



# What is Motivational Intelligence?

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Whenever James Bond is caught in a bind or a dire situation that would drive most mere mortals into a world of despair, his mind abstains from such a place and propels forward with a mental capacity defined by creativity, determination and grit.

However, a super spy hero such as James Bond—or perhaps Ethan Hunt from Mission Impossible—does not just exist in the world of fiction; these characters exist in everyday life. In fact, the very same virtuous traits found in our spy heroes are the traits hidden in plain sight in our superheroes that live and walk amongst us in every aspect of society.

Mother Theresa, Mahatma Gandhi, Martin Luther King, Jr., Susan B. Anthony, John F. Kennedy, Ronald Reagan, Thomas Edison, Henry Ford, Lee Iacocca, Jack Welch, Steve Jobs, Bill Gates, Mark Zuckerberg, Michael Jordan, Serena Williams, Tom Brady, Oprah Winfrey, Robin Williams, Frank Sinatra...Each and every one on this list of icons has talent; there is no disputing this fact. However, all of Earth's people have talent. There are many human rights leaders, political leaders, CEOs, athletes and entertainers with talent that never become great... just like there is a great deal of talent in your company and among your competitors that never reach their full potential. Therefore, talent alone is not, and cannot be, the determining factor of the imminent success or failure for you or your organization.

Then what is it?

The answer is hidden in plain sight, yet most people have yet to recognize and define it. We at 2logical call it "Motivational Intelligence."

Motivational Intelligence has existed since the inception of humankind, though it is so outside of the collective view and vernacular of the populace that it might as well be hidden in cloak-and-dagger intrigue and secrecy. Nevertheless, like the force of gravity, its intangible, yet majestic power – once defined – can be found at the epicenter of all humanity's accomplishments, failures and everything in between.

As a business leader, to shun its existence and significance is to seal both you and your people's fate in mediocrity, despair, and over time, certain failure.

Conversely, to study, learn and master Motivational Intelligence is equivalent to unlocking what remains as the greatest force on earth: **the will of the human soul.**

Find an athletic coach, a political leader, a business leader, a community leader or a self-leader that has blazed a path to the pinnacle of success in anything, and you will find a leader that is a master of Motivational Intelligence. As such, they are able to consistently motivate themselves and others to take the proven action needed to capture success; no matter what.

Find me a leader who consistently seems to come up short, and you will find a mere mortal of low Motivational Intelligence unable to act and caught in the quagmire of mediocrity.

## The Trigger Traits of Success vs. Failure

Like our fictional heroes, our true-life heroes all face life's challenges, setbacks, obstacles, naysayers and even villains – and yet each acts and reacts in a way that propels them from the grip of despair and certain failure to a place of unprecedented victory and success. In each case, their Mission Impossible remained – in their mind – not simply plausible and possible, but more like another step in the progressive realization of their destiny.

But why? How?

With more than 30 years of field testing and the feedback of more than 23,000 students from around the globe, the pioneers of Mi6 share that the clues are found in a set of **trigger traits**. After all, superheroes always have their eye on the trigger.

Trigger traits are the attributes/habits/behaviors that we see in all fictional and real life heroes. Traits like creativity, imagination, optimism, persistence, the ability to adapt, determination, courage, confidence, initiative, self-reliance, self-motivation and acceptance of personal responsibility for results are the trigger traits of success.

Conversely, when people fail to succeed, the trigger traits of failure are just as readily evident: indifference, lack of imagination, negativity, discouragement, an expectation of defeat, inability to adapt/change and grow, fear, inertia, lack of confidence, dependence, lack of motivation and an inability to accept personal responsibility for results.

## Mi6: Cracking the Code to Professional and Personal Results

The annals of human history, across societal institutions, extoll the virtues and list the accomplishments of our living and deceased achievers – our superheroes. Unfortunately, this type of analysis does little to serve you, me, or the populace with the insight needed to determine what exactly causes one group of potential heroes to consistently achieve, while another consistently underperforms and fails. Why do they habitually act and react to life's situations in ways that determine two distinctly different results?

This simple question succinctly reveals the demonstrable void that exists within the teachings of the formal K through 12 education system and continuing adult education. That is, unless you are one of the fortunate ones to discover **the world of Motivational Intelligence**.

So, what is Motivational Intelligence?

**Answer:** *Motivational Intelligence is the study of what causes people to act and/or react a certain way to life's situations/experiences.*

Our intel discussed earlier reveals that people – all people – have Trigger Traits (enabling or limiting) that control their behavior; but where do these traits germinate from?

**Answer:** *Trigger traits – whether conducive to success or failure – are an outward reflection of our Core Beliefs.*

Mi6 is the identification of the belief structure comprised of six Core Beliefs inherently found and applied by all highly successful people. Every one of the iconic figures we named earlier—and every person you know who consistently achieves mastery—possesses the formula we call Mi6. Mi6 was used by:

- Thomas Edison to create the uncreated: the lightbulb, phonograph, cement and the motion picture camera, to name but a few...
- Benjamin Franklin, Thomas Jefferson, George Washington and the other architects of our Constitution to formulate a doctrine that unleashed the imaginative faculties of the human race and shaped the free world as we know it today...
- Lee Iacocca and Jack Welch to rally their employees and save two behemoth iconic American companies from certain extinction; organizations that still thrive to this day...
- Michael Jordan, Tom Brady and countless other athletes to rise to the very pinnacle of success in their respective sports...and
- Beethoven, Elvis Presley, John Lennon and all the giants from the arts to bring to the world the rhythm of life...



Mi6 is a belief structure that imbues a Mindset that knows no boundaries or barriers that can dampen the yearning of the human soul.

## **Mi6: A Weapon of Mass Construction**

So are you and those you lead:

- Faster than a speeding bullet – regarding embracing change and executing new strategies?
- More powerful than a locomotive – as it pertains to persistence and staying upon the track to greatness?
- Able to leap tall buildings – or challenges – in a single bound?

If not, what truly has gotten in the way? Could it be a lack of ingenuity and creativity?

Or...

Possibly an inability to persist, persevere and keep the faith?

Or...

A void in confidence, initiative and self-reliance?

Or...

Maybe an overdose of fear that has stolen your collective power?

If so, rest assured you are not alone. All of us have been besieged at one time or another by these ill-fated reactions to our goals and dreams. This is why you know the genre of Motivational Intelligence is tangible and real.

The secret is to recognize the way out of this mental quagmire and back to the collective thoughts/beliefs that have – from the beginning of time – made the impossible possible; the Mindset known as Mi6.

Mi6 is a secret weapon many of the most noted and trusted brands from across industry have been secretly using to gain a clear and definitive edge over their competition.

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