
Note: Stefan Claesson/Jonas Jaconelli This speech is about motivation, built mainly on “Drive - The surprising truth about what motivates us” by Daniel H Pink from 2009.

Motivation

- Extrinsic
- Intrinsic

Note: E - Rewards, NOT punished

I - Because I WANT to

Film - INTRINSIC



Figure 1:

Note: I'm an ultra runner. Sometimes I go running for very long times. Took me more than 23h to finish. What motivates me to participate in races >20h?
INTRINSIC

Note: Try making someone do something? Mow the lawn, wash the car?
Reasonably gifted, quite easy to learn, not motivated to study. I tried offering money for better grades €2000. EXTRINSIC

- Increasing obesity among children
- Swedish gov - thorough investigation
- Little exercise - much sugar
- Legislation for more physical activity in school
- Sugar tax (added benefit of more gov income)
- Now the market has partly solved the problem for us!

Note: Sugar tax (punishment) - EXTRINSIC PokemonGo - INTRINSIC

Motivation 1.0



Figure 2:

Note: Basic needs - In humankind's childhood, - Mainly about survival - Hunger,
- Thirst, - Sex

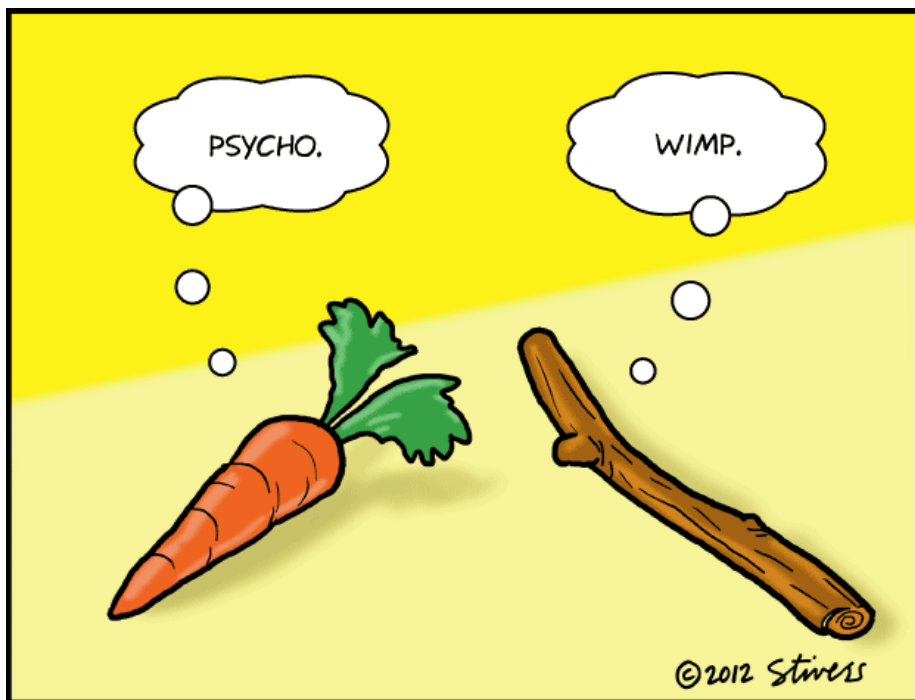


Figure 3:

Motivation 2.0

Note: Rewards and punishments - reward desired behav. punish undesired - 1911 FW Taylor - Sc Mngmnt - Efficiency, 100% utility - *Can* work with rule-based routine tasks - Often contradictory applied to creative tasks

Regression toward the mean - Israeli fighter pilots

Motivation 2.0

Problems

Note: - Encourage unethical behaviour, - Extinguish intrinsic motivation, - Paid to make drawing - Diminish performance, - Crush creativity, - Create addictions, - Crowd out good behaviour and - Foster short-term thinking - Companies with bonuses

Motivation 2.0

When?

Note: If you need routine tasks done, like shifting a pile of dirt from one place to another, it *might* help doing the following: - Offer rationale for why necessary - Acknowledge that the task is boring - Allow to complete their own way

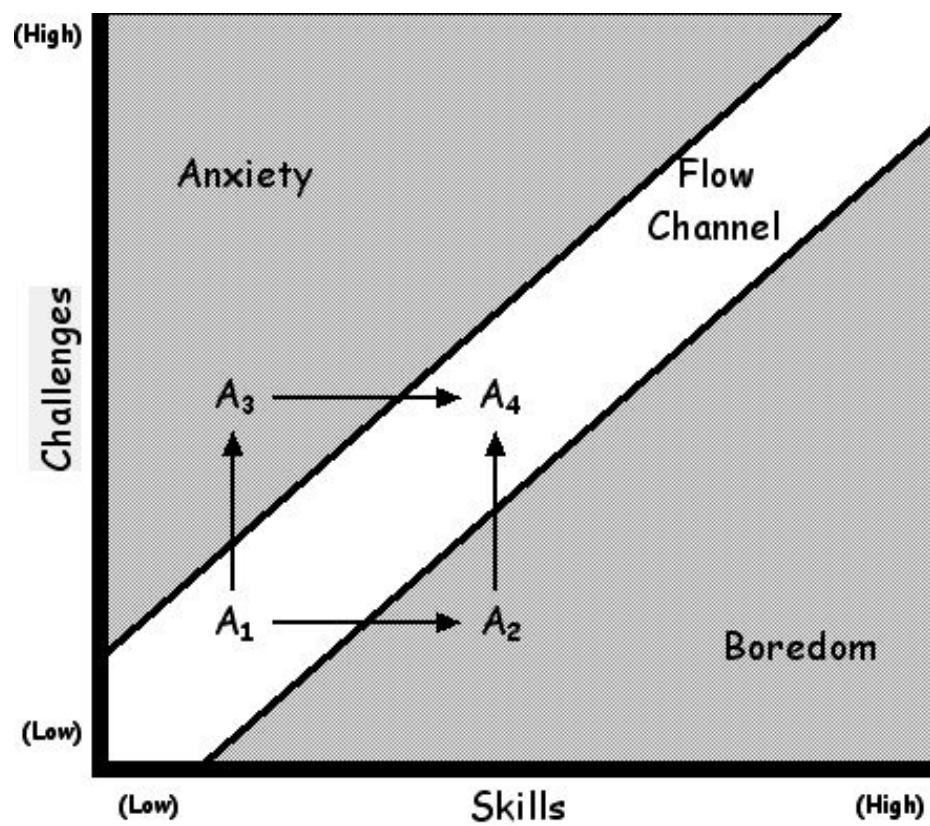
So what does work?

Motivation 3.0

Note: - Mastery - Autonomy - Purpose

Mastery

Note: Mastery - better at somthng that matters - begins with “flow”, optimal experiences when the challenges are matched with our abilities EX. teacher giving student too easy task - Mindset - abilities are infinitely improvable - Pain - effort, grit & deliberate practice - Asymptote - never be fully realised



From Flow: The Psychology of Optimal Experience
by Mihaly Csikszentmihalyi (page 74)

Figure 4:

Autonomy

Note: Autonomy - the wish to be autonomous and self-directed - task - what - time - when - team - with whom - technique - how

Purpose

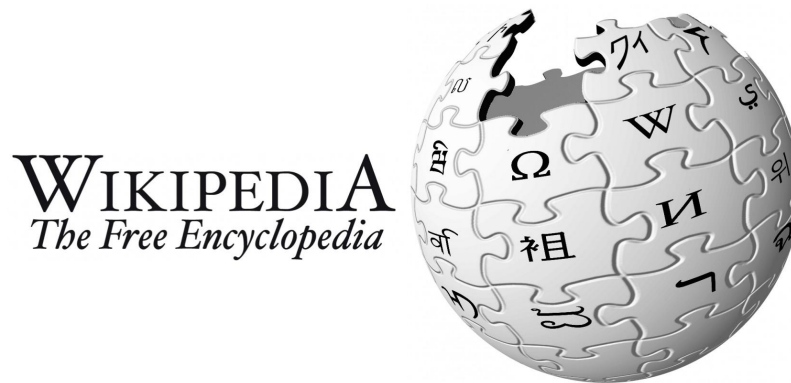


Figure 5:

Note: Purpose - the wish to be part of something that is larger than oneself

Take away

If you really want to motivate someone - don't be lazy and offer money! Find their "inner" motivation!

Literature:

Title	Author	Year
Drive - The surprising truth about what motivates us	Daniel H Pink	2009
Flow	Mihaly Csik- szentmihalyi	1990
Management 3.0	Jurgen Appelo	2011
Thinking fast and slow	Daniel Kahneman	2011
The Principles of Scientific Management	Frederick Winslow Taylor	1911
Who Am I? The 16 basic desires that motivate our actions and define our personalities	Steven Reiss	2002