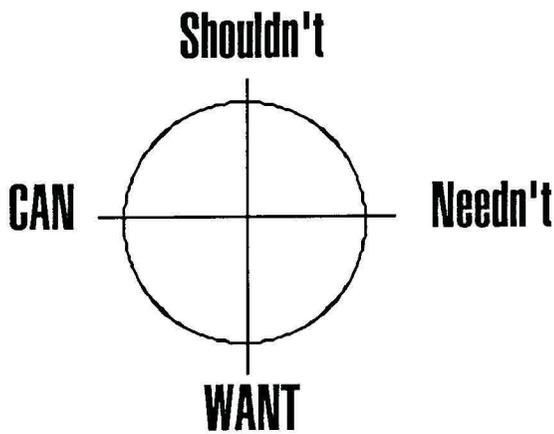
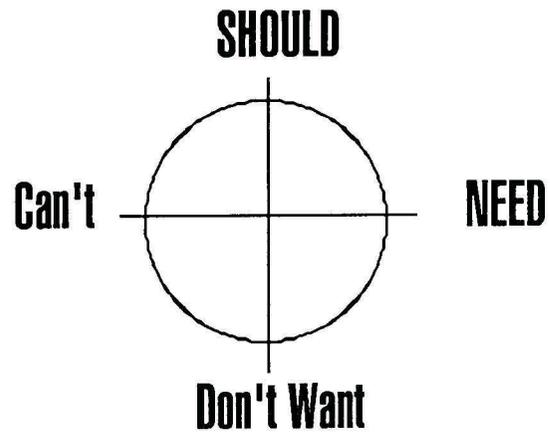


Discovering Motivation Through Language

REALITY



PERCEPTION



The language people use betrays the way they flirt with reality and perception. According to our studies, all motivation comes from the discrepancies between a person's abilities and his desirabilities. Therefore, when people use words like CAN or WANT, they are revealing what they considered reality¹. When they use words like SHOULD or NEED, they are speaking in terms that obscure reality. This smoke screen is often unintentional, even to the point that the speaker may not know the truth if asked directly. Using the following techniques you can reveal someone's motivations -- even when they don't want to tell you.

The first step is to separate what they say into the two camps: Reality and Perception. Once you have weeded out all of the *cans*, *wants*, *should not*s and *needn't*s from the rest, the sleuthing begins.

When someone uses *shoulds*, *needs*, *can't*s and *don't want*s in their speech, they are actually using those words for complex combinations and evaluations between the reality words. The positive expressions, need and should, reveal a person's driving motivations to accomplish or achieve his goals. The negative expressions, can't and don't want, reveal a person's fears that inhibit his ability to make proper choices.

¹This assumes they are trying not to deceive the listener.

Justification

Obligation

	Justification		Self-Perception	Others Perception	Reality
#1					
#2					
#3	Convince Self	#1	<i>Uniquely</i> Able without Desire	Able without Desire	Able without Desire
#2	Convince Others	#2	Able with Desire	UnAble with Desire	UnAble with Desire
#1	Dissolution of Justification	#3	Able with Desire	Able with Desire	UnAble with Desire
	DECISION				
	No More Need for Justification				Uniquely Able with Desire

The following table shows you a mathematical expression of these relationships:

		Internal Consideration		External Perception
NEED	=	Desirability	>	Ability
SHOULD	=	Desirability	<	Ability
CAN'T	=	Undesirability Immorality Unnecessary Inability	>	Should, Need, Want, or Can
DON'T WANT	=	Want, Should Can, or Need	<	Inability, Undesirability Immorality, or Unnecessary

These make more sense if you put them in terms of the process one goes through when creating these "perception" words.

When determining *needs*, we filter the process by choosing our emotions over intellect. Thus, "I need that car," could be interpreted as, "I want that car even though they say I can't have it".

When determining *should*, we filter the process by choosing our intellect over emotion. Thus, "I should pay the rent," could be interpreted as, "I want to go out and party but I think I should pay the rent while I can, otherwise I won't have a place to party". The threat of something worse is a common reasoning factor in *should* decisions.

When determining *can't*, three of the four choices mean that we filter the process by choosing our emotion over reason. We claim inability, immorality, or as unnecessary rather than admit that it is undesirable. "I can't talk to her," could mean, " Even though I really want to talk to her, I doubt my ability to express myself the way I would like so I won't. If I did I would probably make things worse".

When determining don't want, we filter the process by choosing intellect over emotion. We claim undesirability, immorality, or as unnecessary rather than admit inability. "I don't want to talk to her", could mean, "Even though I should talk to her, I don't think it is necessary".

A Story's Morality versus the Moral of the Story

Black & White

In a black and white world, there are only two possible choices to any Moral Dilemma: the morally Proper choice as suggested by Conscience, or the morally Improper choice as suggested by Temptation. Similarly, a Quest can have only two outcomes: Successful or Unsuccessful. In

By themselves, the moral choice and outcome of the quest of your story do not dictate

MORAL CHOICE		OUTCOME OF QUEST		POINT OF VIEW
PROPER	&	SUCCESSFUL	IS	GOOD
IMPROPER	&	SUCCESSFUL	IS	GOOD
PROPER	&	UNSUCCESSFUL	IS	GOOD
IMPROPER	&	UNSUCCESSFUL	IS	GOOD
PROPER	&	SUCCESSFUL	IS	BAD
IMPROPER	&	SUCCESSFUL	IS	BAD
PROPER	&	UNSUCCESSFUL	IS	BAD
IMPROPER	&	UNSUCCESSFUL	IS	BAD

The Subtleties of Gray

Why can't Character's just solve their problems and be done with it?

When there is a difference between what a character WANTS to do and what he feels he SHOULD do, this creates an internal conflict. As long as his desire to do what he WANTS is greater than his desire to do what he SHOULD, he will have an **unresolvable** internal conflict.

In order to exist with this conflict, the character will (temporarily) resolve the conflict by externalizing it. The character will begin to confuse morality with ability and desireability with necessity. Thus his inability to resolve what SHOULD be done becomes an excuse for not being ABLE to do what he FEELS he should do, while his desire to do what he WANTS becomes the motivation for what he THINKS he NEEDS to do.

3-4-2011

11-11-2011

0	1	2	3	4	-4	-3	-2	-1	0
Reality	Stability	Anticipation	Assets	Pursue	Conscience	Logic	Equity	Inertia	Reality
Order	^A Knowledge	Situation	Need	Commitment	Responsibility	Can	State of Being	Ability	Order
Perception	Instability	Non-Anticipation	Liabilities	Avoid	Temptation	Feeling	Inequity	Change	Perception
Chaos	^D Thought	Condition	Should	Justification	Obligation	Want	Sense of Self	Desire	Chaos
0	-1	-2	-3	-4	4	3	2	1	0

1. A

2. 30000

3. 10000

4. 20000

5. 15000

6. 25000

7. 18000

8. 22000

9. 16000

10. 21000

11. 19000

12. 23000

13. 17000

14. 24000

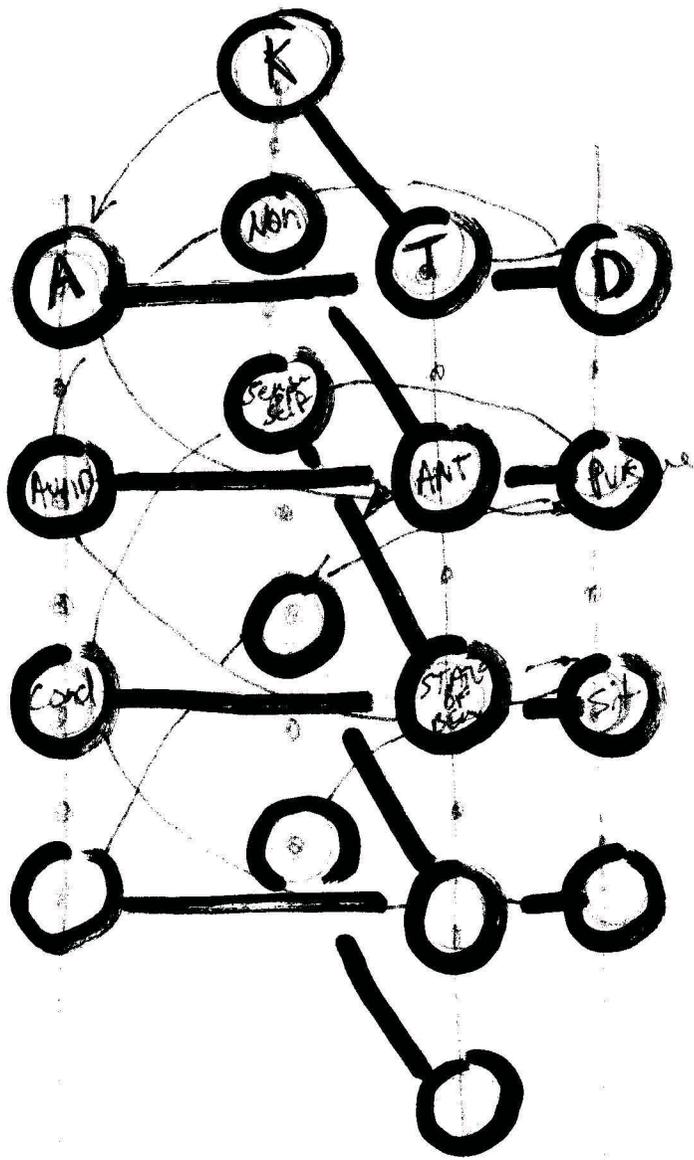
15. 18000

16. 20000

17. 19000

18. 21000

	Theme
1. Funeral	Simplicity v. Complexity
2. New born	Slow v. Fast
3. Decision to visit (made O.S.)	Caring v. Uncaring
4. Killin	Old v. New
5. Intro to Fri	Familiar v. Unfamiliar
6. Time to see wrong guy	
7. Time to sister's	



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