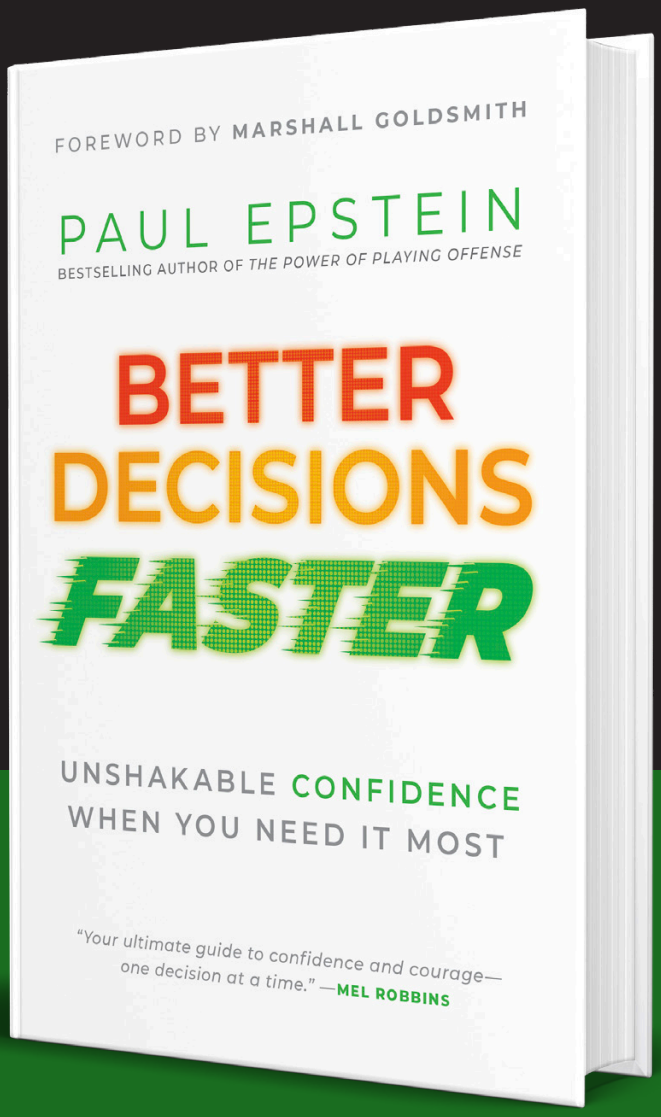
BONUS CONTENT



The Keys to Intrinsic Motivation

Featuring Helaine Knapp

In an external environment that is largely out of our control, for many of us the only source of controlled motivation we can constantly rely on is from within. No carrots and sticks required. Purely inner drive where we're authentically dedicated, responsible, decisive, and committed to show up at our best because we care. Hard to find somebody that models this better than Helaine Knapp.

Founder of CityRow, a rowing fitness experience that has scaled massively across the United States, both in-studio and in people's homes. After spending years climbing the corporate ladder in media, participating in two high-profile tech company sales totaling $920 million, Helaine made a better decision faster and left her fruitful career for the startup life. Fast forward, Helaine has since been featured as a business leader and wellness expert on Today, Women's Health, ABC, Vogue, Yahoo! Finance and People. What's most fascinating about Helaine is not her meteoric rise to success, but rather her ability to harness her intrinsic motivation to continuously overcome adversity starting with a life-altering back injury that led to the concept of CityRow, to credit cards bouncing in CityRow's earliest days, to a global pandemic closing studio operations around the nation. These are just a few of the outward circumstances Helaine faced.

When asked why she's persevered so tenaciously, especially during the pandemic, Helaine said it was because she felt called to do so (heart) and has the same hope for each and every franchisee.

"Those that know this is a calling and believe so deeply in what we're doing, and the communities they are building, and the people that they are literally changing are the ones that are going to come out of this. If you survive, you win. But it is not easy to survive."

This survival instinct of Helaine's has served her extremely well—making the intentional decision to not wait for external factors to kick her into high gear but rather finding the internal power to push toward her most meaningful goals, including her deep desire to coach others to tap into their most intrinsic forms of motivation.

The starting point is to do an energy audit. This can be a great indicator of how you feel about what you do and whether passion is baked into each day.

Decision Drill

It's time for the Helaine challenge.

Each day, decide to take stock and gauge how you feel about the way you spend your day by answering these questions:
What do you LOVE about what you do? (obvious green lights)

_____

_____

What do you HATE about what you do? (obvious red lights)

_____

_____

What do you TOLERATE about what you do? (likely yellow lights)

_____

_____

Next step: adapt your life and career to add more green lights to the bucket you love and remove things from the buckets you hate or tolerate (red and yellow).

As time passes, the love bucket increases (more greens), and you gain awareness around the things that are literally sapping your energy every day. These are the passion drains of work and life. That is the power of this decision-making exercise. You will NO LONGER consciously run red lights. My executive coach, Sue Ann (whom you met in Chapter 4) ran me through a similar questioning process while I was still in sports, and I realized that I loved the industry and my organization, but I no longer loved my day-to-day job. She got me to discover that I loved the "people side" of what I did, but that was only 10-20% of my day. She then helped me discover that the higher up the ranks I would grow, it would become more strategy, less people. I knew I had to make the difficult (but better) decision to leave. The world applauds Jerry Maguire-like leaps like the one I took. It's a Heart move, after all...the embodiment of passion. The reality is not so dramatic though. This questioning exercise made it non-negotiable—because I had to be authentic to my heart.

When Helaine and I vibed about sharing a similar experience of deciding to leave comfort to step into our calling, I was curious how others can find a career that might transform into a calling?

"Get to know yourself first," she said. "Think about your strengths and weaknesses. Be real with yourself. Then use that to shape the way you spend your days. Get a sense of who you are, and you'll end up with a sense of what you're meant to do. This process can unlock what you're truly passionate about."

That's exactly how we can lead with our heart to better align our head, heart, and hands. You start by identifying your passion through self-discovery (this chapter). In the following chapters, we explore who you authentically are,

complemented by what you're grateful for, then close with what brings you internal happiness.

Passion is the fuel of it all.