

# Motivation

concept cards®

FOR TEAMS, MANAGERS OR LEADERS

A person's intensity, direction and persistence of efforts to attain a specific objective.

Achieve goals, anticipation of satisfaction  
Gain skills or get better at something  
Create sth (beautiful) · do sth pleasing  
Act according to convictions  
Improve situation, security, future  
Desire to help or act loyal

W  
H  
A  
T

## Objectives & Drivers (If Success Likelihood)

Get results, satisfy needs, fulfill necessities  
Money, wealth, incentives  
Perks or money-equivalent benefits  
Power, access to or control over resources  
Status, recognition, certificates  
Concern to lose something or threats

Extrinsic motivation is when motivation is influenced with extrinsic measures (WHAT and HOW).

## Motivators

Purpose  
Competence  
Relatedness  
Autonomy

H  
O  
W

## Demotivators for motivated / motivatable people

Supervision & bureaucracy  
Boring tasks & waste of energy  
Lack of appreciation  
Poor work conditions

Lack of autonomy or recognition  
Uncertainty & absence of job security  
Perceived unfairness in pay & benefits  
Perceived injustice or inequality

## Facilitators for motivated / motivatable people

Groups / Teams / Pairs  
Scalability & Importance  
Time pressure  
Visibility & Priorities  
Competition / Measurement

Flow & Desire  
Improve / Develop  
Milestones / Deadlines  
Sharing / Communities  
Rewards / Reliefs / Breaks

## Anti Drivers

Maximize idle time · relax  
Reduce effort, strain or risk  
Evade resistance · save energy  
Consume and be comfortable  
Procrastination · short rewards

Motivated People

Motivatable People

Demotivated People

Spectrum

Support / Expose

Incentivize / Sanction

Leave alone / Ignore

Interaction