

# Where Motivation Exists, Opportunity Begins

By Gary Keller

I hear the words opportunity and motivation used a lot these days. I love these words, so here are my thoughts.

Opportunity exists all around us. Everywhere we look there is an opportunity. From learning to experiencing. From losing to achieving. Every moment of every day brings almost limitless opportunities. None of us exist in a circumstance, a relationship, a career, or a business where opportunities don't exist.

Opportunity isn't our challenge. Motivation is.  
It's the key to opportunity.

Motivation is the drive to do something. No one can give us our drive. We can get inspired. We can get challenged. We can get threatened. We can get motivated. We just can't get our reason for doing something that truly matters from others. Motivation is deeply personal and comes from within us. It comes from our values, our beliefs, and our passions. Most of all, it comes from our priorities.

So, when you find yourself saying *"what's my opportunity?"* just remember that it's everything and anything, it's all around you. Instead, I'd love for you to say *"what do I actually want in the end and what's my priority right now to get it?"*

**Opportunity lies on the other side of Motivation and Focus.**

