



What's in it for me?

Or: How finding someone's motivation is the silver bullet for changing behaviours and making others 'see it your way'

In a group session the other day a client brought up the challenge of how to make his team move in the direction he wanted them to. It brought on a wonderful discussion on finding the motivation of others, the ultimate tool for moving people into action.

The literature on the topic tells us about three motivation styles, meaning places where we

find our reason for doing, the 'reason why':

- Conditional vs intrinsic motivation
- Reactive vs proactive motivation
- Self vs empathetic motivation

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Intrinsic motivation is the kind that starts from within. You want to do something for the sake of doing it, you find flow and joy in the activity itself.

Conditional motivation on the other hand means doing something for the sake of an external reward at the end of the task, a price of some kind.

Both types can be very powerful and if you think about it they not only come from different places, they take different types of cheering.

Proactive motivation means being motivated towards a positive vision, one that you or someone else created, e.g. a lifestyle or a future you wish to reach.

Reactive motivation is typically represented by a movement from, you do it because you want to avoid something else, e.g. keeping a deadline or avoiding punishment and have to take the negative impact of that.

Motivation to versus from can be used very smartly when used intentionally.

Empathetic motivation implies being motivated for the sake of others whereas **self motivation** is for the sake of self.

Some research implies that motivation for others is a stronger driver in the long run while self motivation tends to have a shorter life time. This as well indicates they can be applied intentionally.

Why is it important to understand the different types of motivation?

Because it's the first step to finding out how to approach someone, so you can figure out how to get them going. Observe their behaviours, listen to them talk, and see if you can assess what drives them. Do they seem to be motivated from the inside or work for a reward, do they

trigger on going to or from, and are they doing what they are for themselves or for helping others?

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All those insights are your tools to guide you in knowing what to offer them, which buttons to push to make them see what you want them to see. It will enable you to understand how to reach them and ultimately make them go in a joint direction, easily.

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Take a start in yourself as an exercise and look through your own motivations in different areas: work, family, exercise, eating habits, taking out the trash, cleaning...

What are your own drivers, your motivation to make the choices you make and get the things done that you do? Do you see things that come easier to you than others? Can you find a common factor, a common motivator? How can you leverage these learnings to areas where you don't find it as easy to get going?

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The ultimate question is this: How do you use what you know about your own motivation triggers to influence yourself and your future behaviours in the direction you want? And now do the same with those around you.

"How do you use what you know about your own motivation triggers to influence yourself and your future behaviours in the direction you want?"

Motivation is the silver bullet to influencing others. It's the reason why people do what they do. Find it and you are on your way to an easy ride towards the same direction.

"Motivation is the silver bullet to influencing others."

Want some guidance to look inside, how to apply the learnings to where you want to go, or

how to influence those around you?

Let me know.

HELENA RADESON

PERFORMANCE COACH & CHANGE CONSULTANT

+41 79 284 25 31 | hallo@helenaradeson.com | www.helenaradeson.com

