

Why We Do What We Do

Brain-Based Tools To Break Through The Four Top Motivation Traps

What creates passion, loyalty, drive, peak performance and even love for one's organization?



Motivation. So how do you motivate your people?

Understanding how to motivate others starts with understanding what kills motivation in an organization.

Richard Clark of USC Center for Cognitive Thinking found that people lose motivation when they fall into one of four motivation traps.



The 4 Motivation Traps

1. Values Mismatch

If a project isn't tied to something the person values, they won't be motivated to do it.

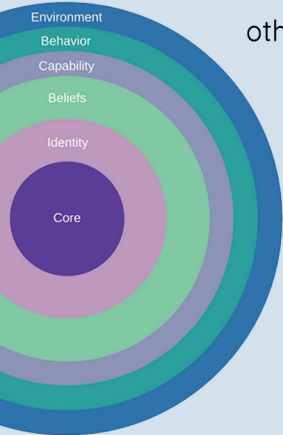
Is your Environment conducive to collaboration and communication?

Are the Behaviors of others helpful, supportive?

Do they have the Capabilities, the skills, and tools they need?

Do you empower the Identity of others?

Do their Beliefs view your organization positively?



TOOL: Logical Levels Of Change helps us identify where the mismatch is.



"I don't care enough to do this"

2. Lack of Self-Efficacy

If an employee doesn't feel they have the capability (either skill set or available time) they will lose motivation.

With a clear spec as to what success will look like, what resources the person has access to, who they can get mentoring/have check-ins with, you can often move past this de-motivator.

| Low Value Activities | High Value Activities |
|--------------------------------|--------------------------------|
| Micromanaging | Strategic planning |
| Doing other people's work | Product development |
| Mediating conflict within team | Cultivating leadership in team |
| Filing | Forging external alliances |
| Expense reports | Serving clients |
| | Driving revenue & profit |
| | |
| | |
| Total Percentage Low: 45% | Total Percentage High: 55% |



"I don't think I'm able to do this"

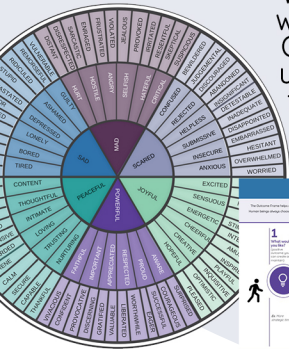
TOOL: Making priorities and energy allocation clear with a High Value/Low-Value process will help a great deal.

3. Disruptive Emotions

Since humans are highly emotional beings it's essential that we all become more aware of our own emotions and the emotions of others.

If someone is snared by anxiety or depression or even good old fight/flight/-freeze, their motivation will suffer.

TOOLS: The Emotion Wheel helps us decide what we're feeling. The Outcome Frame helps us shift so that we can feel more of what we want to feel.



"I'm too upset to do this"



"I don't know what went wrong with this"



4. Attribution Errors

When something goes wrong and we can't figure out why, it's deeply unsettling.

When someone feels they can't complete a task or succeed due to an outside force, it's time to unpack what they are believing.

Then we can help them get back in motion.

TOOL: Use Organismic Rights to unpack beliefs and resolve attribution errors.



When leaders use these tools to motivate, they get results like these*:



90+% Employee Retention



Up to 53% Reduction In Employee Stress & Sick Days



35+% Increased Productivity

*Stats are from over 1,000 of SmartTribes Institute's coaching and workshop clients

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