



MOTIVATION
4 WAYS TO GET IT
WHEN YOU DON'T HAVE IT

Where there's a why, there's a will

- People need a reason to engage in something - if there's no point, there's no point. People put off or delay things when they don't have an antecedent or cause for acting.
- In her because experiment, Ellen Langer showed you can increase compliance from 60% to 94% because a reason is given. 93% if the reason was simply "because I have to".
 - We need to _____ because _____
 - I would like you to to _____ because _____
 - I have to _____ because _____

Great expectations

- What someone will or won't do is shaped by their expectations and beliefs. People put off or delay things they don't want or don't believe they can do or should do.
- *It is not desirable* vs I want it, we want it, we need it.
- *It is not possible* vs it can be done, why not, let's find out.
- *You are not capable* vs I have the ability, we have the skills.
- *You don't deserve it* vs you are worthy, you should do it.

Make it important to me

- How motivated a person feels depends on how much they value what doing something will give them. If the payback is positive they usually take action. People put off or delay things that aren't important to them.
- David McClelland identified three basic motivations or needs that drive people's actions at work.
 - **Need for Power** - having influence, control, direction and being effective. Leading or teaching others. Avoiding ineffectiveness.
 - **Need for Achievement** - getting the job done, success, meeting targets or goals, wanting feedback, keeping progressing. Avoiding failure.
 - **Need for Affiliation** - having friendly relationships, being liked and held in popular regard. Being a team player. Avoiding isolation.

Follow the Flow

- People have preferences for how they interact with, make decisions and take action in the world. Aligning with this natural flow is usually much easier than changing it. People put off or delay things that don't fit the way they like to do things.
 - **Towards**, getting, achieving vs **Away From**, avoiding, not wanting
 - **Sameness**, familiar, known vs **Difference**, new, unknown
 - **Options**, choices, open vs **Procedures**, trusted, sequence

FOR MORE INFORMATION...

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