

UNIVERSITY OF THE PEOPLE

BUS 1105-01 Business Communications- AY2024-T1

Learning Journal Unit 6

Instructor: Jeffrey Hathaway

Motivation and persuasion are related, but distinct, concepts. Motivation refers to the internal drive and desire within a person that prompts them to act. It comes from within. One definition states motivation is "the process that initiates, guides, and maintains goal-oriented behaviors" (Cherry, 2022). In contrast, persuasion is the act of intentionally influencing others' attitudes, beliefs, or behavior through appeals and reason. Persuasion relies on external techniques to get someone to think or act in a certain way. "Persuasion is a process in which one person or entity tries to influence another person or group of people to change their beliefs or behaviors. It is distinct from coercion, in that the people receiving the message have a choice about whether to act on it" (Cherry, 2022).

I encountered a situation where I needed to use both motivation and persuasion when leading a team project for work. The project timeline was tight, and I could see some team members were not feeling adequately motivated. I started by trying to persuade them through logical arguments about why their contributions were crucial to meeting the deadline. I appealed to their sense of accountability to the team. However, while they seemed to rationally accept my points, their motivation still appeared low.

I realized I needed to shift my approach to focus more on intrinsic motivation. I took time to understand what excited and drove each person and tailored my vision for the project to highlight those motivations. For one team member who cared deeply about the user experience, I emphasized how her work would directly make the product more user-friendly. For someone focused on building technical skills, I highlighted an opportunity to learn a new coding language by taking on a key component. Together, we aligned the project goals with their personal motivators.

The combination of persuasive appeals through rational arguments and increasing intrinsic motivation by connecting to individual interests worked. The team regained their drive and enthusiasm, and we successfully completed the project on time. This experience showed me motivation comes from within, but persuasion can help align external goals with internal motivations. When they work in tandem, the results can be powerful.

List of unfamiliar words:

Perspicacious: of acute mental vision or discernment. (Merriam-Webster Dictionary, 2023)

Perfidious: of, relating to, or characterized by perfidy. (Merriam-Webster Dictionary, 2023)

Obfuscate: to throw into shadow: DARKEN. (Merriam-Webster Dictionary, 2023)

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Word count: 394