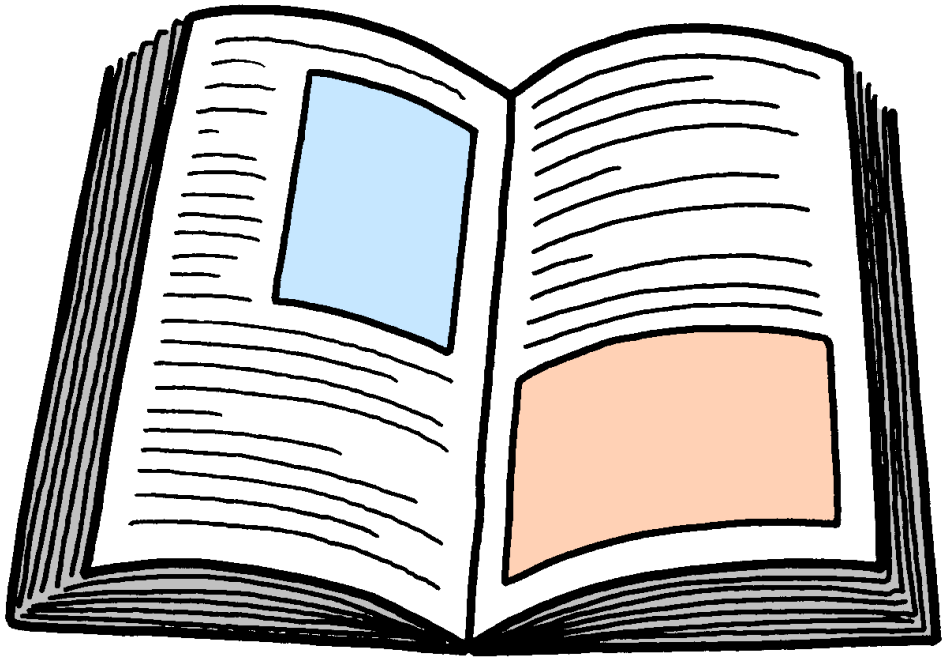
Find Your Motivation

@jurgenappelo

MANAGEMENT 3.0 Agile Leadership Practices

Story



MANIFESTO FOR AGILE SOFTWARE DEVELOPMENT

WE ARE UNCOVERING BETTER WAYS OF DEVELOPING SOFTWARE BY DOING IT AND HELPING OTHERS DO IT. THROUGH THIS WORK WE HAVE COME TO VALUE:

INDIVIDUALS AND INTERACTIONS OVER PROCESSES AND TOOLS

WORKING SOFTWARE OVER COMPREHENSIVE DOCUMENTATION

CUSTOMER COLLABORATION OVER CONTRACT NEGOTIATION

RESPONDING TO CHANGE OVER FOLLOWING A PLAN

THAT IS, WHILE THERE IS VALUE IN THE ITEMS ON THE RIGHT, WE VALUE THE ITEMS ON THE LEFT MORE.

KENT BECK
MIKE BEEDLE
ARIE VAN BENNEKUM
ALISTAIR COCKBURN
WARD CUNNINGHAM
MARTIN FOWLER
JAMES GRENNING
JIM HIGHSMITH
ANDREW HUNT
RON JEFFRIES
JON KERN
BRIAN MARICK
ROBERT C. MARTIN
STEVE MELLOR
KEN SCHWABER
JEFF SUTHERLAND
DAVE THOMAS

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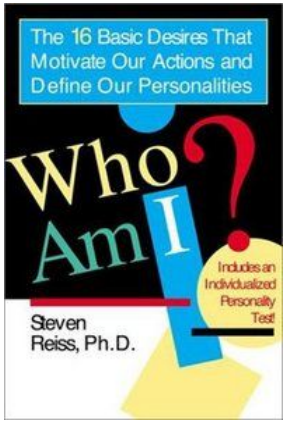
“16 Basic Desires”

Acceptance	The need for approval
Physical Activity	Or exercise
Curiosity	The need to think
Power	The need for influence of will
Eating	The need for food
Romance	The need for love and sex
Family	The need to raise children
Saving	The need to collect
Honor	Being loyal to a group
Social Contact	The need for friends
Idealism	The need for purpose
Status	The need for social standing
Independence	Being an individual
Tranquility	The need to be safe
Order	Or stable environments
Vengeance	The need to strike back



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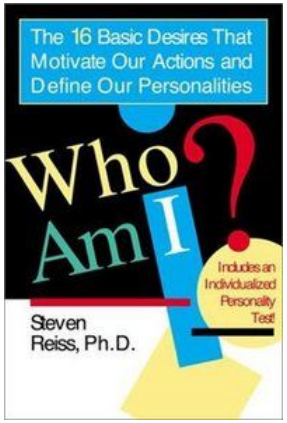

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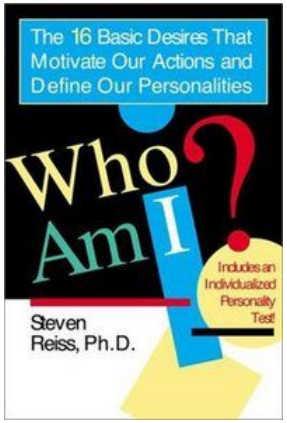

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“Self-Determination Theory”

Acceptance	The need for approval
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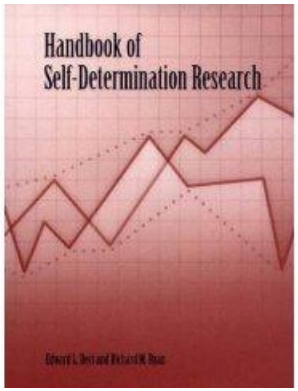
Power	The need for influence of will
Honor	Being loyal to a group
Social Contact	The need for friends
Idealism	The need for purpose
Status	The need for social standing
Independence	Being an individual
Order	Or stable environments

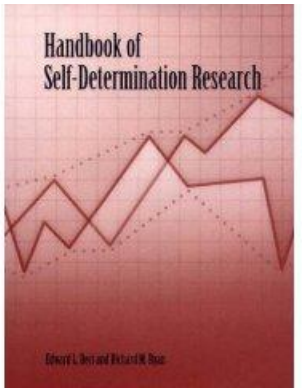
Competence	The need to feel capable
Autonomy	The need to choose one’s own actions
Relatedness	The need to be socially involved



Edward L. Deci and Richard M. Ryan. *The Handbook of Self-Determination Research*. Rochester: University of Rochester Press, 2004

“Self-Determination Theory”

Acceptance	The need for approval
Curiosity	The need to think
Power	The need for influence of will
Honor	Being loyal to a group
Social Contact / Relatedness	The need for friends
Idealism	The need for purpose
Status	The need for social standing
Independence / Autonomy	Being an individual
Order	Or stable environments
Competence	The need to feel capable



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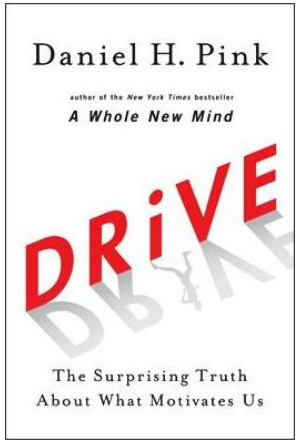
10 Intrinsic Desires

Acceptance	The need for approval
Curiosity	The need to think
Power	The need for influence of will
Honor	Being loyal to a group
Social Contact / Relatedness	The need for friends
Idealism	The need for purpose
Status	The need for social standing
Independence / Autonomy	Being an individual
Order	Or stable environments
Competence	The need to feel capable

“Drive”

Acceptance	The need for approval
Curiosity	The need to think
Power	The need for influence of will
Honor	Being loyal to a group
Social Contact / Relatedness	The need for friends
Idealism / Purpose	The need for purpose
Status	The need for social standing
Independence / Autonomy	Being an individual
Order	Or stable environments
Competence / Mastery	The need to feel capable



Daniel H. Pink, *Drive: The Surprising Truth About What Motivates* Us. Riverhead, 2009

10 Intrinsic Desires

Curiosity	The need to think
Honor	Being loyal to a group
Acceptance	The need for approval
Mastery / Competence	The need to feel capable
Power	The need for influence of will
Freedom / Independence / Autonomy	Being an individual
Relatedness / Social Contact	The need for friends
Order	Or stable environments
Goal / Idealism / Purpose	The need for purpose
Status	The need for social standing

Curiosity

Honor

Acceptance

Mastery

Power

Freedom

Relatedness

Order

Goal

Status

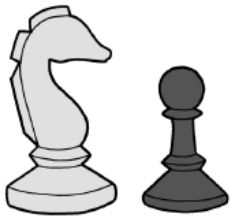
Find innovative ways to target human needs

Moving Motivators

FREEDOM

CURIOSITY

MASTERY

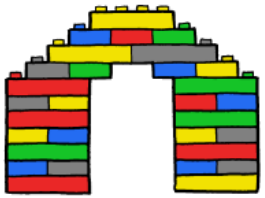


STATUS

GOAL

ACCEPTANCE

ORDER



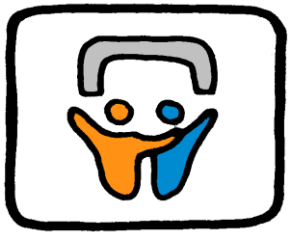
HONOR

POWER

RELATEDNESS

http://www.management30.com/moving-motivators/

Are *you* aligning your work
with your intrinsic **motivators**



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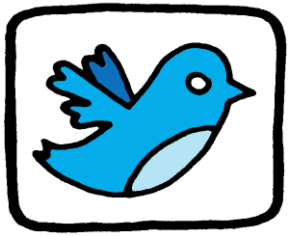

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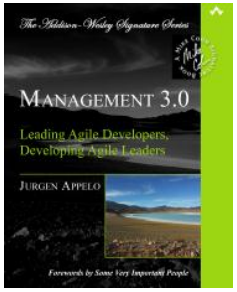

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