

Motivation

People are driven when they feel ownership, have room to grow, and understand why their work matters.

The three principles of motivation

1 Autonomy – having a measure of ownership

- People want to make their own choices.
- It's not about controlling everything, but about having influence over how, when, and with whom they work.
- Ask: What do you need to do this well?

2 Mastery – making progress and getting better

- People want to grow.
- It's the drive to learn, to make progress, and to get better at something while feeling proud of their work.
- Ask: What would you like to get better at in your role? What do you see as your next step?

3 Purpose – doing something that makes a difference

- People want to know why their work matters.
- It's the desire to make a difference or contribute to something beyond themselves.
- Connect the task to the bigger picture: Why is this important for our team, our organization, or the client?

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