

What's my Motivation Example

For each Gotta Try That Goal, try to identify as many specific arguments as you can that fit under each category.

My Gotta Try That Goal is: Becoming a Personal Chef

Payoff of Attaining Goal	Value	Risks of Attaining Goal	Value
Get to spend my days cooking and get paid for it!	5	Worry – could I predictably cover my expenses.	5
Challenging to meet individuals' dietary wants and needs	4	Risking the money to start a business.	5
Nice to work with a small group of people consistently	4	I'd have to cover my own insurance and I wouldn't have paid vacations for a while.	3
I love having people tell me they enjoyed my food!	4	Putting in the time to get everything started at once.	4
Freedom in my work day to shop, cook and arrange my day as I like.	5	Keeping track of the business end, so I actually make money.	4
Ability to make my own schedule—take off if I want to by cooking ahead.	5	Cost to hire someone to help me set up a viable budget.	2
Fun to have recipe research part of the job—I do that anyway!	5	Marketing—I hate it.	5
Real satisfaction in creating healthy delicious meals.	5	Am I willing to work weekends for special events?	4
Get to network with other cooks and talk about food.	4	Am I willing to work large group events to get the word out about my services?	3
		What if I can't get a steady clientele? How to predict income?	5
		I might put in time and money and the business could fail.	4
		Where do I cook?	4
		What if I need an institutional grade kitchen to meet State health regulations?	5
		How would I feel about delivering food to clients?	3
		Would I cook in clients' kitchens (which means lugging food, equipment, etc. to different places)?	4
		What if a recipe went wrong?	4
		How would I feel if clients hated something I made?	5
Risks of Status Quo	Value	Payoffs of Status Quo	Value
The job I have doesn't require any creativity.	4	I earn enough money to pay my bills and afford some luxuries.	5
I don't have any freedom to construct my work day; it's 9-5 in the office every day.	5	If I budget just a little better, I can afford to buy a condo.	5
I don't have much interest in the content of the work I do.	4	I know every month, how much money is coming in and my bills are fairly predictable.	5
I don't have much contact with people outside my organization.	4	I like the people I work with.	5
I feel like I'm making money, but waiting for my "real" life to start.	5	I like being told I do my job well.	5
I always thought I'd have a singular life with a quirky job and not be a cog in the machine.	5	I like being able to leave at 5 and not think about work anymore.	5
		I like having the vacation and other benefits my job gives me.	4

After you list all your arguments, give each a value between 5 (very important to me) to 1 (not important to me). If the total for column 1 is greater than the total for column 2, you have the motivation to pursue your goal successfully. If Column 2 is higher, you (at least) need to evaluate or research your options to maintain your focus and momentum.

Total Column 1: 79

Total Column 2 : 99