What’s Driving You?
Discover The “Invisible Forces” That Are Sabotaging Your Next Level of Success, Balance, and Fulfillment


Do you ever find yourself...

... Feeling overwhelmed with the demands of your life and business?

... Procrastinating on important actions or projects?

... Unable to say “no” or allowing other priorities (or people) to get in the way of taking better care of yourself?

... Neglecting the important people in your life for work or other responsibilities?

... Having strong emotional reactions to certain people or challenges?

... Experiencing difficulty confronting people or addressing inappropriate behavior or situations?

... Feeling empty, stressed out and unfulfilled?

... Wanting to have more balance in your life, but feeling compelled to take care of business and other priorities?

When it comes to building a business, it’s important to understand how to get the best out of yourself on a consistent basis. There are “invisible forces” that reside in all of us that greatly affect our actions and results; these are also known as “emotional drivers.” These “drivers” operate without our conscious awareness. Sometimes they support us in creating outstanding results in life and business; more often they work against us and sabotage our next level of success, balance or fulfillment.

Many of us are completely unaware of these powerful unconscious forces, or how much they impact the choices we make, how we feel, the quality of our relationships or the circumstances we attract into our lives. You are about to discover your own unique set of “emotional drivers.” Once you have this important insight, you’ll be empowered to create what you want in your life and business, with much less struggle and effort.
**What is an “Emotional Driver?”**

In simplest terms, an emotional driver is something that literally “drives” your choices and behaviors. Another way to look at these drivers is that they are essential to how you perform. You need them to be present in order to feel a sense or well-being or to do your best work.

When these drivers are being expressed or honored in your life, you generally feel great; you’re on top of your game and life and business flows effortlessly. When these drivers aren’t being honored, you’ll likely feel stressed, frustrated, empty, compulsive, or unfulfilled. As a result, life and business situations often feel like a struggle.

These emotional drivers also impact your relationships. When your drivers are being “met”, your relationships are generally healthy, positive and without conflict. If your drivers aren’t being met, you’ll often find yourself feeling easily triggered, making irrational choices, stressed or in conflict with people.

**Where Do Your Emotional Drivers Come From?**

We ALL have emotional drivers; they are part of being human and certainly not an indication that anything is wrong. These “emotional drivers” come about through our earliest relationships and experiences. For example, if we didn’t get enough of something in our youth (recognition, a sense of security) we will likely feel driven to want that experience as we get older. If we grow up in a family that values “achievement” or “duty” we’ll likely be driven to experience that in his own lives.

We are also influenced by other environments, such as school, teachers and friends. We learn “how to behave” according to these environments, what behaviors are allowed and valued, which are not. Although our families, friends and teachers did the best they could by us, sometimes we didn’t get enough of what we needed, and these unmet needs become the basis of the emotional drives that affect us later in life.

**How Do Your “Emotional Drivers” Impact You?**

Imagine a combination lock. It has a unique set of numbers that need to be worked in a specific order for the lock to open. Likewise, you have a unique set of emotional drivers that
operate in a similar way. **Knowing what drives you is like knowing the “combination” to unlock your greatest potential and sense of fulfillment.** When you’re aligned with your drivers, life and business flows. When you’re not, you’ll experience more effort and frustration.

It’s important to remember - **your emotional drivers DRIVE you!** They operate beneath your conscious awareness, and they are running the show, whether you like it or not.

If you don’t learn how to work with them in healthy, empowering ways, they will find a way to drive you in disempowering ways. This is why uncovering your unconscious drivers is so important. If you don’t, they will continue to rule your decisions and actions (without your awareness) and often get in the way of you experiencing a greater sense of ease and flow in your life and business.

**What’s Driving YOU? Discover Your Emotional Drivers.**

Here’s your chance to discover your unique set of unconscious drivers and become more aware of how these are both helping (and holding you back) in your life and business.

To discover your drivers, read through the list below.

You’ll notice they are categorized by “themes” and include words that are often similar (some of these words may resonate with you, some may not).

As you read through the list, **circle ANY of these words that feel important to you.** You may have many, a few, or somewhere in between.

**Ask yourself “what do I need to feel good on a regular basis?” “What do I need in order to be on top of my game, or do my best work?”**

**It’s important to NOT overanalyze this process – go with your first gut instinct.**

If the word feels important to you, it’s probably a driver. If you don’t want to admit that it’s important to you, it’s probably a driver.

Trust yourself – there’s no wrong way to do this exercise.
Accepted

Be Approved  Be Respected  Be Included
Be Cool      Be Popular    Be Liked

Accomplish

Achieve       Be the Best      Perform
Attain        Victory         Accomplish

Acknowledged

Be Appreciated Be Valued       Be Thanked
Complimented  Worthy          Acknowledged

Be Loved

Cherished     Desired         Adored
Touched       Validated       Loved

Be Right

Honest        Be Encouraged   Moral
Understood    Correct         Right

Be Cared For

Get Attention Cared About    Embraced
Be Helped     Be Supported    Saved

Certainty

Accuracy      Feel Certain    Promises
Clarity       Guarantees     To Know
<table>
<thead>
<tr>
<th><strong>Be Comfortable</strong></th>
<th><strong>To Communicate</strong></th>
<th><strong>To Control</strong></th>
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<tbody>
<tr>
<td>Taken Care of</td>
<td>Abundance</td>
<td>Luxury</td>
</tr>
<tr>
<td>Opulence</td>
<td>Prosperity</td>
<td>Not work</td>
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<tr>
<td></td>
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<tr>
<td><strong>Be Needed</strong></td>
<td><strong>Be Needed</strong></td>
<td><strong>Duty</strong></td>
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<tr>
<td>Please others</td>
<td>Be important</td>
<td>Do right thing</td>
</tr>
<tr>
<td>Need to give</td>
<td>Be useful</td>
<td>Prove self</td>
</tr>
<tr>
<td></td>
<td>Be needed</td>
<td>Devoted</td>
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<td></td>
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<tr>
<td><strong>Be Free</strong></td>
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<td></td>
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<tr>
<td>Self-reliant</td>
<td>Unrestricted</td>
<td>Liberated</td>
</tr>
<tr>
<td>Independent</td>
<td>Not obligated</td>
<td>Privileged</td>
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<td></td>
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<tr>
<td><strong>Honesty</strong></td>
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<tr>
<td>Sincerity</td>
<td>No Censoring</td>
<td>No Lying</td>
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<tr>
<td>Frankness</td>
<td>Loyalty</td>
<td>Tell All</td>
</tr>
</tbody>
</table>
Order

Perfection
Proper
Checklists
Regulated
Consistent
Symmetry

Peace

Calmness
Balance
Stillness
Agreements
Respite
Quiet

Power

Results
Influence others
Authority
Stamina
Strength
Might

Recognition

Be noticed
Get credit
Be known for
Regarded well
Be seen
Be remembered

Safety

Feel safe
Protected
Security
Cautious
Stable
Informed

To Work

Be busy
Responsibility
Make it happen
Push hard
Perform
Work hard
Choose Your Top 8 Drivers

Review the drivers you circled on the previous pages, and create a “short” list of your top eight, the ones that feel especially important to you. (Don’t overanalyze, go with your gut choices)

Driver #1

Driver #2

Driver #3

Driver #4

Driver #5

Driver #6

Driver #7

Driver #8
How Are Your Drivers Impacting Your Life and Business?

For the sake of this exercise, choose a specific “emotional driver” from your top eight, one that feels especially important to you, and answer the following questions. (You can come back later and complete this exercise with the other drivers).

1. Of all the “drivers” on the list, why do you think this particular driver is one of your top ones? For example, what early family interactions or past experiences might have contributed to this being an important “driver” for you?

2. When this “driver” is getting expressed or honored in your life/business, what’s the impact on you? How do you feel and act?

3. What positive things have happened in your life or business, because you have this emotional driver? How has this served you?

4. When this driver is NOT being honored or expressed, what’s the impact on you? How do you feel and act?

5. What’s the downside of having this driver? How does this driver cost you in your life or business?

For Example:

❖ Does it cause you to be sensitive or over-react to certain situations or people?

❖ Does it keep you from saying “no,” confronting people or addressing difficult issues?

❖ Does it prevent you from having a greater sense of balance in your life?

❖ Is it causing you to chase the wrong goals, or live your life according to someone else’s definition of success?

❖ Does having this driver cause you tolerate unhealthy behavior in other people?

❖ Are you compromising things that are important to you, because of this driver?

❖ Does this driver cause you to burn out or over commit?
How to Align with Your Drivers So They Don’t Run Your Life!

Now that you have more awareness about what’s driving you, you can take steps to work with these drivers so they support (not sabotage) you.

The good news – you can work with your “drivers” in a way that releases their hold on you. Imagine a hole in the ground; fill it up with enough dirt, and it disappears. In a similar way, driver’s can be “filled up” or honored so they lose some of their controlling tendencies.

**What happens when your drivers no longer “drive” you?**

You’ll be more at choice.

You’ll experience more peace.

You’ll have less conflict in your life and experience happier and healthier relationships.

You’ll find that you enjoy a greater sense of joy and fulfillment.

You’ll more easily accomplish the goals or intentions that are meaningful to you.

You’ll attract different people or experiences into your life.

You’ll enjoy more balance and can make self-honoring choices without feeling like you’re missing out on something.

Here are 3 simple steps you can take to work with your drivers:

1. **Awareness is Curative!**

Becoming aware of what drives you can create powerful changes in your life. Should you notice that you’re feeling reactive, or behaving in ways that aren’t serving you, ask yourself what’s driving this experience?

Is it a need to be right, to control, or feel safe? Are you feeling driven to achieve? Are you feeling or behaving in a certain way because recognition is important to you?

Observing yourself and your choices is extremely powerful, and the first step to moving beyond some of our unconscious patterns. It’s helpful to keep a journal or record of some kind when you’re feeling triggered, out of balance, or behaving in ways that aren’t ideal. Don’t
judge the behavior, just notice what’s going on, and see if one of your top “drivers” is behind the experience.

2. Give Your Drivers the Attention They Deserve

Our “drivers” drive us, because they want attention. Imagine a group of children sitting in the front seat of the car, all jostling for control of the wheel. That’s how our emotional drivers behave. They want to be in charge so they can direct the car (or us) in a way that ensures THEY each get what they want.

Ironically, we often have “blind spots” when it comes to our drivers. For example, many people who are driven to “achieve” have actually achieved a great deal in their lives, but may not have acknowledged these achievements to themselves (so they still feel driven to “achieve” in life or business).

Other people may be driven by a need to “feel secure.” They may already enjoy a very secure lifestyle, but because they haven’t acknowledged or truly “owned” this reality, they may continue to crave a sense of security in their lives.

A helpful exercise is to keep a journal for two or three weeks, recording as much evidence as you can to illustrate how your top drivers are already being met in your life or business. As this new level of awareness sets in, you’ll likely feel your drivers calm down, and no longer feel them running your life or begging for attention.

3. Set up a System to Automatically Honor Your Drivers

One of the best ways to get your drivers handled in is to consciously (and creatively) do things that honor these drivers on a regular basis.

For example, if you (or people on your team) are driven by a need for recognition, you could make recognition a regular part of your monthly meetings. If being included is important to you, you may want to communicate this to trusted friends or family members so they know to “include you” in their plans when appropriate.

If being appreciated is important, you might confide in your spouse or partner that you’d appreciate “being appreciated” more (and inform them specifically how they can do that for you).
In some instances, you may need to remove things from your life to honor your drivers. For example, if being valued is important to you (and you have people in your life who don’t value you or treat you well), limiting your interactions with them is a healthy way to honor your drivers.

**Making these requests and changes can certainly require some courage and even vulnerability, but they are so worth it.** When you take steps to get your “drivers” honored in more proactive ways, they will no longer control you.

In the process of you working on your drivers, you can open up conversations with others that inspire them to do the same. In the end, we can all enjoy a more effortless life and business when we pay attention to the forces that attempt to drive us, and ensure that WE are ultimately the one sitting in the driver’s seat.

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Sonia Stringer is a business coach and professional speaker based in San Diego, CA. A former National Sales Trainer with Tony Robbins, she’s supported hundreds of thousands of entrepreneurs and professionals through her coaching programs, speaking engagements and virtual programs.

Sonia is especially passionate about helping women build businesses that transform their lives and make a bigger difference for others. She is also the founder of “Women United for Change” a movement of women helping women in developing countries change their lives through entrepreneurship.

For more info visit [www.SoniaStringer.com](http://www.SoniaStringer.com) or [www.womenunitedforchange.com](http://www.womenunitedforchange.com)

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*The “emotional driver” concepts were inspired by the original work of Thomas Leonard and his “NeedLess” program. Visit [www.CoachU.com](http://www.CoachU.com) for additional info on his exceptional coaching tools and legacy.*