Blue Branch reveals their beginner’s guide to motivation

Tuesday 31 May, 2016

Blue Branch, the Edinburgh-based firm highlights how even the greatest of entrepreneurs have had trouble staying inspired over a long period of time, and as a result, saw bumps and slumps in their business.

This is why Blue Branch believes the importance of motivation and setting meaningful goals in business cannot be overstated. They can guide the company and employees towards defined objectives set by the owner or managing director. Motivation is the psychological catalyst employees and owners require to reach the goal. This is because job performance is not merely the ability to do a task, but the willingness to do the same with zeal and enthusiasm.

Managing Director of Blue Branch Rania Noumaan argues that, without motivation, businesses are without purpose or direction. When she finds herself lacking motivation, she looks to what other successful entrepreneurs did that led them back into the driver’s seat. She said, “I find reading the autobiographies of successful people, and exploring their trials and tribulations, helps me refocus. Upon discovery that it is indeed perfectly normal, and when observing how they came out the other side successfully, it gives me enthusiasm to replicate their feats.” The MD recommends those suffering from a lack of inspiration to take the time to read about entrepreneurs who faced similar issues.

Along with this, Blue Branch are able to keep their contractors motivated by providing some of the following tips:

1) Pick a big / significant enough goal: The challenge of motivation is that if the goal isn’t big enough or ugly enough, or important enough, there is a good chance it will be abandoned without hesitation.

2) Immerse yourself in the goal to stay motivated: Blue Branch are firm believers in being surrounded by sources of inspiration – from liking motivational Facebook pages to watching Ted Talks – it all helps guide the mindset along the right path.

3) Be fearless: Don’t dwell on things - jump right in there. Set a standard decision making process and use anything else as an opportunity that should be committed to before chasing.

4) Avoid complaining: The firm believes that this is a real time waster. Instead take the energy from complaining and put it towards brainstorming new ideas for improvement.

5) Be kind to yourself: Blue Branch suggests that taking some time for self-reflection and self-rewarding is important, as motivation comes from within.

6) Do not accept defeat: The road to ultimately achieving goals can become tiresome, frustrating, and there will be multiple points where giving up seems like the only viable option. Blue Branch state that this is where an individual’s mettle is tested. Will that person give up, or continue taking steps towards realising their dreams?

The firm offers a solution to businesses that are looking to offer an alternative opportunity to interact with their customers. All their marketing strategies are tailored towards developing a loyal customer base and believe their direct approach is the best strategy for brands to achieve success.

Blue Branch is an event promotions company in Edinburgh. Formed due to the ever-growing demand for alternative marketing strategies, Blue Branch specialises in result driven, effective event marketing campaigns.

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