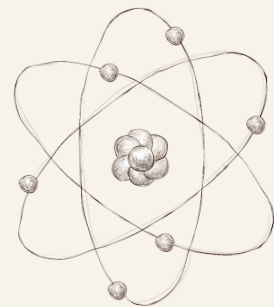
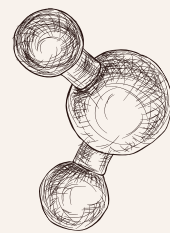
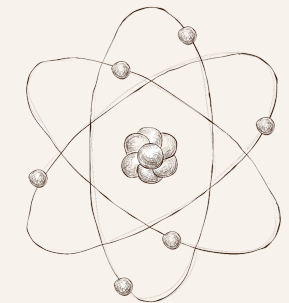
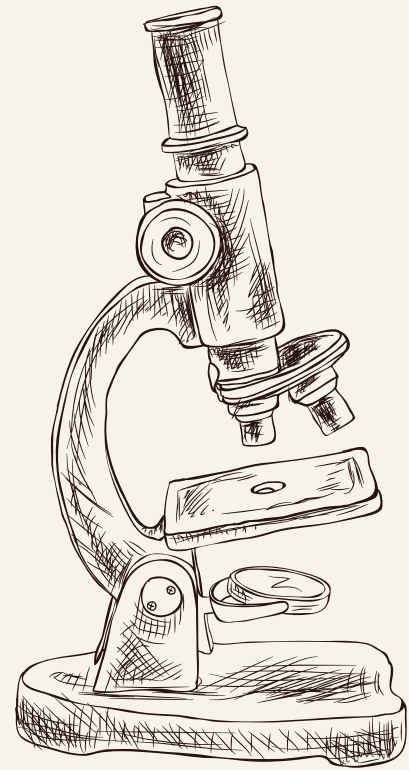


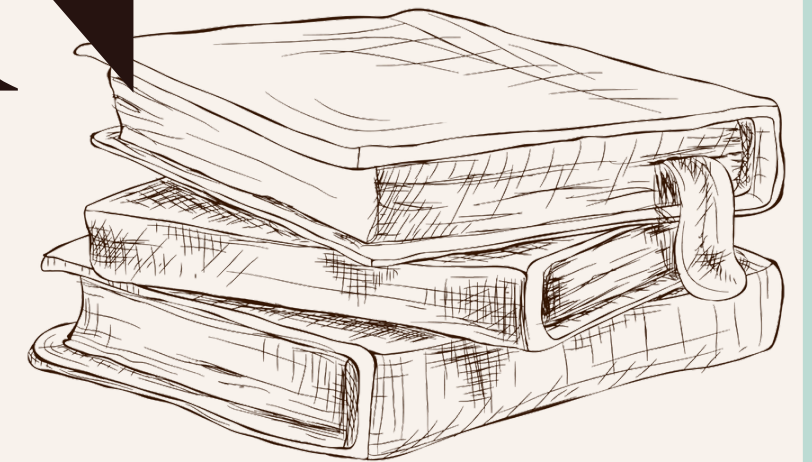
NewLeaf Counseling Center presents:

# THE SCIENCE OF MOTIVATION



Presented by Kaitlynn Murguia, LCPC

(mur-GEE-uh)

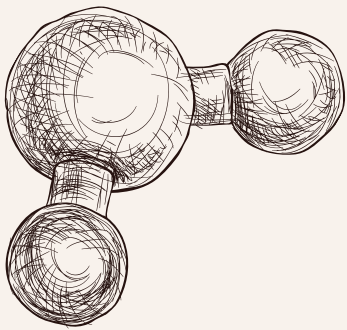


**Best motivational  
quote?**

# What is motivation?

- Can it be measured?
- Can it be seen or felt?
- Are we born with it or is it something we develop?
- Is it part of someone's personality?

# Types of motivators

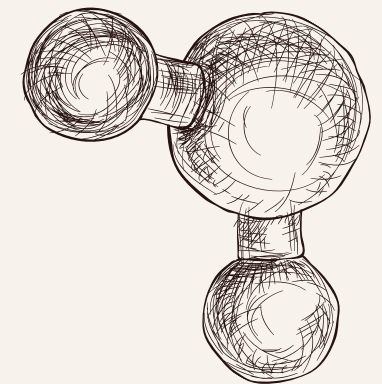


01

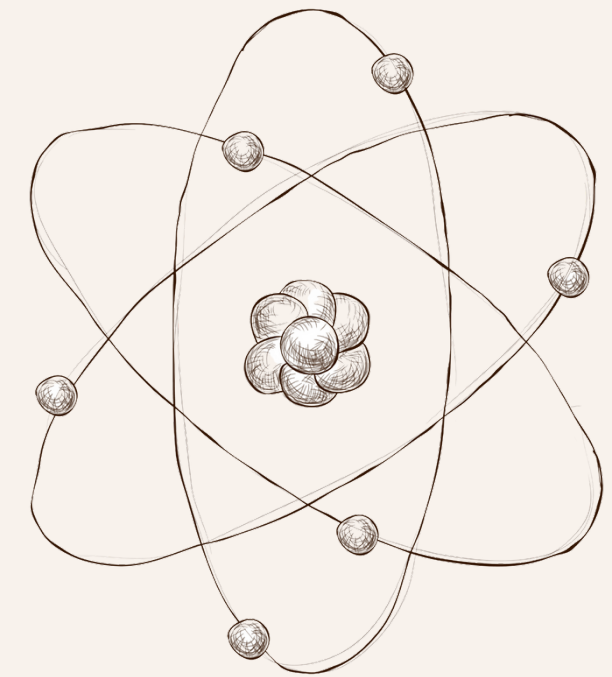
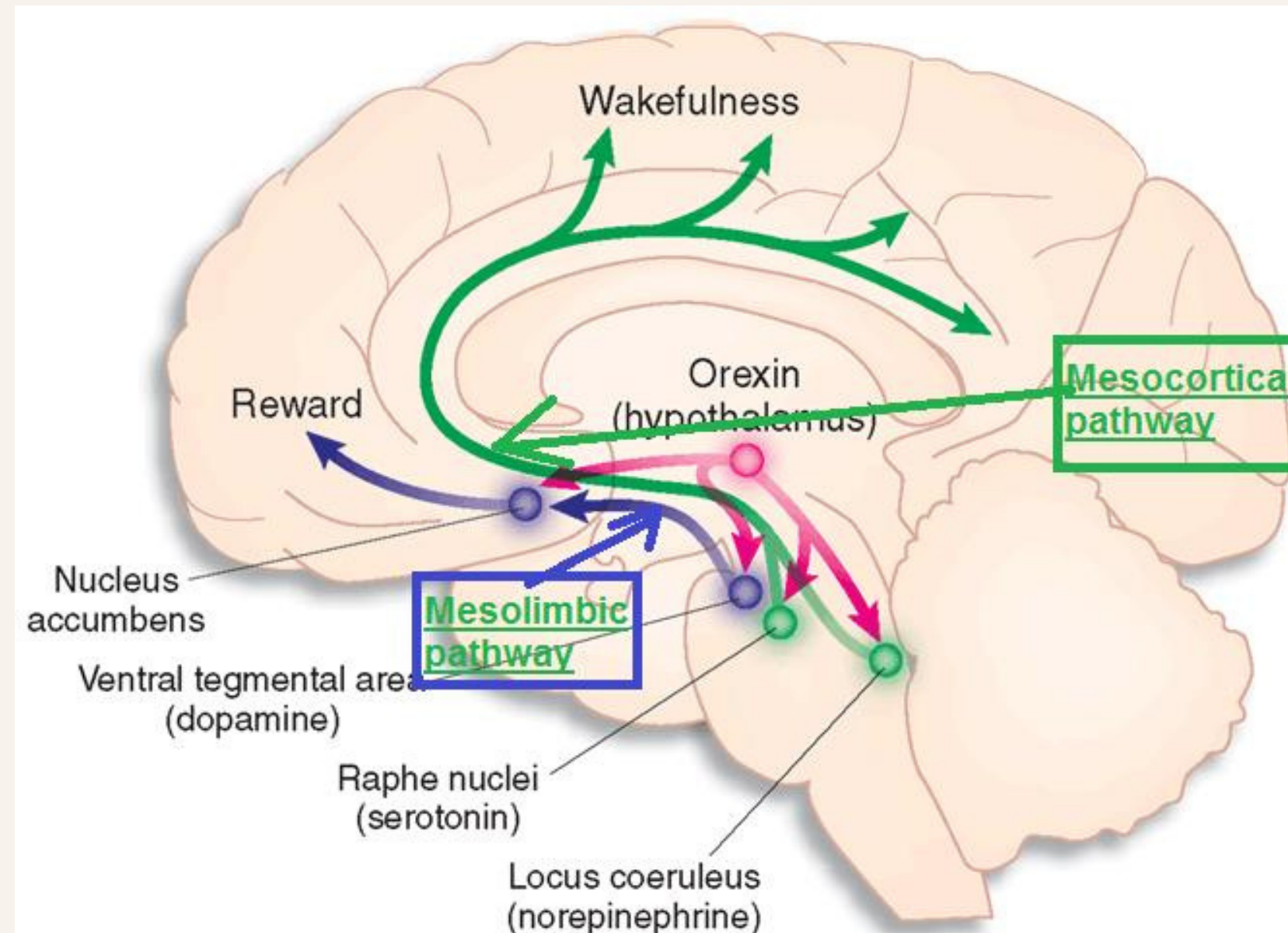
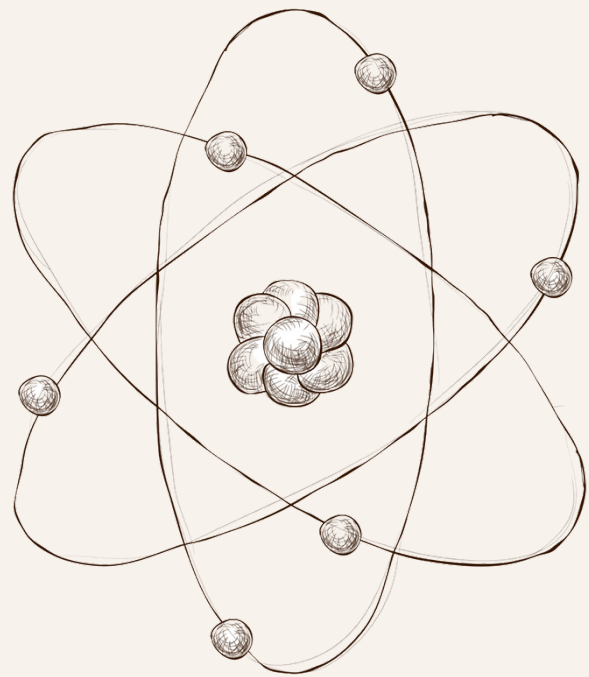
Intrinsic- internal; inherently interesting, enjoyable, aligned with values  
Examples: engaging in hobbies, creative endeavors, and/or sense of fulfillment

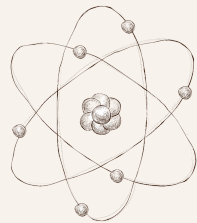
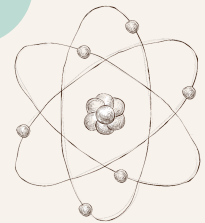
02

Extrinsic- external; seeking tangible rewards or recognition, avoiding negative consequences  
Examples: earning a raise, achieving good grades, seeking a specific number on the scale



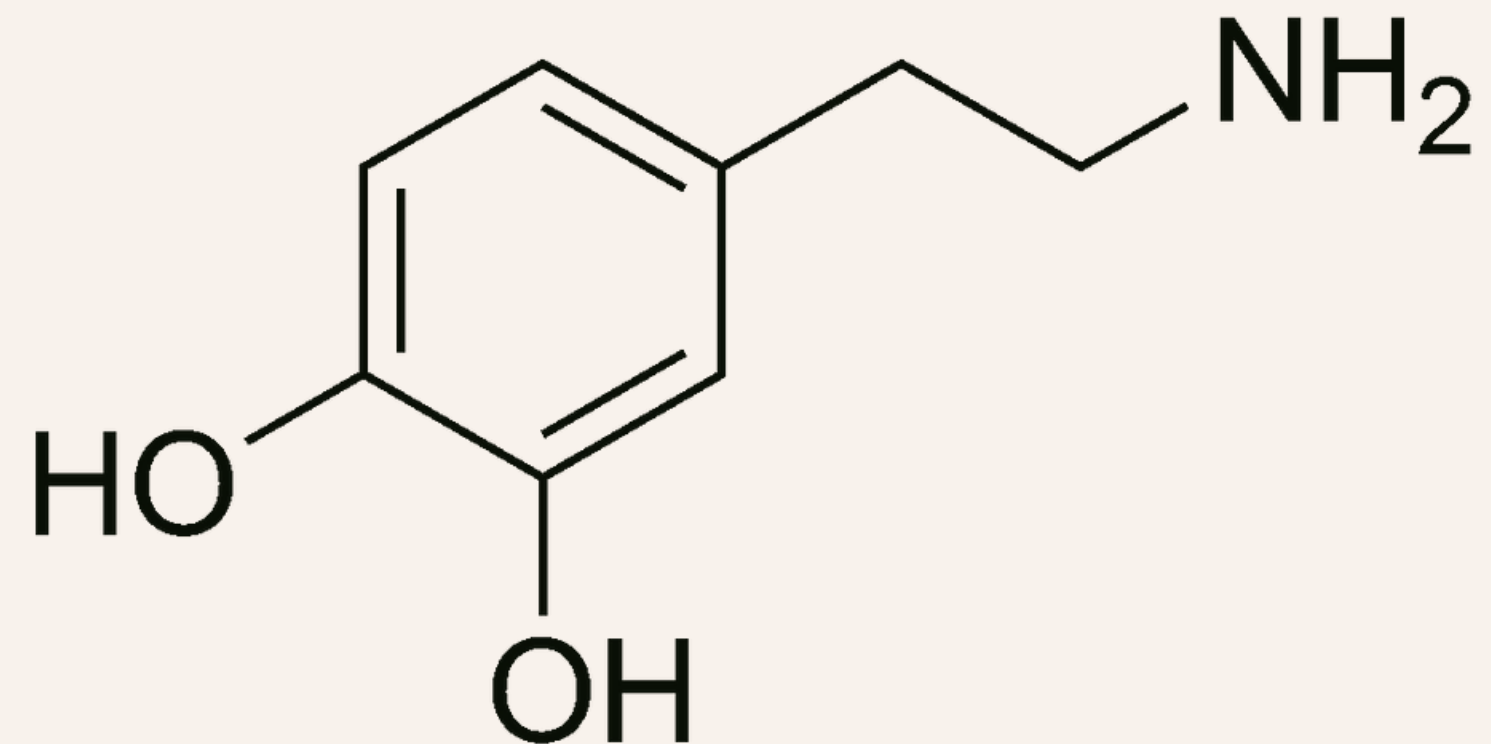
# Neurochemistry of motivation





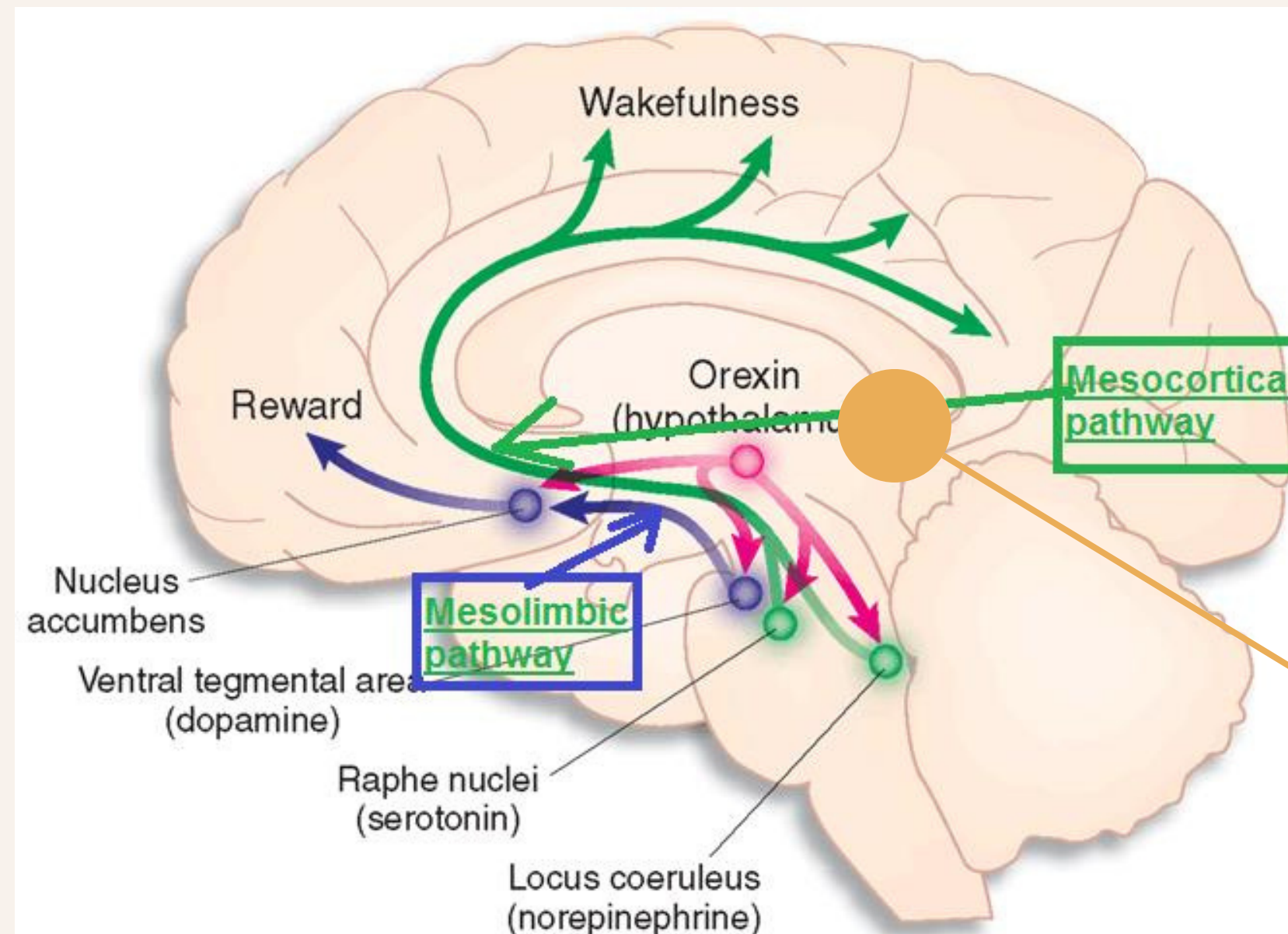
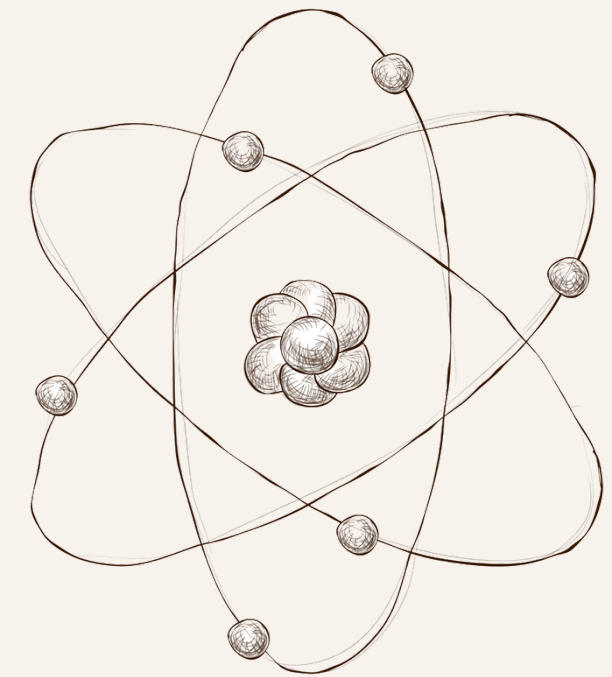
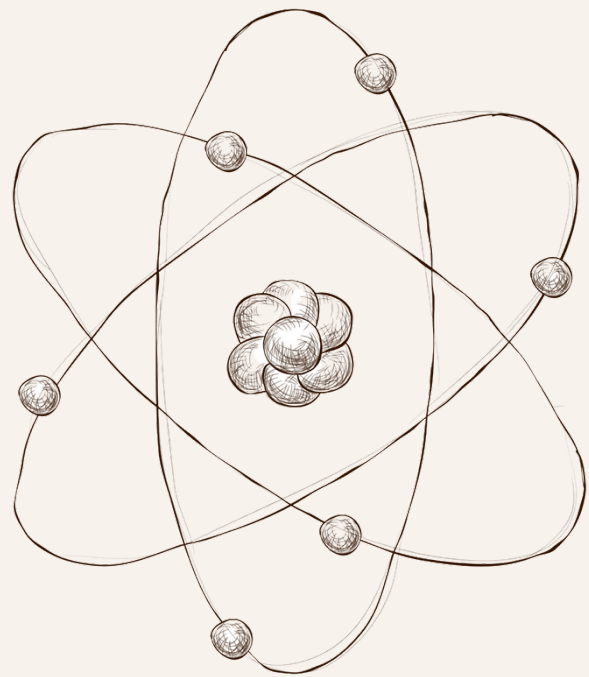
# DOPAMINE

- Desire & Drive
- 1950s discovery
- Bias us for movement-  
primetime neuroplasticity
- Coach & player
- Main player in reward pathway
- Obsessed with new things



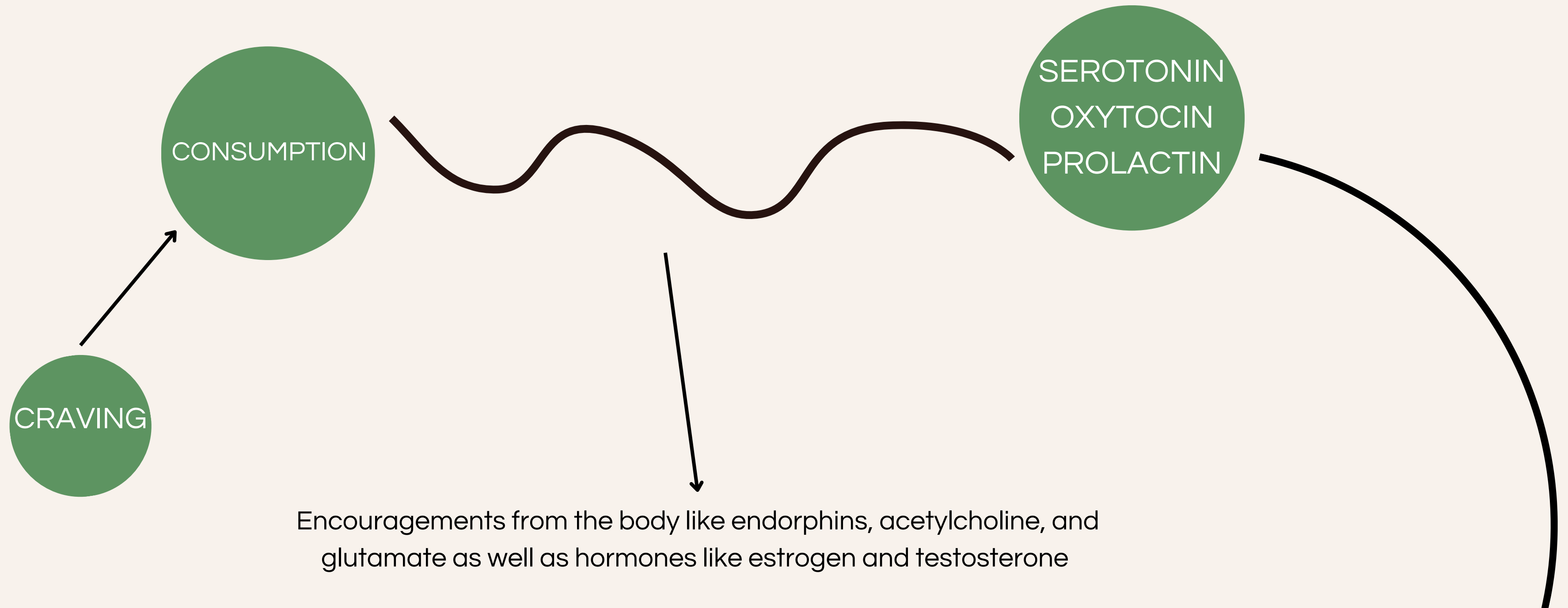


# Neurochemistry of motivation



HABENULA

# Coffee Pathway





# Motivation Killers

- Bright light
- Reward prediction error
- Illicit drugs
- Marijuana
- Nicotine
- Not reaching vitamin, protein, or water goals
- Celebrating every win



# Maintaining Motivation

01

Habit formation- exploits anticipation of reward

02

Prioritize movement

03

Engage prefrontal cortex through executive functioning, practice delayed gratification, increase gratitude

THINK IT,  
WANT IT,  
GET IT

# Maintaining Motivation

04

Keep it new and fun! NOVELTY

05

Intermittent reinforcement

06

Revisit achievements and similar accomplishments  
with gratitude and rose-colored glasses

*Yum!* TREAT

# Resources:

Andrew Huberman Podcast

Molecule of More book

Binge Eating Disorder Workbook