

# Motivation

concept cards<sup>©</sup>

FOR TEAMS, MANAGERS OR LEADERS

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

## OBJECTIVES & DRIVERS (only if success is assumed)

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

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

Extrinsic motivating is when motivation is influenced by extrinsic means (WHAT and HOW).

## MOTIVATORS

Purpose  
Competence  
Relatedness  
Autonomy  
Acceptance

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## DEMOTIVATORS (for motivated / motivatable people)

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

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

## 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 (to deal with)

Reduce effort, strain or risk  
Evade resistance · save energy  
Maximize idle time · relax  
Consume and be comfortable  
Procrastinat. · no direct reward

Motivated People

Spectrum

Motivatable People

How to  
Interact

Unmotivatable People

Support / Expose

Incentivize / Sanction

Leave alone / Ignore