

Impetus To Compete: Substitute Goal Drives And Methods

In "Impetus To Compete: Substitute Goal Drives And Methods", author John Smith presents a groundbreaking new theory of motivation that challenges traditional views of human behavior. Smith argues that the pursuit of substitute goals is a fundamental driver of human behavior and that this drive is often overlooked in traditional theories of motivation.



Impetus to Compete: Substitute Goal Drives and Methods by Steve Warner

★★★★★ 5 out of 5

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According to Smith, substitute goals are goals that we adopt when we are unable to achieve our primary goals. For example, if we are unable to achieve our goal of becoming a doctor, we may adopt the substitute goal of becoming a nurse. Substitute goals can provide us with a sense of purpose and accomplishment, even if they are not our ideal goals.

Smith's theory has important implications for understanding human behavior. It suggests that we are not always rational actors who make

decisions based on a careful cost-benefit analysis. Rather, our behavior is often driven by our emotions and our need to achieve our goals, even if those goals are not our ideal goals.

The Theory of Substitute Goal Drives

Smith's theory of substitute goal drives is based on the idea that we are all driven by a need to achieve our goals. However, when we are unable to achieve our primary goals, we may adopt substitute goals that provide us with a sense of purpose and accomplishment. Substitute goals can be anything that we find rewarding, such as spending time with loved ones, pursuing our hobbies, or working towards a new goal.

The pursuit of substitute goals can have a number of benefits. First, it can help us to cope with the disappointment of not achieving our primary goals. Second, it can provide us with a sense of purpose and accomplishment. Third, it can help us to develop new skills and interests.

Methods for Achieving Substitute Goals

There are a number of different methods that we can use to achieve our substitute goals. Some of these methods include:

- **Setting realistic goals.** When we set realistic goals, we are more likely to be able to achieve them. This can help us to avoid the disappointment of not achieving our primary goals.
- **Breaking down goals into smaller steps.** Breaking down our goals into smaller steps can make them seem more manageable. This can help us to stay motivated and to avoid giving up.

- **Rewarding ourselves for our progress.** Rewarding ourselves for our progress can help us to stay motivated and to make the pursuit of our substitute goals more enjoyable.
- **Seeking support from others.** Seeking support from others can help us to stay motivated and to overcome obstacles. This can be especially helpful if we are struggling to achieve our goals.

"Impetus To Compete: Substitute Goal Drives And Methods" is a groundbreaking new theory of motivation that has important implications for understanding human behavior. Smith's theory suggests that the pursuit of substitute goals is a fundamental driver of human behavior and that this drive is often overlooked in traditional theories of motivation. This book provides a comprehensive overview of Smith's theory and its implications for understanding human behavior. It is a must-read for anyone interested in motivation, psychology, or human behavior.

Free Download your copy of "Impetus To Compete: Substitute Goal Drives And Methods" today!



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