



# THE REVIE



Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **November 24, 2023**

### **This Edition:**

The Chief's Desk .....Page 2  
Seven Reasons We Don't Start – and How to  
Overcome Them All .....Page 3  
Influence vs. Motivation .....Page 3

**"The happiness of your life depends upon  
the quality of your thoughts."**

**—Marcus Aurelius**

**[The CAFMA Connect YouTube Channel](#) – Like, Subscribe, Watch, and Learn**



**Thank you to Captain Nick Fournier and everyone else  
that assisted with the Flying High Turkey Drive!**

---

## The Chief's Desk

Happy Thanksgiving! I hope you all enjoyed a wonderful day with family and friends along with all your favorite foods and deserts.

This last year has been a trying one for our agency. I don't need to go through all the specific challenges and loss we've experienced as I'm sure you can list them for yourselves. In these times it can be difficult to maintain a positive outlook and to find things to be thankful for.

Struggle is a part of living. The question is will you grow and thrive through it with hope for a better day, or will you allow it to crush you? It can be hard to see the light when everything around you is dark, but the light does exist. My light is my family, friends, work, and my personal relationship with God. Even in the most turbulent of times, I know that I have the support to make it through, and that I will be stronger on the other side.

If you don't know where or what your light is, or you're struggling to find and hold on to hope, we have people that can help. You have to remember that even with help from others it's you that has to make the choice to change, you have to make the choice to take the steps, find meaning, and improve your life. Love, hope, and happiness exist but you have to choose to find it and hold onto it with all your being.

Internal peace is not found at the bottom of a bottle or at one of the multitude of dispensaries in our area, and there is no treatment that stands as an immediate fix. Finding peace and happiness is work, especially for those who struggle with mental and behavioral health issues. While there's no light switch, there is a dimmer switch that through time and effort can slowly and steadily make your world a better place to live.

So, what am I thankful for this year. Family and friends are always at the top of my list along with having the privilege of working at CAFMA with all of you. That said, I'm especially grateful this year for the strength of our people and our organization. We've weathered some stormy seas, maintained our heading, and found strength in each other.

There are very few agencies, and professions, that can rally in the face of tragedy like we have. The support we have for one another is unmatched and unwavering.

Recently, I've heard some grumbings about our use of the term "family" i.e., we say family, but we don't act as family – it's a very small number of folks, but I'll address it anyway. When I think of our fire family, I don't think of the utopian world of family where everyone has unwavering love for one another, there are no disagreements, and everything around us is rainbows and unicorns – maybe a Yeti for good measure. Nope, it's definitely not that. **Cont. Page 4**

### Upcoming Events:

Nov 27-Dec 1: Chief and Niemynski in Phoenix for CON Hearing  
Nov 27: Board Meeting

---

### Board Meeting:

Board Meeting: Nov 27  
CAFMA – 1700-1830

---

# Seven Reasons We Don't Start – and How to Overcome Them All

By: Kevin Eikenberry

Until we start something, nothing will change. This is true for every aspect of our lives – personal life, career, business, and all types of relationships. All advances, great or small, require us to start. Yet, taking that first step can be hard or scary. And it always requires us to move past the safety of the status quo. To take the critical first step, we have to get past the barriers to starting. Here are seven barriers to starting anything, and how we can overcome them.

## **Fear of Failure**

If we are afraid we will fail, we can easily talk ourselves out of starting. To overcome this barrier, ask yourself – What is the worst thing that could happen? Then compare that to the value the project could have. Often, simply putting the possible failure into perspective can help. You can also look for ways to reduce the likelihood of that failure. Reducing that initial fear makes it easier to start.

## **Lack of a Clear Purpose**

A clear picture of why we want the project to succeed increases our internal motivation to get started! Focus on the benefits the activity will provide you to get past your comfort with the status quo.

## **Overwhelm**

When we feel overwhelmed with everything we have to do, we will hesitate to start something else. This is understandable, and perhaps even wise. But if the project is important or can have a big positive impact, delays could be detrimental. The cure is to reprioritize the other things on your plate. Evaluate this new idea or project against your current obligations to determine which is more valuable. Then, if appropriate, shift time, resources, and focus to give yourself the space to start the new project.

[KevinEikenberry.com](http://KevinEikenberry.com)

---

# **Influence vs. Motivation**

By: Kevin Eikenberry

It happened yesterday and it happens nearly every time I am training a group of leaders. Many will say they want to learn how to motivate their team members. I certainly understand the goal and purpose for the desire, but I think it is shortsighted and perhaps sub-optimal. I suggest a different approach – one focused on influence vs. motivation.

“How Can I Get More Motivation?”

Motivation, when framed in the leadership or organizational perspective, often focuses on external motivations. The question is: What can we do that will motivate others? And that is usually where the goal of those leaders in a workshop comes from. While this “carrot and stick” approach to motivation can work, it is limiting. It puts the focus on what we can or must do to “get” others to do something.

Another less obvious but more powerful source of motivation is the internal or intrinsic motivation. We can't “see” those motivations in others directly, since they are internally sourced. But when people

follow that internal compass, their motivation is stronger longer. If you want to understand those big internal motivators, consider the work of my friend and motivation expert, Susan Fowler. She summarizes our internal motivations as: choice, connection, and competence.

We are motivated when we see we have agency or the ability to choose our path. Generally speaking, the more choices, the better. We are motivated when we are connected to others and something valuable. Choices and connections motivate us to build our competence and skills at things – regardless of what they might be.

If we focus on those more powerful and lasting internal motivations, we can be more successful. But it isn't as easy as providing carrots, or warning of sticks.

[KevinEikenberry.com](http://KevinEikenberry.com)

---

## **Chief's Desk Cont.**

When I think of our fire family, I see National Lampoons Christmas Vacation. We mean well, we care for each other, we drive each other crazy sometimes, we can get carried away with grand ideas (many of which are excellent), and we generally accept Cousin Eddie. We're family in the more traditional sense of family, not the fairytale land of family.

In difficult times, there's no group of people more ready to rally around each other than us. So, despite our differences, and despite our relatively minor disagreements we remain committed to one another.

While the world around us seems in chaos, we can still find peace and hope in our lives. Personally, shutting off the news and focusing on the things I can control has helped decrease my stress levels.

At the end of the day, despite the challenges of this year, I'm thankful for everyone and everything I have in my life. I hope that you take some time to be thankful for all that you have in your lives. Smile, you might just make another person's day, or you might make people wonder what you're up to 😊 Either way, it's all good...

Done with philosophical, on to the business of the business. I spent over three hours with our litigation team on Wednesday preparing for our CON, ambulance transport license, hearing that starts Monday. Doug and I had thought that the hearing was scheduled Nov 27 – Dec 4. It turns out that it's scheduled Nov 27 – Dec 8. To that end, Doug and I will be in Phoenix for the next two weeks. I'll be back in the office Dec 11, and then down in the valley for back surgery Dec 12.

I spoke with Chief Feddema and Chief Rose regarding the schedule changes that may need to be made. They will work with Ben to reschedule the labor/management meeting for a time when the two of them can be there together. I believe they're looking to shift it one week. Doug and I will attend the board meeting via Teams from Phoenix.

While two weeks straight seems a bit daunting, I much prefer having our ten-day hearing over ten straight business days as opposed to five days then a 30, 60, or 90 day delay before we have the last five

days. The Administrative Law Judge (ALJ) has 30-60 days at the close of the hearing to issue their decision. I would hope to hear something no later than the first of March. Sooner is always better...

We've not heard any updates regarding the SAFER Grant.

---