

# How to Motivate Others

# Introduction

- Motivating others is like helping them motivate themselves.
- Use purpose, energy, and small simple steps (Jim Kwik's formula).
- Understand extrinsic vs. intrinsic motivators.

# Extrinsic vs Intrinsic Motivators

- Extrinsic: Money, rewards, praise, reputation.
- Intrinsic: Autonomy, mastery, purpose (Daniel Pink).
- Extrinsic rewards work best for simple, non-creative tasks.
- For creative or complex tasks, intrinsic motivators are more effective.

# Intrinsic Motivator 1: Autonomy

- **Autonomy = Autonomy** is about giving people the freedom of choice to direct their own lives.
- Daniel Pink's Four T's:
  - - Task: What to work on
  - - Time: When to work
  - - Technique: How to work
  - - Team: Who to work with
- Freedom boosts motivation and performance.

# Intrinsic Motivator 2: Mastery

- Mastery = desire to improve skills.
- Appeal to strengths and offer challenges.
- Example: **Mastery** is the desire to continuously get better at something that matters to you. For example, top athletes aren't motivated to practice every day for money. They have enough money. They do it because they care about their sport, so getting better at it is inherently motivating. In fact, if they felt like people thought they play the sport just for money, they would probably *lose* motivation

# Intrinsic Motivator 3: Purpose

- Purpose = doing something bigger than ourselves.
- Even simple jobs can have deep meaning.
- Example: Hospital cleaners as ‘healers & ambassadors’.
- Share how tasks connect to company or societal goals.

# Summary & Application

- Use extrinsic rewards for simple tasks.
- Focus on intrinsic motivators for creative/challenging work:
  - - Autonomy: Freedom in The Four T's
  - - Mastery: Build strengths
  - - Purpose: Connect work to a larger goal
- Motivate by aligning with what people truly care about.