

SANDREGO

The concept of starting activities and going through peaks and valleys of energy, motivation, emotions and thinking in order to achieve your goals & targets

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Starting an Activity

SA

- Burst of Enthusiasm
- Tremendous Optimism
- Blind Optimism
- Expectation of Benefits
- Unaware of Difficulties Ahead
- Surge of Mental Activity
- Surge of Physical Activity
- Energy Peak Gets Things Started
- Euphoric Period
- Nothing Can Stop You Feeling
- Capturing Your Passion
- Making Emotions Work for You

Eventual Negative Dip

ND

- 1 Loss of Motivation
- 2 End of Energy Surge
- 3 Optimism Wears Off
- 4 Loss of Confidence
- 5 Fatigue Sets In
- 6 Feel Extremely Tired
- 7 Scant Early Results
- 8 Impending Adversity Looms
- 9 Want to Give Up
- 10 Negative Thoughts
- 11 Fighting Self Doubt
- 12 Disappointment Surfaces

Re-Light the Candle

RE

- 1 Understand Emotions
- 2 Prepare for the Let Down
- 3 Step Back from the Emotions
- 4 Bit of Thought (Cause & Effect)
- 5 Analyse Causes
- 6 Bit of Reflection
- 7 Re-evaluate Your Plans
- 8 Take a Fresh Perspective
- 9 Identify Gaps in Your Plan
- 10 Start to Correct Faults
- 11 Reconsider Your Motivations
- 12 Explore Inner Mind Workings

Go Onto Higher Planes

GO

- 1 Apply Your Lessons Learnt & Build It
- 2 Realism on Your Abilities/Expectations
- 3 Hold Yourself to Account
- 4 Re-ignite Your Original Passion
- 5 Side-line Distractions & Stop NVA Tasks
- 6 Get The Business Model Right
- 7 Move to a New Endeavour
- 8 Sharing Ideas & Experiences
- 9 Helping Others is Worthy Effort
- 10 Controlling & Understanding Emotions
- 11 Bootstrapping without External Help
- 12 Continue the Journey with a Mantra



References

https://en.wikipedia.org/wiki/The_Art_of_the_Start
<http://www.forbes.com/sites/womensmedia/2013/08/01/how-you-can-get-motivated-to-reach-your-goals/#3b1e30e64997>
<http://www.pickthebrain.com/blog/overcoming-the-loss-of-motivation-that-follows-a-surge-of-productivity/>

Acronyms

NVA - Non Value Add

The Art of the Start (Guy Kawasaki)

- Get Going: Build something. "Don't focus on pitching, writing, and planning"
- Weave a MAT (Milestones, Assumptions, and Tasks): Compile a list for each of these to keep you "on track when all hell breaks loose"
- Define Your Business Model: "You have to figure out a way to make money."
- Make Meaning: How will you make the world a better place?
- Small amount of money set aside and reinvesting profits for growth
- Make Mantra. Forget "long, boring, and irrelevant" mission statements

Takeaways & Conclusions

1. People have finite energy, reserves & resources
2. We are all guilty of over optimism at the start
3. The negative dip is inevitable & is coming
4. There are undiscovered strengths within you
5. Positive thinking and reflection are key factors
6. You need a plan to show you were to head
7. You will not get it right first time; plan to re-plan