

# REASONS COACHES FAIL

## 5. FAIL TO MOTIVATE THEIR PEOPLE

Through the decades, managers continue to ask the same question: “How do I motivate my people?” Some say you can motivate others. Some say you can’t. The truth is, you can’t motivate people because ultimately they can only motivate themselves. You can inspire and you stimulate but you really don’t motivate. Motivation is a motive, reason, or cause for action or inaction. It is the reason for the action or inaction.

Motivation is defined within the word itself. Break the word in half and it reads motivation (motive for action). It is the need, the desire, the want-to that results in a certain type of behavior.

The **MOTIVATION** part of coaching is about shaping behavior and begins by understanding cause and effect. The effect is the actual observable behavior and the cause is the reason for the behavior.

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