



2023-1-ES01-KA210-ADU-000152023

## TRAINING AND COACHING PLAN

This Project has been funded with support from the European Commission.

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Co-funded by  
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## INTRODUCTION

The SOCIAL TAILORING project is a transformative initiative designed to address the pressing need for comprehensive support systems that aid individuals facing social disadvantages, risk of absolute poverty, disabilities, and social exclusion. By creating structured training and accompaniment pathways, this project aims to foster social inclusion, provide job training, and facilitate entry into the workforce through experiential learning that cultivates both work and life skills.

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The aim of this **training and coaching plan** is to enable disadvantaged adult learners to:

- undertake a path of empowerment,
- develop personal, relational and social skills, essential for social inclusion,
- activate themselves for their employability.



## 1. UNDERSTANDING MOTIVATION



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### THEORETICAL CONCEPTS

Motivation for learners refers to the drive, desire, or willingness of individuals to engage in and persist with training activities or programs. It encompasses the internal and external factors that energize, direct, and sustain one's behaviour towards achieving specific training goals or outcomes.

Motivation plays a crucial role in training as it influences learners' attitudes, effort, and persistence, ultimately impacting their learning effectiveness and performance.

#### *Introduction to the concept of motivation*

Motivation to participate in a specific behaviour can be influenced by both internal and external factors. Various theories have been proposed to explain motivation, including those that emphasize biological factors such as the need to maintain bodily equilibrium, Bandura's theory highlighting the role of self-belief in driving behaviour, and social theories that emphasize the influence of social factors on motivation.



What drives our actions and behaviours? What motivates us to do what we do? Motivation is the force behind our behaviours, stemming from our desires or needs, and directing our actions towards achieving a particular goal.

Understanding and leveraging motivational factors are essential for designing effective training programs and interventions that promote engagement, learning, and performance improvement.

Motivation for disadvantaged learners can be complex and may require specific approaches tailored to their circumstances. Disadvantaged learners may face various challenges such as socio-economic barriers, limited access to resources, lack of support systems, and negative experiences with education. Motivating them effectively often involves addressing these challenges while fostering a positive learning environment and instilling a sense of empowerment and purpose. Here are some strategies to motivate disadvantaged learners:

- **Recognize Individual Strengths:** Acknowledge and celebrate the unique talents, skills, and experiences that each learner brings to the table. Highlighting their strengths can boost confidence and self-esteem, which are essential for motivation.
- **Create a Supportive Environment:** Establish a safe and inclusive classroom or learning environment where learners feel valued, respected, and supported. Encourage peer collaboration, mutual respect, and empathy to foster a sense of belonging.
- **Set Realistic Goals:** Help learners set achievable short-term and long-term goals that are meaningful and relevant to their lives. Break down larger goals into smaller, manageable tasks to provide a sense of progress and accomplishment.
- **Provide Meaningful Learning Opportunities:** Offer hands-on, experiential learning activities that connect classroom learning to real-life experiences. Engage learners in projects, field trips, or community service initiatives that allow them to apply their knowledge and skills in practical contexts.



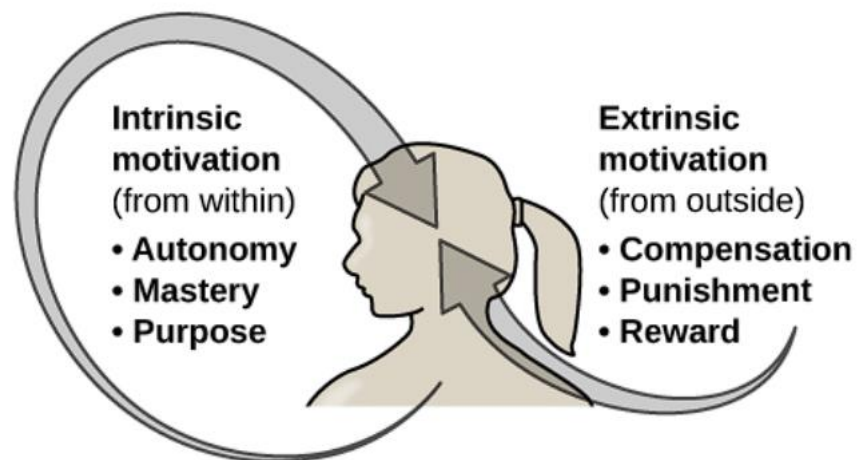
- **Offer Personalized Instruction:** Recognize that each learner has unique needs, learning styles, and interests. Provide differentiated instruction and individualized support to meet learners where they are and help them succeed.
- **Cultivate a Growth Mindset:** Encourage a growth mindset by emphasizing the belief that intelligence and abilities can be developed through effort, practice, and perseverance. Foster a culture that values resilience, learning from mistakes, and embracing challenges as opportunities for growth.
- **Provide Access to Resources and Support Services:** Ensure that disadvantaged learners have access to necessary resources such as textbooks, technology, tutoring, counseling, and other support services. Advocate for equitable access to educational opportunities and address systemic barriers that may impede their success.
- **Celebrate Progress and Achievements:** Recognize and celebrate the progress, achievements, and milestones of disadvantaged learners, no matter how small. Encourage a positive attitude towards learning by reinforcing their efforts and successes.
- **Promote Positive Role Models:** Introduce disadvantaged learners to positive role models who have overcome similar challenges and achieved success. Share inspiring stories of resilience, perseverance, and triumph to motivate and inspire them.
- **Build Relationships and Trust:** Develop strong, supportive relationships with disadvantaged learners based on trust, empathy, and understanding. Listen to their concerns, validate their experiences, and provide encouragement and guidance as needed.

By implementing these strategies and fostering a supportive and empowering learning environment, educators can help motivate disadvantaged learners to reach their full potential and succeed academically and beyond.



### *Types of motivation: intrinsic vs. extrinsic*

Aside from biological impulses, motivations can be categorized as either intrinsic, stemming from internal factors, or extrinsic, stemming from external factors. Intrinsic motivations drive behaviours based on personal satisfaction or fulfilment, while extrinsic motivations drive behaviours with the aim of obtaining something from external sources.



- 1. Intrinsic Motivation:** This comes from within the individual and involves engaging in an activity for its own sake, out of genuine interest, enjoyment, or satisfaction. In training, learners who are intrinsically motivated are more likely to exhibit greater enthusiasm, effort, and persistence.
- 2. Extrinsic Motivation:** This refers to engaging in an activity to attain external rewards or avoid punishments. Examples include earning a certificate, receiving praise from others, or avoiding negative consequences. While extrinsic motivators can be effective in the short term, intrinsic motivation is often considered more sustainable for long-term engagement and performance in training.

In reality, our motivations often involve a combination of both intrinsic and extrinsic factors, but the proportions of these factors may change over time, sometimes in unexpected ways. There's an old saying: "Choose a job you love, and you will never have to work a day in your life." This implies that if you enjoy what you do, it won't feel



like work. However, research suggests that this might not always be true. According to studies (Daniel & Esser, 1980; Deci, 1972; Deci, Koestner, & Ryan, 1999), receiving external rewards (such as payment) for activities we enjoy can change our perception of those activities, making them feel more like work and less enjoyable. Consequently, we might spend less time on these activities once the external rewards are removed.

Other research indicates that intrinsic motivation may not be as susceptible to the impact of extrinsic rewards. In fact, certain reinforcements like verbal praise could potentially boost intrinsic motivation (Arnold, 1976; Cameron & Pierce, 1994).

These seeming contradictions in research findings can be understood by considering various factors. Firstly, the effects of physical rewards (e.g., money) and verbal rewards (e.g., praise) on individuals can differ significantly. Tangible rewards tend to have more adverse effects on intrinsic motivation compared to intangible rewards. Additionally, individuals' expectations regarding extrinsic motivators play a crucial role: if someone anticipates receiving an external reward, their intrinsic motivation for the task typically diminishes. Conversely, if the extrinsic motivation comes as a surprise without prior expectation, intrinsic motivation tends to persist (Deci et al., 1999).

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### *Factors influencing motivation: internal and external*

Various factors influence motivation, which can broadly be categorized as internal and external. Internal factors originate within an individual, while external factors stem from the environment or external stimuli. Here's an overview of these factors:

#### **Internal Factors:**

- **Personal Goals and Values:** Individuals are motivated by their personal aspirations, values, and goals. These internal desires drive behavior towards achieving desired outcomes.
- **Interest and Enjoyment:** Intrinsic motivation arises from genuine interest, enjoyment, or satisfaction derived from engaging in an activity. When individuals find tasks enjoyable or stimulating, they are more likely to be motivated to pursue them.
- **Self-Efficacy:** Belief in one's ability to succeed in specific tasks or situations influences motivation. High self-efficacy leads to increased motivation, effort, and persistence in pursuing goals.





- **Attributions and Expectations:** Individuals' perceptions of their past successes and failures, as well as their expectations for future outcomes, impact motivation. Positive attributions and expectations can enhance motivation, while negative ones may hinder it.
- **Autonomy and Control:** Having a sense of autonomy and control over one's actions and decisions fosters intrinsic motivation. When individuals feel empowered to make choices and control their environment, they are more motivated to engage in activities.

#### External Factors:

- **Rewards and Incentives:** External rewards such as money, praise, or recognition can motivate individuals to perform tasks or behaviors. These extrinsic motivators provide tangible or symbolic benefits for achieving desired outcomes.
- **Feedback and Evaluation:** Feedback on performance, whether positive or negative, influences motivation. Constructive feedback can enhance motivation by providing guidance and encouragement, while harsh criticism may demotivate individuals.
- **Social Influence:** Social factors such as peer pressure, social norms, and support from others play a significant role in motivation. Approval or disapproval from peers, family, or authority figures can impact individuals' motivation to pursue certain behaviors.
- **Environmental Conditions:** Environmental factors such as the physical setting, resources available, and organizational culture can affect motivation. A conducive environment that promotes learning, collaboration, and growth can enhance motivation.
- **Task Characteristics:** The nature of the task itself, including its complexity, relevance, and novelty, influences motivation. Tasks that are challenging yet attainable and aligned with individuals' interests tend to be more motivating.

Understanding the interplay between internal and external factors is crucial for effectively motivating individuals in various contexts, whether in education, work, or personal development. By addressing these factors appropriately, educators, leaders,



and individuals themselves can cultivate and sustain motivation to achieve desired goals and outcomes.

### *Self-assessment: identifying personal motivators and barriers*

Self-assessment is a valuable tool for identifying personal motivators and barriers, helping individuals understand what drives them and what impedes their progress. Here's a step-by-step guide to conducting a self-assessment:

- **Reflect on Past Experiences:** Think about times when you felt highly motivated and accomplished. What activities or goals were you pursuing? What factors contributed to your motivation during those times?
- **Identify Personal Motivators:** Consider what activities, goals, or values are important to you. What brings you joy, fulfilment, or satisfaction? Reflect on your interests, passions, and long-term aspirations. These can serve as intrinsic motivators that drive your behavior.
- **Explore External Influences:** Examine external factors that impact your motivation. This could include rewards, recognition, feedback from others, or the influence of your social environment. Identify which external factors enhance or hinder your motivation.
- **Assess Strengths and Weaknesses:** Reflect on your strengths and weaknesses in relation to achieving your goals. What skills, talents, or qualities do you possess that can propel you forward? Conversely, what challenges or limitations do you face that may act as barriers to motivation?
- **Consider Values and Beliefs:** Reflect on your core values, beliefs, and priorities. How do these influence your motivation and decision-making process? Aligning your goals with your values can increase your intrinsic motivation and sense of purpose.



- **Recognize Patterns and Triggers:** Pay attention to recurring patterns or triggers that affect your motivation. Are there specific situations, environments, or tasks that consistently boost or diminish your motivation? Identifying these patterns can help you proactively address them.
- **Set SMART Goals:** Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals based on your self-assessment. Clarify what you want to achieve and why it matters to you. Break down larger goals into smaller, manageable steps.
- **Develop Strategies for Overcoming Barriers:** Identify potential barriers or obstacles that may impede your motivation. This could include procrastination, self-doubt, fear of failure, or external challenges. Develop strategies to address these barriers, such as setting realistic expectations, seeking support from others, or breaking tasks into smaller increments.
- **Seek Feedback and Support:** Solicit feedback from trusted mentors, peers, or colleagues regarding your strengths, areas for improvement, and potential blind spots. Surround yourself with a supportive network that can encourage and motivate you during challenging times.
- **Monitor Progress and Adjust Accordingly:** Regularly review your goals, progress, and challenges. Celebrate achievements and milestones along the way. Be flexible and willing to adjust your approach as needed based on feedback and changing circumstances.

By conducting a thorough self-assessment and identifying personal motivators and barriers, you can develop a clearer understanding of what drives you and how to overcome obstacles on your journey towards achieving your goals. This self-awareness can empower you to take proactive steps towards realizing your aspirations and living a more fulfilling life.



## 2. SETTING MEANINGFUL GOALS

### 2.1. IMPORTANCE OF GOAL SETTING IN MOTIVATION

The term motivation describes why a person does something. It is the driving force behind human actions. Motivation is the process that initiates, guides, and maintains goal-oriented behaviors. Understanding motivation can:

- Increase your efficiency as you work toward your goals,
- Drive you to take action,
- Help you feel more in control of your life, and
- Improve your overall well-being and happiness.

In other words, Motivation is what causes people to act in a way that gets us closer to our goals.

Which brings us to our topic: **SETTING MEANINGFUL GOALS**

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But first: what are goals? Goals are the desired outcomes or achievements that individuals set for themselves in order to work towards a specific objective. Let's understand what are the benefits and impact of setting meaningful goals.

Goal setting is extremely important in motivation because it provides a clear direction and purpose to work towards. Achieving these goals provides us with a sense of accomplishment and satisfaction, which in turn boosts self-confidence and motivation to pursue further goals.

Setting goals also helps individuals prioritize their tasks and stay organized. By breaking down big goals into smaller, more manageable steps, it becomes easier to track progress and make adjustments along the way. This sense of progress and achievement can be motivating and keep individuals engaged and committed to reaching their goals.

It can also create a sense of accountability and responsibility. When we share our goals with others or write them down, we feel a greater sense of commitment to follow through and achieve what we have set out to do.



They play a significant role in both personal and professional development for the following reasons:

- 1. Clarity and Focus:** Setting goals provides clarity and focus on what you want to achieve. They help you prioritize tasks and activities that are aligned with your objectives, preventing distractions and ensuring that your efforts are directed towards meaningful outcomes.
- 2. Motivation and Persistence:** Goals serve as motivators by giving you a sense of purpose and direction. They inspire you to take action, overcome obstacles, and persist in the face of challenges. Having clear goals can boost your motivation and drive to succeed.
- 3. Measurable Progress:** Goals provide a way to measure your progress and track your development over time. By setting specific, measurable targets, you can assess how far you have come and make adjustments if needed to stay on track towards achieving your goals.
- 4. Accountability and Responsibility:** Setting goals holds you accountable for your actions and results. When you have clear objectives in place, you take responsibility for your performance and outcomes, fostering a sense of ownership and commitment to fulfilling your goals.
- 5. Personal Growth and Development:** Goals play a key role in personal growth and development by challenging you to step out of your comfort zone, acquire new skills, and expand your capabilities. Working towards and achieving goals can boost your confidence and self-esteem.
- 6. Career Advancement:** In a professional context, setting career goals is crucial for advancing in your field and achieving success. Clear professional goals help you identify opportunities for growth, plan your career trajectory, and demonstrate your ambition and commitment to employers.
- 7. Decision Making and Planning:** Goals assist in decision-making and planning by providing a framework to evaluate choices and determine the most effective course of action to reach your desired outcomes. They guide you in making informed decisions that are in alignment with your long-term objectives.



Overall, goal setting plays a crucial role in motivation by providing clarity, focus, a sense of achievement, and accountability, all of which are essential for staying motivated and working towards personal and professional success. By establishing clear and achievable goals, individuals can enhance their capabilities, maximize their potential, and work towards realizing their aspirations.

## 2.2. S.M.A.R.T. GOAL SETTING TECHNIQUE

SMART goals are specific, measurable, achievable, relevant, and time-bound objectives that provide a framework for effective goal setting. Applying the criteria of SMART goals can help individuals and organizations clarify their objectives, track progress, and achieve desired outcomes.

Here's how you can apply the SMART criteria to goal setting:

1. **Specific (S):** Goals should be clear, well-defined, and specific. Instead of setting a vague goal like "improve sales," make it specific by stating "increase trimester sales by 10%." Specific goals provide a clear direction and help focus efforts on achieving a clearly defined outcome.
2. **Measurable (M):** Goals should include measurable indicators or targets to track progress. For example, if your goal is to "improve customer satisfaction," you can make it measurable by setting a target like "achieve a customer satisfaction rating of 90%." Measurable goals allow you to monitor your progress and know when you've successfully achieved your objective.
3. **Achievable (A):** Goals should be realistic and attainable. Setting goals that are too ambitious and beyond your capabilities can lead to frustration and demotivation, which is the opposite of what we want. You should make sure that your goals are challenging but always within reach based on your resources, skills, and constraints.
4. **Relevant (R):** Goals should be relevant to your broader objectives and priorities. Make sure your goals align with your values, long-term vision, and overall strategy. Setting relevant goals ensures that your efforts contribute meaningfully to your personal or professional growth.



- 5. Time-bound (T):** Goals should have a defined timeline or deadline for completion. Setting a time frame creates a sense of urgency and helps prioritize tasks. For example, instead of saying "lose weight", specify "lose 10 kilos by the end of the year". Time-bound goals give us a sense of accountability and encourage timely actions.

By applying the SMART criteria to goal setting, you can create well-defined objectives that are specific, measurable, achievable, relevant, and time-bound. This approach helps you clarify your goals, track progress effectively, stay motivated, and ultimately increase your chances of success. Remember to review and adjust your goals as needed to ensure they remain relevant and aligned with your evolving needs and priorities.

### 2.3. ESTABLISHING SHORT-TERM AND LONG-TERM GOALS

There are 2 types of goals we should be setting.

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- **Short-term goals** are typically achievable within a shorter time frame, such as a few days, weeks or months. They are usually steps or milestones that contribute to achieving a larger, long-term goal. Short-term goals are important because they provide a sense of direction and momentum, helping you make progress and stay motivated.
- **Long-term goals**, on the other hand, are more substantial objectives that you aim to accomplish over a longer period, often extending several years into the future. Long-term goals help provide a clear vision of what you want to achieve in the long run and guide your actions and decisions over time. They may require careful planning, perseverance, and consistent effort to accomplish.

It's essential to have both short-term and long-term goals, as they complement each other and work together to help you turn your aspirations to reality and lead a fulfilling life.



## 2.4. VISION BOARD

The importance of a vision board lies in its ability to visually represent your goals and aspirations in a tangible and inspiring way. Here are some key reasons why creating and using a vision board can be beneficial:

- 1. Clarity and Focus:** By compiling images, words, and symbols that represent your goals and desires on a vision board, you create a visual representation of what you want to achieve. This process helps clarify your objectives and keeps them at the forefront of your mind.
- 2. Motivation and Inspiration:** A vision board serves as a source of motivation and inspiration. When you look at your board regularly, it reinforces your goals and reminds you of the reasons behind your aspirations. This visual reminder can boost your motivation and drive to take action towards your goals.
- 3. Visualization and Manifestation:** Visualization is a powerful tool for achieving your goals. By regularly visualizing your desired outcomes through your vision board, you are reinforcing positive thoughts and emotions associated with your goals. This practice can help you manifest your aspirations into reality.
- 4. Setting Intentions:** Creating a vision board involves intentional selection of images and phrases that resonate with your goals. This process of setting intentions and consciously choosing what to include on your board can help you align your actions and mindset with your desired outcomes.
- 5. Positive Mindset:** Looking at a vision board filled with images of your aspirations can elicit positive emotions and beliefs. This positivity can impact your mindset, helping you stay optimistic and focused on your goals, even in the face of challenges.
- 6. Accountability and Tracking Progress:** A vision board serves as a visual representation of your goals and progress. By regularly reviewing your board and reflecting on how far you've come, you can track your progress, celebrate achievements, and stay accountable to your aspirations.





Overall, a vision board can be a powerful tool for goal setting, motivation, and maintaining a positive mindset. It can serve as a constant reminder of your aspirations, guiding you towards taking intentional actions to turn those visions into reality.

## 2.5. CREATING AN ACTION PLAN TO ACHIEVE GOALS

Creating an action plan can be a great way to achieve your goals. Here's a general outline of how you might approach it:

1. **Define Your Goals:** Start by clearly defining what you want to achieve. Using the SMART goals technique.
2. **Break It Down:** Break your main goal into smaller, more manageable tasks. This will make the overall goal feel more achievable and will help you stay organized.
3. **Set Deadlines:** Assign deadlines to each of the smaller tasks to create a timeline for achieving your goals. This will keep you accountable and help you prioritize your work.
4. **Identify Resources:** Determine what resources you need to accomplish each task. This could include time, money, materials, or support from others.
5. **Take Action:** Begin working on the tasks you've outlined in your plan. You can use a physical or digital planner or calendar to schedule time for completing specific tasks to plan better.
6. **Monitor Progress:** Regularly review your progress to see if you're on the right track. If necessary, adjust your action plan to accommodate any changes or challenges that arise. Anticipate potential obstacles and develop strategies to overcome them.
7. **Evaluate and Adjust:** Once you've completed your action plan, take some time to evaluate your accomplishments. Reflect on what worked well and what didn't and use this information to adjust your approach for future goals.

Remember that achieving your goals is a journey, and it's okay if things don't always go as planned. The important thing is to stay committed and keep moving forward.



## 3. BUILDING RESILIENCE AND OVERCOMING OBSTACLES

### 3.1. INTRODUCTION TO RESILIENCE

Resilience is the capacity to withstand life's challenges and bounce back stronger. It involves adapting in the face of adversity, trauma, tragedy, threats, or significant sources of stress. This ability is not about avoiding difficulties but learning to deal with them effectively. Cultivating resilience can lead to a more fulfilling and balanced life, even when circumstances are tough.

As Nelson Mandela said once: "Do not judge me by my success, judge me by how many times I fell down and got back up again".

### 3.2. CHARACTERISTICS OF RESILIENT PEOPLE

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**Resilience** is essential for overcoming life's obstacles. Key traits of resilient individuals include:

- **Adaptability:** Flexibly navigating change and adjusting strategies.
- **Emotional Awareness:** Recognizing and managing one's emotions and empathizing with others.
- **Perseverance:** Persisting in the face of setbacks and maintaining focus on goals.
- **Problem-Solving Skills:** Approaching challenges creatively and finding solutions.

Cultivating these traits can empower us to face adversity with strength and confidence.



### 3.3. THE ROLE OF CHALLENGES IN BUILDING RESILIENCE

Challenges and adversity are not just obstacles in our path; they are opportunities for growth. Each challenge we face tests our resilience, pushing us to adapt, learn, and become stronger. Key insights include:

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#### Increased Self-Efficacy

Successfully navigating hardships boosts our confidence in handling future obstacles.

02

#### Learning Opportunity

Every challenge is a lesson in disguise, offering insights into our strengths and areas for improvement.

03

#### Growth Through Adversity

Overcoming difficult situations teaches us vital life skills, enhances our adaptability, and strengthens our resolve.

### 3.4. STRATEGIES FOR BUILDING RESILIENCE



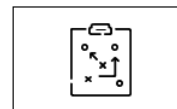
Embracing a growth mindset



Practicing self-care and stress management



Developing strong social connections



Setting realistic goals and taking action



### 3.5. OVERCOMING OBSTACLES

Confronting and overcoming obstacles is a fundamental aspect of building resilience. It involves recognizing barriers, developing strategies to overcome them, and learning from the experience. Key strategies include:

- **Identifying Obstacles:** Acknowledge challenges without underestimating or ignoring them.
- **Strategic Planning:** Develop clear, actionable plans that address obstacles directly.
- **Learning and Adapting:** Use obstacles as learning opportunities to improve future strategies.

By adopting a proactive and positive approach to challenges, we enhance our capacity to navigate life's hurdles with confidence and grace.

### 3.6. TOOLS AND RESOURCES FOR BUILDING RESILIENCE



#### Inspirational Books

Discover strategies and stories of perseverance.



#### Mental Health Apps

Use digital tools for mindfulness and emotional well-being.



#### Professional Guidance

Seek personalized advice through counseling or coaching.



#### Educational Programs

Participate in workshops or online courses aimed at enhancing resilience skills.



#### Community Support

Connect with support groups or forums to share and learn from others' experiences.

In conclusion, the journey of building resilience and overcoming obstacles is a transformative process that empowers individuals to navigate life's challenges with strength and grace. Resilient people harness their inner capacities to adapt, persevere,



and grow from adversity. They utilize strategic planning, seek support, and apply lessons learned from each hurdle they overcome. By embracing challenges as opportunities for growth, they cultivate a robust mindset that thrives in the face of difficulties.

## 4. HOW TO SUSTAIN MOTIVATION OVER THE LONG HAUL?

### 4.1. WHAT IS MOTIVATION?

The motivation is what drives us to do something and keeps us focused on it until we achieve it.

Motivation can be influenced by a variety of factors, such as personal needs, desires, expectations, values, external rewards, social pressure, and emotions, among others.

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### 4.2. MOTIVATION IN PERSONAL GOALS

- **Celebrating Milestones:** it is important to take a moment to celebrate the milestones we achieve along the way. These milestones serve as reminders of the progress we have made and can provide the motivation needed to continue moving forward. In this section, we will explore the significance of celebrating milestones, reflect on their impact, and discuss strategies for sustaining motivation throughout our lifelong learning journey to success.

One of the main reasons why celebrating milestones is important is that it allows us to acknowledge and appreciate the progress we have made. Often, we get caught up in striving for our long-term goals and fail to recognize the smaller victories we achieve along the way.

By taking the time to celebrate these milestones, we can boost our confidence, reinforce positive behaviors, and maintain a sense of momentum. For example,



if you set a goal to read one book per month and successfully accomplish it, celebrate by treating yourself to a new book or sharing your achievement with friends and family.

- **Reflecting on Achievements:** Celebrating milestones also provides an opportunity for reflection. When we pause to reflect on our achievements, we can gain valuable insights into our personal growth and development. By analyzing what worked well and what didn't, we can make adjustments to our strategies and continue progressing.

For instance, if you have been working on improving your public speaking skills and successfully deliver a presentation, take some time to reflect on the techniques you used and the areas where you excelled. This reflection will help you refine your approach and set new goals for further improvement.

- **Options for Celebrating Milestones:** There are various ways to celebrate milestones, and the best option depends on personal preferences and the nature of the achievement.

Some individuals may find joy in treating themselves to a special reward, such as a spa day or a weekend getaway, while others may prefer to celebrate by sharing their success with loved ones through a small gathering or a heartfelt conversation.

Another option is to give back to the community by volunteering or donating to a cause that aligns with your values. Ultimately, the most important aspect is choosing a celebration that brings genuine happiness and reinforces the significance of the milestone.

- **Balancing Humility and Pride:** While it is important to celebrate milestones, it is equally important to strike a balance between humility and pride. While celebrating achievements is necessary for motivation, it is crucial to remain humble and avoid becoming complacent. Recognize that milestones are stepping stones on a larger journey and that there is always room for growth



and improvement. Embrace the accomplishments with gratitude and humility and use them as fuel to continue pushing yourself further.

Celebrating milestones is an integral part of our personal development journey. It allows us to acknowledge progress, reflect on achievements, and sustain motivation. By choosing meaningful ways to celebrate, balancing humility and pride, and surrounding ourselves with a supportive network, we can ensure that our milestones become catalysts for continuous growth and success.

#### 4.3. MOTIVATION IN ENTREPRENEURSHIP

Sustaining motivation is crucial for long-term success as an ecommerce entrepreneur. It is natural to face challenges and setbacks along the way, but by adopting the right mindset and implementing effective strategies, you can stay motivated and overcome any obstacles that come your way.

One of the key factors in sustaining motivation is **having a clear vision and setting specific goals**. When you have a clear idea of where you want to go and what you want to achieve, it becomes easier to stay motivated and focused. For example, if your goal is to increase your e-commerce sales by 50% in the next six months, you can break it down into smaller, actionable steps and celebrate each milestone along the way.

Another important aspect of sustaining motivation is **surrounding yourself with a supportive network**. Surrounding yourself with like-minded individuals who share your goals and aspirations can provide you with the necessary encouragement and motivation when you need it most. Joining online communities or attending networking events can help you connect with other e-commerce entrepreneurs who can offer valuable insights and support.

Additionally, **practicing self-care and maintaining a healthy work-life balance** is crucial for sustaining motivation. As an e-commerce entrepreneur, it can be easy to get caught up in the hustle and bustle of running your business, but neglecting your well-being can lead to burnout and a loss of motivation. Make sure to take breaks, prioritize self-care activities, and create boundaries between work and personal life.



Celebrating your successes, no matter how small, is another effective way to sustain motivation. Acknowledging and rewarding yourself for achieving milestones or overcoming challenges can boost your confidence and motivation. For instance, if you successfully launched a new product or reached a certain sales target, treat yourself to something you enjoy or take a day off to relax and recharge.

Finally, staying motivated also requires a **willingness to adapt and learn from failures**. In the e-commerce industry, not every strategy or decision will yield the desired results. However, viewing failures as opportunities for growth and learning can help you stay motivated and continuously improve. Analyze what went wrong, make necessary adjustments, and keep pushing forward.

In conclusion, sustaining motivation as an e-commerce entrepreneur requires a combination of mindset, strategy, and self-care. By setting clear goals, surrounding yourself with a supportive network, practicing self-care, celebrating successes, and learning from failures, you can stay motivated and overcome any challenges that come your way. Remember, success is a journey, and staying motivated is the key to reaching your long-term goals in the e-commerce industry.

#### 4.4. SUSTAINING MOTIVATION IN PURSUING IDEAS

Maintaining motivation long-term can be a challenge, but there are various strategies and practices that can help you stay motivated. Here are some tips for sustaining motivation:

- **Self-care practices:** Taking care of yourself is crucial for maintaining motivation.
- **Setting realistic goals:** This allows you to experience a sense of accomplishment as you make progress, which can boost your motivation.
- **Creating a support system:** Surround yourself with supportive individuals who encourage and motivate you. Share your goals and aspirations with them and seek their guidance and feedback.





- **Celebrating successes and milestones:** Celebrate your achievements, no matter how small they may seem. Acknowledge your progress and reward yourself when you reach milestones along the way.
- **Reflecting on progress:** Take time to appreciate the efforts you've put in and the results you've achieved.
- **Adjusting goals as needed:** Be flexible and willing to modify your goals to align with your current situation and aspirations.
- **Finding inspiration: Seek** out sources of inspiration to fuel your motivation. Surround yourself with positive and motivating content that resonates with you. Engaging with inspiring material can help you stay focused and motivated over the long term.

Remember, motivation can fluctuate, and it's normal to experience ups and downs along the way. By incorporating these practices into your routine, you can cultivate a sustainable level of motivation and keep moving forward toward your goals.



## ACTIVITIES WITH LEARNERS

### 1. Quiz: EXSTRINSIC OR INTRINSIC?

Learning Objective: to be able to identify extrinsic and intrinsic factors of motivation to learn.

Think about why you are currently in a training. Are you here because you enjoy learning and want to pursue a training to make yourself a more well-rounded individual? If so, then you are intrinsically motivated. However, if you are here because you want to get a certification to make yourself more marketable for a high-paying career or to satisfy the demands of your family, then your motivation is more extrinsic in nature.

For each of the following statements, determine if it shows intrinsic or extrinsic motivation.

**1. You love learning.**

- Extrinsic
- Intrinsic

**2. Knowledge is important to you.**

- Extrinsic
- Intrinsic

**3. You want good grades.**

- Extrinsic
- Intrinsic

**4. You want to learn as much as you can.**

- Extrinsic
- Intrinsic

**5. You want a better job.**

- Extrinsic
- Intrinsic



**6. You expect to earn more money.**

- Extrinsic
- Intrinsic

**7. You want to please your family.**

- Extrinsic
- Intrinsic

**8. It gives you great pleasure to learn new things.**

- Extrinsic
- Intrinsic

Intrinsic motivation resides within the individual. Someone who is intrinsically motivated learn because they enjoy the task, they believe the task is important and they desire to do a good job.

Extrinsic motivation exists outside the person. Someone who is extrinsically motivated learn because they want a reward as money with a job or praise.



## 2. YOUR MOTIVATION... TODAY

Learning Objective: to explore the motivating factors in this training opportunity, and to set specific goals.

### Step 1:

**Reflect on Past Experiences:** Think about times when you felt highly motivated and accomplished. What activities or goals were you pursuing? What factors contributed to your motivation during those times?

### Step 2:

And now:

- Identify **Intrinsic Motivators**

- Identify **Extrinsic Motivators**



**Step 3:**

- **Set SMART Goals:** Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals based on your self-assessment. Clarify what you want to achieve and why it matters to you.



### 3. CARPE DIEM

Learning Objective: establishing a link between the present and the future, enabling learners to grasp their identity and aspirations. (Activity in small groups of 3-4 people).

#### Step 1: An Identity

The trainer asks each group to create an “identity”. Learners should represent as a group a male or a female, specifying the name, age, what are his/her hobbies, what are his/her favourite subjects, how his/her family is composed.

They have to answer two questions (using a flipchart paper divided in two columns):

1. WHAT DO I WANT TO DO TOMORROW?
2. WHAT DO I WANT TO DO IN 3 YEARS?

(Depending on the age of participants the year interval can be increased)

Each group writes 4-5 answers to both questions according to the fictional identity.

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#### Step 2: Sharing

The trainer asks each group to present their identity to the class and say what they want to do tomorrow and what they want to do in 3 years.

#### Step 3: Evaluation

The trainer can use the following questions with their learners:

- Is there a correlation between my current actions and my aspirations for the next 3, 5, 7, or more years?
- Which actions am I taking to attain both short-term and long-term objectives?
- What steps can I take to realize my goals? Are my daily activities significant? Do I perceive each day as a fresh opportunity?
- Am I contemplating the future? Do I possess a vision or a project? How can I align my present actions with my future aspirations?
- An ability to be “here and now” and self-awareness! How do You understand it?



#### 4. ABOUT ME

Learning Objective: reflect and develop self confidence.

##### Step 1:

Each participant is given a sheet with the following unfinished sentences.

- I like myself because...
- I'm an expert at...
- I feel good about...
- My friends would tell you I have a great...
- My favourite place is...
- I'm loved by...
- People say I am a good...
- I've been told I have pretty...
- I consider myself a good...
- What I enjoy most is...
- The person I admire the most is...
- I have a natural talent for...
- Goals for my future are...
- I know I will reach my goals because I am...
- People compliment me about...
- I feel good when I...
- I've been successful at...
- I laugh when I think about...
- The traits I admire myself for are...
- I feel peaceful when...

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Participants have to answer all questions, only if they want. They are free to skip some.

##### Step 2:

When everyone has finished, the trainer asks the participants to share their answers on a voluntary basis.



Alternatively, when it is time to share answers:

- The trainer can ask learners to share three most surprising findings about him-/herself.
- The trainer can choose a particular question and ask everyone who wants to share their responses. The answers are grouped on the blackboard/on paper.
- The trainer can launch the discussion and encourage learners by expressing his/her personal experience.

In situations where responses may be negative, rude, or mocking, it's essential for the trainer to remain as adaptable as possible. Rather than ignoring such responses, the trainer should strive to identify any positive aspects within them.

### Step 3: Evaluation

At the end of the activity, the following questions are used for evaluation:

- How did you experience the activity? What changes could enhance your experience?
- Do you find it effortless to identify positive qualities within yourself? Is it easy to express them?
- Do you believe in the responses you provided?
- What is confidence? Why is it important? How to reinforce it?
- What similarities do you share with your peers?
- Are you conscious of your talents, capabilities, and skills?
- Have you discovered anything new about yourself or your classmates through this activity?





## 5. CAROUSEL OF PROFESSIONS

**Learning Objective:** to promote learners' understanding of issues related to the role of education and training, why it is needed and useful.

At the end of this activity, participants will be able to:

- Enhance their awareness of the link between hobbies and potential future careers.
- Recognize the skills that are particularly relevant to specific professions.
- Improve their collaboration and communication abilities.
- Support learners in their learning journey and guide them towards building autonomy.

The trainer shares the following questions:

- What do I like?
- What do I know?
- What do I need?
- What can be acquired in a training?

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### Step 1: Round 1

Each participant should write his/her own hobby, leisure time activity, or interest. Based on these responses, participants are divided into groups.

Each group has to find professions that are linked to these free time activities.

### Step 2: Round 2

Participants will rotate groups, with one individual staying behind as the leader or owner of the group, maintaining continuity for the next set of participants. After the group switch, the subsequent task will involve researching and documenting essential aspects of various professions, such as working hours, salary, education requirements, etc.

### Step 3: Round 3

Once the task of gathering information about professions is finished, participants will switch groups again. In this final phase, they will address the question: "Which subjects in education are relevant to these professions, and what skills and knowledge can be acquired through school or training courses to prepare for these careers?"



#### Step 4: Evaluation

At the end – presentation of group work participants are asked to reflect on such questions:

- What new things did I learn about professions and subjects?
- What did I learn about myself?
- What school subjects are already now important in order to transform my hobby into a profession?
- What surprised me?
- What else do I have to think about?

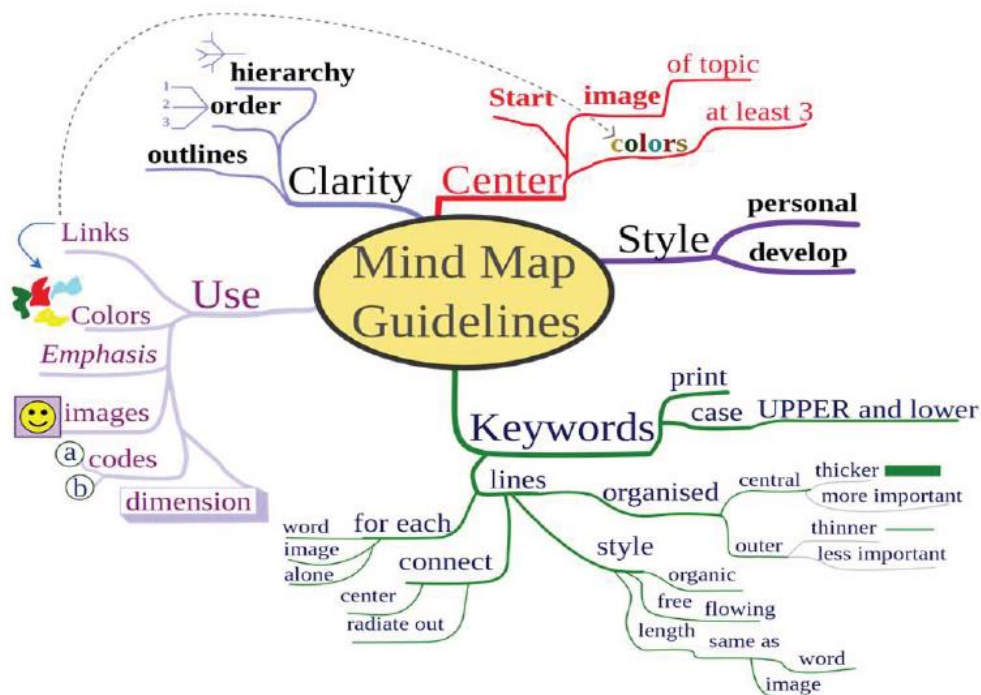


## 6. YOUR LEARNING – MIND MAP

Learning Objective: to understand their motivation for learning by identifying their passions and strengths, building on these ones for planning future learning.

### Step 1: What is a Mind Map

The trainer presents an example of Mind Map and explains the aims of the activity.<sup>1</sup>



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The trainer presents to the students the steps on how to create a mind map in seven steps:

1. Start from the centre of a blank page.
2. Use an image or picture for your central idea.
3. Use colours throughout.
4. Connect your main branches to the central image and connect your second and third-level branches to the first and second levels, etc.
5. Make your branches curved rather than straight-lined.
6. Use one key word per line.
7. Use images throughout.

<sup>1</sup> More information: [www.tonybuzan.com/about/mind-mapping](http://www.tonybuzan.com/about/mind-mapping)



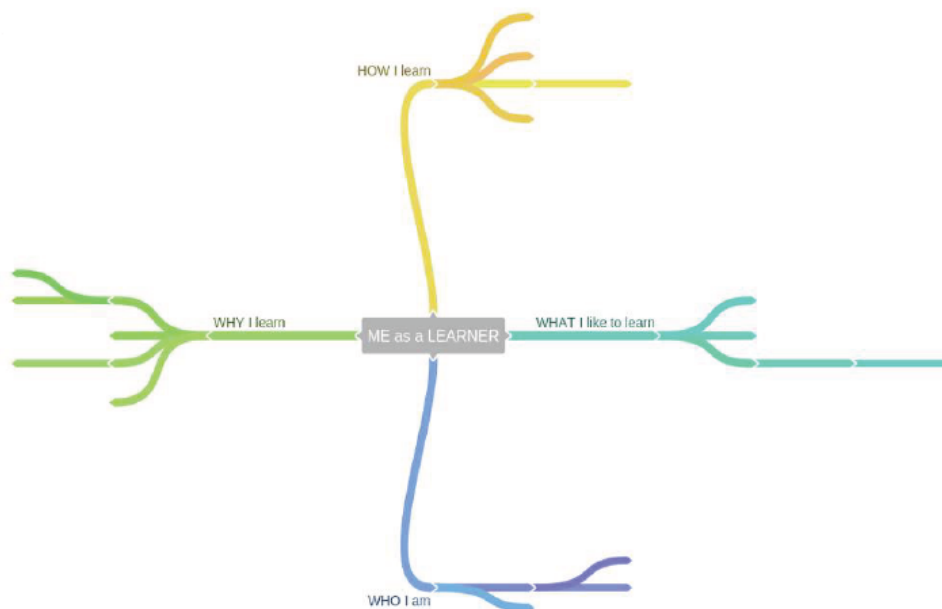
Participants are instructed to carefully read the provided instructions. The trainer will then demonstrate the creation of a mind map based on the given example, focusing on education, career, and learning motivation. However, it's emphasized that this activity can be adapted to any other topic as needed. Before proceeding to create the mind map, the trainer will define the specific task or topic, whether it's related to hobbies, interests, professions, or any other subject matter chosen for the activity.

### Step 2: Create your Mind map

The trainer instructs the learners to create a collage mind map using photos and text sourced from magazines. This mind map should visually represent their individual strengths, personal values, motivation to learn, passions, and unique qualities.

The main points to reflect on are:

- Why do I learn = motivation
- Why do I like to learn = passions
- How do I learn = preferred learning modalities
- Who am I = self-awareness about one's learning history

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An image or picture should be used for the central idea.



### **Step 3: Sharing**

When the learners are ready, the trainer invites them to present their mind map/collage to the rest of the group.

### **Step 4: Evaluation**

Following the activity, the trainer can facilitate a class discussion focusing on the following topics:

- Why is education and learning important?
- What motivates students to achieve better learning results?

These discussions can provide valuable insights into the significance of education and the factors that drive students to excel in their learning journey.

## **7. SETTING SMART GOALS**

Participants collaborate to create SMART goals based on a given scenario,

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\*Sharing and discussing the created SMART goals to gain insight into different perspectives

## **8. SHORT TERM AND LONG TERM GOALS**

Each participant will share a short-term and one long-term goal (real or made up).

## **9. VISION BOARD**

Making our own vision boards by compiling images, words, and symbols that represent our goals and create a visual representation of what we want to achieve.

\*You can do this in your computers on a platform like Canva or in paper with magazine cutouts

## **10. ACTION PLAN**

- Set a goal for yourself/ your company.
- Find an obstacle that may come up
- Develop a strategy to overcome it



## 11. WATCHING AND ANALYSING VIDEOS

1. [https://www.youtube.com/watch?v=F5R49m09ZM&ab\\_channel=Dr.SandeepAtreatSocialigence](https://www.youtube.com/watch?v=F5R49m09ZM&ab_channel=Dr.SandeepAtreatSocialigence)

Now, we will discuss all together the following questions:

- What have you learnt about the video and how can you apply it to your personal experience?
- Why do you think emotional intelligence can help you achieve your goals?

2. [https://www.youtube.com/watch?v=1gzVhnT3pB4&ab\\_channel=TherapyinaNutsShell](https://www.youtube.com/watch?v=1gzVhnT3pB4&ab_channel=TherapyinaNutsShell)

Now, we will discuss all together the following questions:

- How does the Dopamine Cycle affect us?
- Is your selftalk kind to yourself? How can you improve it?
- Think about other ways to track your accomplishments.
- Share with your partners what works for you regarding keeping up your motivation at achieving your goals.



## 12. "SUPPORT CIRCLE FOR LONG-TERM MOTIVATION"

In this activity, participants will work together to create a support circle that allows them to maintain long-term motivation. They will focus on implementing self-care practices, setting realistic goals, celebrating successes, and reflecting on progress.

Instructions:

- **Group Formation:** Divide participants into groups of 3 or 4 people. Each group will become a "Support Circle for Long-Term Motivation."
- **Self-Care and Motivational Practices:** Each group member should research and select a self-care practice that contributes to maintaining long-term motivation. It can be a practice related to sleep, nutrition, exercise, or other aspects of physical, mental, or emotional well-being. Members should share their selected practices within the group.
- **Designing the Mural:** Within the group, participants should discuss and design a visual mural that represents the selected strategies. They can use cardboard, large paper, or even a digital graphic design tool. Each group member will be responsible for creating a section of the mural that represents their strategy.
- **Integration of Visual Elements and Messages:** Each group member should contribute visual elements and inspiring messages related to their strategy. These can be illustrations, photographs, motivational quotes, keywords, among others. The elements should be creative and representative of the selected strategy.
- **Presentation of the Mural:** Once the mural is complete, groups should present it to the other participants. Each group will explain the selected strategies and how they are integrated into the mural. Participants are encouraged to share their personal reflections on the importance of maintaining long-term motivation.
- **Celebrating Successes and Milestones:** Participants should identify significant milestones on their path to long-term motivation. As a group, they should establish a system for celebrating successes and milestones achieved. This could include a shared record of achievements, moments of recognition in group meetings, or any other form of celebration they deem appropriate.



## ADDITIONAL RESOURCES

- Video 1: Instincts, Arousal, Needs, Drives: Drive-Reduction and Cognitive Theories | MCAT | Khan Academy <https://youtu.be/LHnHXS51J4E>
- Video 2: Self-Efficacy, Locus of Control, and Self-Perception <https://youtu.be/lywFMVsZvNE>
- Video 3: Drive: The surprising truth about what motivates us <https://youtu.be/u6XAPnuFjJc?si=s-RkQglwVBMgHOHV>

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