

**Elon Musk's  
secret for  
motivation and  
success**



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So, we've studied motivation and I can tell you without a doubt that *the highest form of motivation* in any culture, in any group of people, is what's called...

*Purpose motivation, duty motivation, or mission motivation.*

Do you know what that is?

To have *a vision to change a culture that's bigger than you, to instill change in the world.*

Look at Elon Musk. How many people know who he is?

He created an electric car that can go from 0 to 60 in less than five seconds.





And before him, electric cars were like golf carts that, you know, crawled along the road. And he said, "I'm going to do this. I don't know how I'm going to do it, but I have a vision, and I'm going to get the best engineers in the world."

"And instead of creating a new product and selling it to a corporation, I am going to get a group of people that share the same vision as me, I'm going to change the world by changing our reliance on oil."

*And I am going to make a difference in the world and I am going to make a lot of money.*

**Why not?**



And so people said no, that's not possible, and he held on to that vision, and now *Motor Trend Magazine* never rated a car close to a hundred. They rated the Tesla car a hundred and three.

*It's the best car on the road, and it relies on no gas at all.  
That's a vision of the future.*

High motivators are **people who have a vision bigger than them, that are going to change the world and make a difference in a culture.** *That's the highest form of motivation.*

Right underneath purpose motivation, or duty motivation, is what's called, "**Personal conviction motivation.**"





We call these people self-starters; this is **entrepreneurial motivation**. This is when you say, "*I'm going to do this because I said I was going to do it.*"

Still a high form of motivation, but not the highest form.

But what we know that people who have *purpose motivation* naturally are **personally convicted**.

Their *personal conviction* is in alignment with their purpose because they have a reason to get up every day.

The next form of motivation is called **ethics motivation** or **morality-based motivation**.

This is not the highest form of motivation and this is based on polarity, good and bad, right and wrong.





And people then, you know, they're trying to be good but they're really bad and they swing back and forth. They preach one thing and they do something else.

And a lot of the models that are based on well, a lot of models are based on this. But we know from our research, that *people who have purpose motivation have a vision that's bigger than them that are personally convicted have a great sense of morality, a great sense of ethics, because it falls right in alignment.*





The next form of motivation is called *ego-centered motivation*, this is for *acclaim, and recognition, and importance*.

But we know then, that that's not a very high form of motivation, and it *never lasts*.

But people who have *purpose motivation* have personal *convictions*, have a strong sense of *ethics*, **naturally receive recognition.** It's the end-product.

Now, look at the *lowest form of motivation*. What does that say? **Money motivation.** People who are money motivated, you will spot them out in a crowd.

Because they are *selfish in their endeavors*. They will take care of *themselves first* before they take care of others. **It's the lowest form of motivation.**





But our research shows if you have a vision that's bigger than you, that's to change something. Where you contribute to the whole. You have *strong personal conviction*, a *strong sense of ethics*, already receiving recognition, and don't even need it. **The money always comes.**

It's the **natural flow** and we call that, in our work, **affluence**. Know what the word *affluence* means? **To flow to you.**

*People who are affluent* don't go and get anything. *People who are affluent* have it come to them. That's who they are. *It's a reflection of their state of being.* How many people are with me?





So then, *when you have a purpose or a vision or a mission or an intent*, that's **bigger than you**. It means, **it signifies something that's ongoing**.

You could have a purpose to go east and there's never an end to east. You could have a purpose to be healthy, there's always more health to have. You could have a purpose to be wealthy, there's a never an end to wealth.

You can have a purpose for knowledge and there's never an end to knowledge. It signifies a direction. My purpose is to transform individuals in order to transform a culture. And I'm clear on that purpose, and it gets me up in the morning every single day.





So then, *how do you bring a vision from the world of possibility into the world of reality?* From *thought* all the way down into **matter**. From what we say in quantum physics *from the wave of possibilities* all the way down into the **particle**.

*From the immaterial, something that has doesn't exist yet, into the material.* From the world beyond the senses to the world of the senses. How do we do that?

Well, it requires then, **setting up goals in alignment with your purpose**. So, let's just say, you have a purpose to go in a certain direction. **Your purpose signifies a direction, but your goals should always be in alignment with your purpose.**



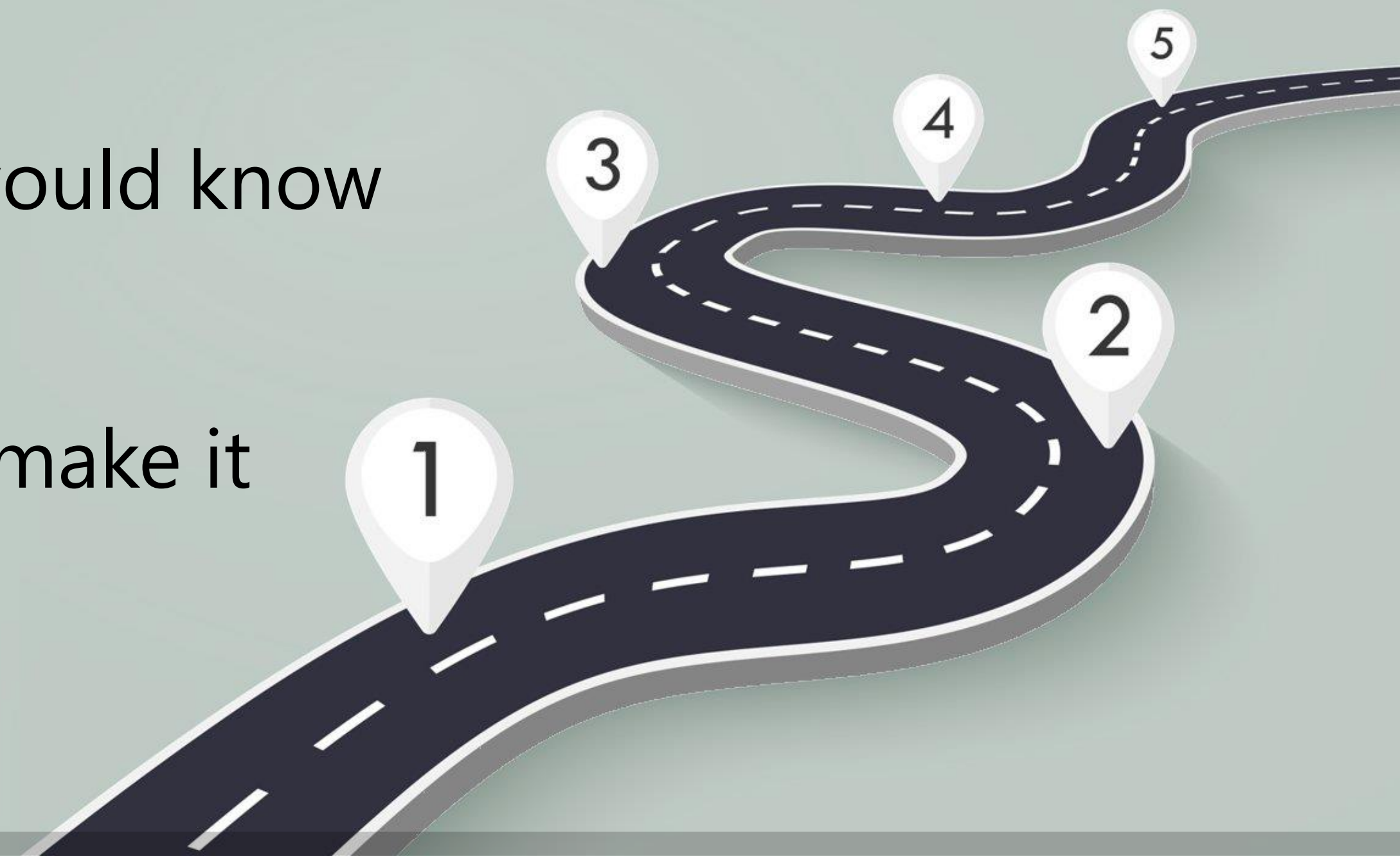


And people who have goals in alignment with their purpose, *their goals are a natural side effect of them being on purpose.*

What do I mean by that? Let's just say you lived in the United States, and you were living in Los Angeles, and your purpose was to go east. So you may set up the first goal to go from Los Angeles to Arizona. That's a short-term goal.

And if you arrived at Flagstaff, Arizona, you would know that you are on purpose. Yes?

And then you said, "Okay, my next goal is to make it to Santa Fe", let's just to say, New Mexico.





And when you arrive there then you may go to Amarillo, Texas and then of course Little Rock, Arkansas. All of these are in direct alignment with going east, and then finally to Atlanta, Georgia.

*And If you kept clear on your purpose and you kept clear on your vision, then **those goals would be in a natural effect of you being on purpose.** How many people are with me?*

*So, when you set up the goals in alignment with your vision or your purpose, and you arrive at your goal?  
**That's how you know you're still on purpose.***





So then, what about getting healthy? You may say okay, "I want to lower my heart rate, that's one of my goals." "I want to lose, you know, ten kilos." "I Want to have more energy." "I want to wear a new wardrobe and have a new relationship." This is the *short-term goal at the beginning* and the **long-term goal is at the end.**

And as long as you keep making the same choices, demonstrating the same behaviors, reproducing the same experiences, feeling the same way, **you'll arrive** at all of those goals.





What about becoming abundant, you may say you want to be wealthy, and to me, it doesn't matter, **wealth is a state of mind.** You may want to start a new business, once you start that new business, you may want to hire two new staff employees in six months, and then you may say you want to buy a company vehicle.

And of course, then the next one is buy a new house, and then ultimately, what? Make a million dollars. Why not? *If that's your goal to reflect your purpose, then you should arrive at it.*

Are you still with me?





How about learning knowledge, is there ever an end to knowledge? You may want to get an associate's degree, and then you may want to get a bachelor's degree, and then you may want to get a master's degree, you may want to get a doctorate degree, and then you may want to finally do research. But **all of those things are in alignment with your purpose.** Is it not?

Now, I want you to understand that there is a very specific formula for excellence and the formula requires **a person who has a clear purpose.** But there are two other ingredients that put this together.





The first thing is called **competence**. You know what competence is? **Somebody who does something really well.** The more competent they are, the better they are at doing something.

The third thing is called **accountability**. *Accountability means, if you say you're going to do something, you do it. And if someone asks you to do something, you do it really well.*

And if you combine a person who's on purpose with a high level of competence and accountability, you have *excellence in an individual.*





So now, if you look at what it takes now, to maintain a healthy culture. *So that, a group of people can work well together.* It requires the same three things.

A person who has a **clear purpose**, let's say your purpose was to change the world, and my purpose was to change the world. And if you and I share the same purpose, we would be heading in the same direction. Would you agree?

And if we're headed in the same direction, that movement in the same direction begins to create what's called **trust**, that invisible thing called **trust**.





And if you're **competent** and **accountable**, and **moving in that direction**, and I'm *competent and accountable and moving in the same direction*. You have *trust in a community*.

And one of the biggest problems in the United States, companies that want to become fortune 100 companies, this is their problem, nobody trusts anybody.

Because they're too competitive, they're angry, they have no emotional intelligence, they don't know how to work together in teams, and because of that, they have *no trust among the community*, and **the community and the culture can't sustain itself**.





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