you out of job. These mental images were so painful that you were compelled to take actions.

People use two types of motivation strategies. One is towards what they want and another is away from what they do not want. These strategies we all use, are actually our mental programmes, which controls how we think act and behave and controls our life.

People want to get away from pain, stress, discomfort, frustration, worry, and so on. They want to go towards pleasure, happiness, comfort, fun, and relaxation.

People use both the strategies and both the strategies are useful in different situations. What really matters is how the conditioning of pain and pleasure has taken place in our subconscious. This pain and pleasure is taking place in our subconscious mind every moment with every breath of our life. The way we perceive the world around us and the meaning we give to all our life experiences based on our mental conditioning by various sources as diverse as parents, teachers, friends, and relatives and so on determines what meaning pain or pleasure we give to all our life experiences.

For example, two young boys were sitting and playing, the same moment one old man was passing by, and he stumbled and fell down. Both the boys saw this, one boy started laughing where as the other boy hurriedly went to the old man and asked, "uncle did you get hurt, let me help you getting up". Thus, the same experience was processed differently in both of boy's mind and both subconsciously gave different meaning, for one boy it was pleasure so he laughed while for other it was pain and he behaved in entirely different way. This is how pain and pleasure conditioning affects how we think act and behave in a given situation.

The pain and pleasure conditioning in our subconscious happens based on the way we process the information in our mind based on our mental programming in our childhood. Though people use both the strategies in various situations, one strategy has dominance on the way a person thinks, acts, and behaves. The person who uses pain driven motivation strategy tend to focus more on what causes pain in his life and what he does not want. He will take actions only when he experiences extreme pain, which is beyond his endurance limit. Such people even in their relationship with people will associate with the people who are inferior to them in terms of knowledge, skills, intelligence, and people whom they can dominate. Such people tend to move away from people those who bother them.

Where as the person who uses pleasure driven motivation strategy will always associate with people those who are superior to him in terms of everything, and from whom he can learn something. Such people move towards what they want.

People who use moving towards pleasure motivation strategy get success faster. People who use going away from pain strategy may get success after going through lots of hardship, struggle and so many failures, and also spoils their health because of stress they experience all the time, as they mostly keep focusing on what they do not want (pain, discomfort, and stress). Sometimes even after achieving success such people are not able to derive the pleasure because of the struggle and hardship they have gone through.

They are not aware of the direction they are moving forward in the process of pursuing their goals. You must have heard people saying, "Why this happens to me only, even though I put all my sincere efforts". Such people ultimately blame their fate, simply thinking that they probably do not deserve what they want.

The million-dollar question is, can we learn to use both the strategies to our benefit? Yes, we can do it simply by paying attention to the language we use, while thinking about what we want and what we don't want, and while communicating with others.