

Motivation

concept cards®

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	W	Get results, satisfy needs, fulfill necessities
Gain skills or get better at something	H	Money, wealth, incentives, independence
Create sth (beautiful) · do sth pleasing	H	Perks or money-equivalent benefits
Improve (social) situation, security, future	A	Power, access to or control over resources
Act according to convictions or beliefs	A	Status, recognition, certificates, honor
Desire to help or act loyal	T	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

DEMOTIVATORS (for motivated / motivatable people)

H
O
W

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

ALLIES (for motivated / motivatable people)

Discipline · Routines · Time pressure · Fixed time slots
Flow & Desire · Priorities · Milestones · Deadlines
Visibility · Scalability · Importance · Improvem. · Developm.
Competition · Measurement · Rewards · Reliefs · Breaks
Groups · Teams · Pairs · Sharing · Communities

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

Motivatable People

Unmotivatable People

Support / Expose

How to
Interact

Leave alone / Ignore

Spectrum

Incentivize / Sanction