



# ***INTRODUCTION***



***WHAT IS MOJO?***

***"Mojo means "finding the magic in what we do". To have "lost your Mojo", refers to a loss of inspiration or creative genius; a loss of that special spark. The word has been around for almost 100 years, one source cites its use to as early as 1926.***

***The term may have been recently popularized in one of the Austin Powers films starting Mike Myers, where he refers to 'Mojo' as a combination of all the right stuff that makes a man successful. So, the term is used in a sexual context, referring to a man's libido, virility or ability to attract someone they like or would like as a mate.***

***However, the word has African roots. It is said to refer to a small bag containing a magic charm (often a red flannel cloth) and herbs that is tied with a draw string and worn under clothes to bring good luck. In context of the arts, Mojo brings inspiration.***

So what is a Mojo? It is, in short, the staple amulet of African-American hoodoo practice, a flannel bag containing one or more magical items. The word is thought by some to be a corruption of the English word "magic" but it more likely is related to the West African word "mojuba," meaning a prayer of praise and homage. It is a "prayer in a bag" -- a spell you can carry.

***To draw money:***

***A silver "Mercury" dime***

***A pinch of sugar***

***A lodestone (magnetite)***

***A John the Conqueror root***

***wrapped up in a \$2.00 bill fixed***

***in a green flannel bag with a***

***metal money bag charm and***

***dressed with Van Van Oil.***



***To remove a jinx, stop crossed conditions, or drive away evil:***

***A small broken chain***

***A broken ring***

***A rat bone or a plastic toy rat***

***A cat's eye shell***

***A mini metal, bone, or plastic skull***



***MUDDY & MOJO***



***GOT MY MOJO WORKIN***



***MARSHALL GOLDSMITH***  
***DEFINITION OF MOJO***



***Mojo is: That positive spirit toward what we are doing now that starts from the inside and radiates to the outside.***

***Mojo is at its peak when we are experiencing both happiness and meaning in what we are doing and communicating this experience to the world around us.***



***100 PERCENTERS  
BOTH WAYS***




***MOJO VS. NOJO***

## **MOJO**

**Take responsibility**  
**Run the extra mile**  
**Care about doing a great job**  
**Love doing it**  
**Appreciate the opportunities**  
**Make the best of it**  
**Inspirational**  
**Great attitude**  
**Determined**  
**Zest for life**

## **NOJO**


**Victim**  
**March in place**  
**Just want to get by**  
**Have to do it**  
**Tolerate the requirements**  
**Endure it**  
**Painful to be around**  
**Lethargic**  
**Lazy**  
**Zombie like – living dead**



***When I think about the truly successful human beings that I have met in my journey through life—the people who are succeeding at both what they do and how they feel about themselves—I realize they all have Mojo.***




***WHEN THERE'S NO MOJO***



***When you get the chance, observe two different employees doing exactly the same job at the same time. One could be the embodiment of Mojo while the other is the poster child for Nojo.***



***HOW'S YOUR MOJO?***



***How can we recognize Mojo or Nojo in ourselves and in others? Start by evaluating yourself and the people you meet on their Mojo or Nojo qualities, using the table above***

***What are you learning? How can you either change yourself or your activities to empty the Nojo in your life and fill it up with Mojo?***



***QUESTIONS FOR  
CREATING AND  
MAINTAINING  
MOJO***



***What is the unique quality that differentiates successful people in life from their peers?***

***An individual's definition of success does not come from the outside, it must come from the inside, so when defining success the definition focuses on each individual's achievement and goals that are successful in his or her life.***

***Mojo, in particular, focuses on achievement, happiness and meaning as we define these ourselves.***

***What questions do you ask when working with a client to help him / her increase, or maintain, his or her Mojo?***

***1) What makes you happy?***

***2) Where do you find meaning?***

***3) What can you do to increase your experience of happiness in life?***

***4) What can you do to make your life more meaningful?***

***These four questions help individuals focus on what really matters in their lives; and these four questions can help individuals make better use of the limited time that we all have on Earth.***




***Mojo plays a vital role in our pursuit of happiness and meaning because it is about achieving two simple goals: loving what we do and showing it.***

***Our Mojo is apparent when the positive feelings toward what we are doing come from inside us and are evident for others to see. In other words, there's no gap between the positive way we perceive ourselves what we are doing and how we are perceived by others.***




## ***The Four Ingredients of Great Mojo***

***By understanding the impact and interaction of the following four elements, you can begin to alter your own Mojo – both at work and in your personal life.***



***1. Identity: Who do you think you are? Taking everyone else out of the equation, including the opinions of your spouse, family and closest friends, how do you perceive yourself? Without a firm handle on our identity, we may never be able to understand why we gain – or lose - our Mojo.***

***2. Achievement: What have you done lately? These are the accomplishments that have meaning and impact. If you're a salesperson, it might be landing a big account; if you're a creative type, it could be coming up with a breakthrough idea. We often underrate or overrate our achievements based on how easy or hard they were to pull off; until we can honestly put a value on what we've accomplished lately, we may not be able to create or regain our Mojo.***



***3. Reputation: Who do other people think you are? What do other people think you've done lately? While identity and achievement are definitions that you develop for yourself, your reputation is a scoreboard kept by others: your co-workers, customers, friends. Although you can't take total control of your reputation, there's a lot you can do to maintain or improve it, which can have an enormous impact on your Mojo.***



#### ***4. Acceptance: What can you change, and what is beyond your control?***

***We must be realistic about what we can and cannot change in our lives and accommodate ourselves to those facts. While this seems easier than creating an identity from scratch or rebuilding a reputation, acceptance is often one of our greatest challenges. When Mojo fades, the initial cause is often a failure to accept what is – and get on with life.***

## ***Measure Your Mojo***

***Five qualities that we need to bring to an activity in order to do it well are; motivation, knowledge, ability, confidence and authenticity.***

***Likewise, five benefits we may receive from the activity after doing it well are: happiness, reward, meaning, learning and gratitude.***

***Think of a typical day in your life. Pick your important activities and rate yourself on each of the following questions on a scale of 1 to 10; a perfect Mojo score would be 100. You can do this test after a five minute phone call with a customer, a half-hour session to return e-mails, or at the end of a long trip.***

## ***Professional Mojo: What I bring to this activity***

- 1. Motivation: You want to do a great job in this activity. If you are just 'going through the motions', score yourself low.***
- 2. Knowledge: You understand what to do and how to do it. If you are unclear on processes or priorities, score yourself low.***
- 3. Ability: You have the skills needed to do the task well.***
- 4. Confidence: You are sure of yourself when performing this activity.***
- 5. Authenticity: You are genuine in your level of enthusiasm for engaging in this activity. If you are faking it or being insincere, your score will be low.***

## ***Personal Mojo: What this activity brings to me***

***6. Happiness: Being engaged in this activity makes you happy.***

***7. Reward: This activity provides material or emotional rewards that are important to you.***

***8. Meaning: The results of this activity are meaningful for you. If you do not feel a sense of fulfillment or that you're contributing to a greater good, your score would be low.***

***9. Learning: This activity helps you to learn and grow.***

***10. Gratitude: Overall, you feel grateful for being able to do this activity and believe that it is a great use of your time.***



***SCORE out of 100: \_\_\_\_\_***