



Using ARCS Motivation Theory to Take Action

One model in motivational theory, credited to John M. Keller, is the **ARCS** theory of motivation. ARCS corresponds to each of the four letters of the acronym (Keller, 1984):

A- Attention R- Relevance C- Confidence S- Satisfaction

To use the ARCS theory to help you take action, complete the following form as truthfully as you can.

Specify activity you wish to undertake:

.....
.....

Identify where the activity will take place:

.....
.....

Identify when the activity will take place, and how long the activity will take:

.....
.....

Identify how much **attention** you will be able to give this activity at present:

| | | | | |
|----------|------|-------------|------|------------------|
| A little | Some | Quite a bit | Lots | All my attention |
| | | | | |

Is there anything you can do to increase the attention you will give this activity? If so, identify below:

.....
.....
.....

How **relevant** is this activity to you achieving the life you want?

| | | | | |
|----------|------|-------------|------|------------|
| A little | Some | Quite a bit | Lots | Completely |
| | | | | |

Is there anything you can do to make this activity more relevant to you? If so, identify below:

.....
.....
.....

How **confident** are you of completing this activity?

| | | | | |
|----------|------|-------------|------|------------|
| A little | Some | Quite a bit | Lots | Completely |
| | | | | |



Is there anything you can do to build your confidence in your ability to complete this activity? If so, identify below:

.....
.....
.....

How **satisfied** are you likely to be as you undertake this activity?

| | | | | |
|----------|------|-------------|------|------------|
| A little | Some | Quite a bit | Lots | Completely |
| | | | | |

Is there anything you can do to make completing this activity a more satisfying experience for you? If so, identify below:

.....
.....
.....

Bearing in mind your answers above, how ready are you to undertake this activity now?

| | | | | |
|-----------|---------------|--------------|------------|------------|
| Not ready | Not yet ready | Nearly ready | Very ready | Completely |
| | | | | |

Are you very ready or completely ready to take action? If so, then take action! If not, read on...

Is there anything else you can do to ensure you take action on this activity? Explore all possibilities!

.....
.....
.....

Are you ready to take action now? If so, go for it! If not, consider ... who might help you take action?

.....
.....
.....

Are you ready to take action now? If you're still not ... imagine success ... imagine how it would be if you were successfully undertaking this activity. What is the difference that makes the difference?

.....
.....
.....

Are you ready now? If yes, take action! Make a start! If not, consider dropping this goal. Otherwise, take action anyway... Be gentle with yourself. Do what you are capable of. Seek opportunities for attention, relevance, confidence and satisfaction.

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