



## Breakthrough Coaching Newsletter

**What's Driving You?**  
February 2006

### Dear Subscriber

Welcome to February's edition of the Breakthrough Newsletter. How are you?

In this month's issue we're asking - what is driving each of us? In previous issues we've focused on actively making choices about what we're aiming for in our life and career and setting ourselves great goals to work towards. Whatever those goals are, something made us choose them. What was it? And what is driving us to achieve them now? Read on for more!

Also this month... for a while now I've been using a great assessment that helps you uncover your true motivations and I thought you might like to know about it. Plus, the great thing is, it's free! See the right hand column for details.

As always, thanks for your feedback. It's great to hear your thoughts and don't forget that this is your newsletter, so if there is something in particular that you'd like me to cover, something you're stuck with perhaps, do let me know!

Happy Reading,

**Lisa Ravenscroft - The Breakthrough Coach**

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### What's Driving You?



When you think about it, we spend a lot of time focusing on and working towards what we want. But we don't perhaps give as much thought to what's behind our wants and our goals. What determines whether we choose one road or another and what's driving us?

When you ask people what they want or what they're working towards, their answer will be along the lines of a better job, more money, a new house, to be fitter or something in a similar vein. And perhaps they think this is what's driving them. But if we consider these supposed drivers for a moment, we can see that there may be

more to it than that.

Take the new house, for example. A new house in itself can't be a driver. A house is just a house and, on its own, it doesn't really have a meaning. The meaning behind a new house comes from us. So why do we want a new house? What will it give us? Of course, it'll be completely individual for all of us. For some it will give security, for others it will be space in which the family can grow or in which we can do something we love. It might give us an environment in which to express ourselves or a whole raft of other things that are important to each of us.

**And herein lies the key. What we're driven by is the desire to improve our lives and to live by the things that are important to us. So while we think it's the actual thing that we want, it is actually what that thing represents for us.**

Another good example is money. Most people share a desire to have more of it in some way or another. But what's important about having more money? What will it give us? Security? Freedom? Status? Pleasure? It can have so many different meanings, but what it means to you will be one of the things that are most important to you.

So how does it help us to know what our drivers are? Well, if you already have clear goals, find your drivers for those goals and you find all the motivation you need to achieve them. If confusion reigns and you don't know what you're aiming for, focus on what's important to you in your life, use this to look ahead and imagine what living by these important things will mean for you.

**When we examine our underlying drivers, we find out what really gets us out of bed in the morning. The more conscious we are of this, the more we empower ourselves to make choices about living more in line with what's important to us. How much happier and effective would we be if we did?**

### Think about your drivers....

Take some time to explore your drivers by asking yourself the following questions:

**What is important to me in my life?**

### Find out more about YOUR drivers



**What would it be like to have a snapshot of what you're all about and what is driving you?**

**With a free online MAPP Assessment you can!**

When I've tried automated psychometric and personality tests in the past I've always thought the report could have been written about anybody. So imagine my surprise when I tried a free online MAPP Assessment and came away with a report that summed me up completely!

**The MAPP Assessment has been developed over 40 years to uncover your true motivations and drivers. Over 4.5 million people have taken the test and overall rated it 96% accurate.**

**The first stage assessment (which gives you a pretty comprehensive report) is free and takes just 20 minutes.**

It's particularly good for exploring career drivers, so good for anybody thinking of a career move or change. That said, I found it a great reinforcement of what drives me in life as a whole. See what you think!

*PS: You can buy a more comprehensive report if you wish, or just stick with the free one which is really good anyway.*

[Click Here! to take the free online MAPP Assessment...](#)

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**What are the drivers behind my goals and the things that I want?**

**What will achieving these give me?**

**If I were to use my drivers to best effect, what would I be doing?**

**For more help with finding your drive and motivation through one to one coaching, call me without obligation on 01303 891671.**

[Find out more about how coaching could make a difference for you...](#)

### Wise Words...

*"One ship sails east and other sails west by the same winds that blow. It's the set of the sails and not the gales that determines the way they go" Ella Wheeler Wilcox*



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