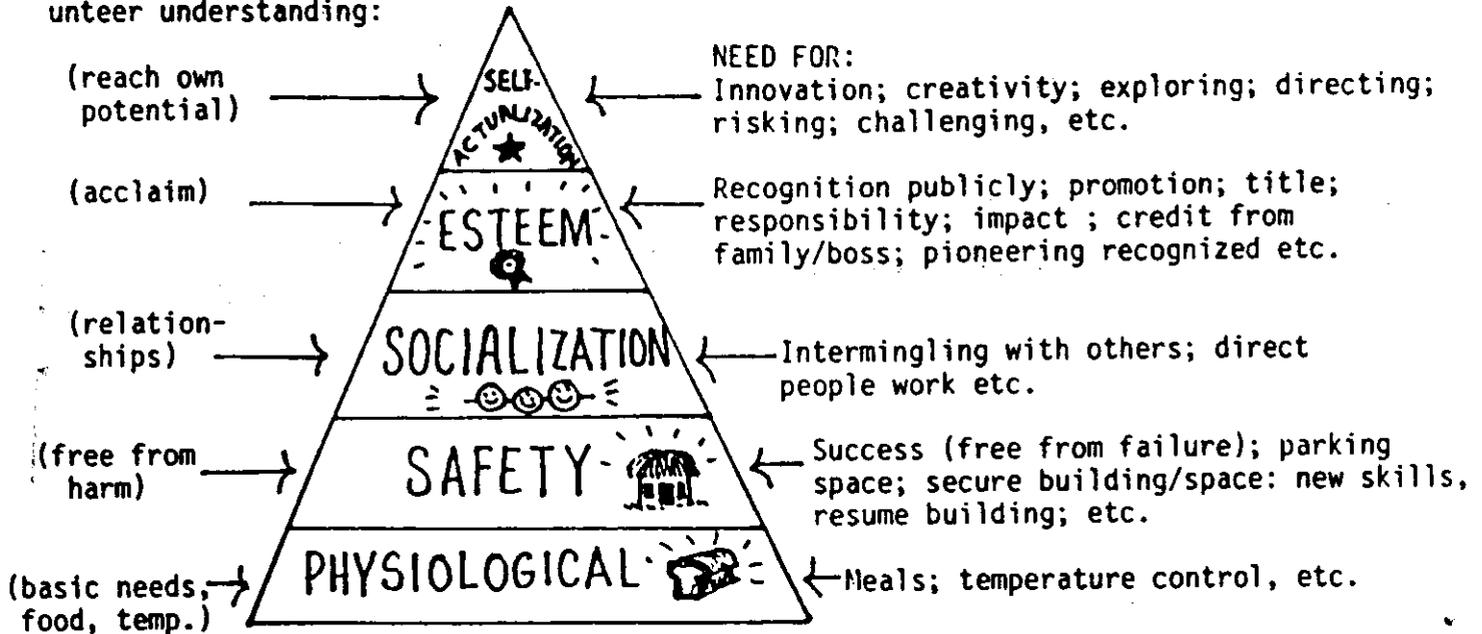


MOTIVATION

The art of understanding human motivation is rooted in an attitude of CARING about others...caring about their success, their feelings, their growth & development.

Two behavioral scientists shed light on what motivates (or stimulates) people and can help us understand what turns people "on" & "off" and what they need:

I. Dr. Abraham Maslow gives us his hierarchy of needs which I have adapted for volunteer understanding:

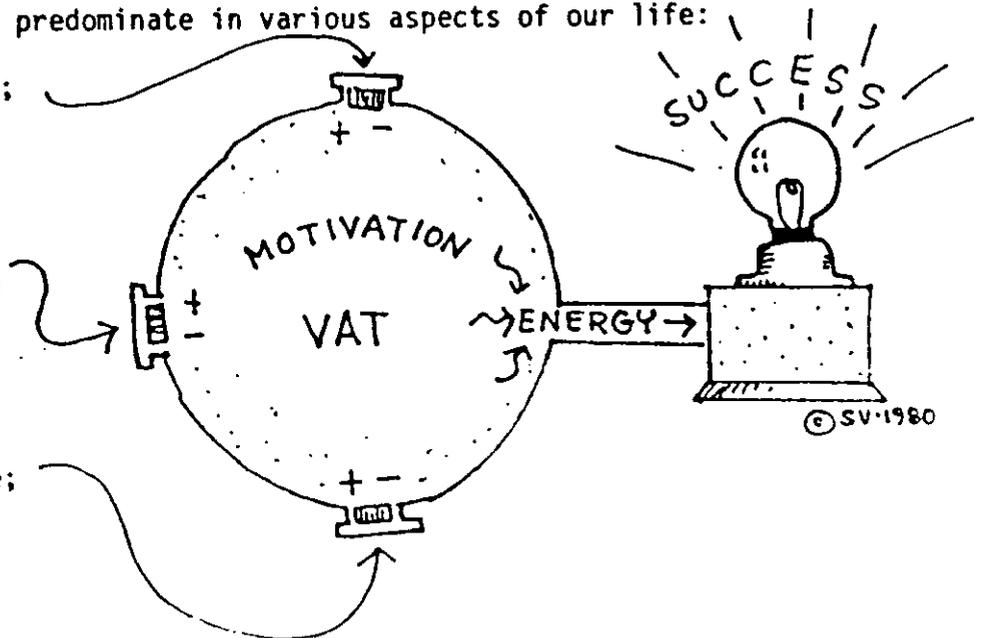


II. Dr. David McClelland helps us understand the three basic "motivations" inherent in all of us, with one being predominate in various aspects of our life:

Affiliation: A "people" person; wants relationships; needs to be well thought of; wants to keep people happy

Achievement: "Goal" oriented; needs measurable success with "check points"; likes systems, facts, figures; likes to exceed past accomplishments.

Power: Needs to "impact & influence"; likes to persuade; require o.k. to innovate, create, challenge; balances people/goals to achieve end results agreed on.



TIPS TO HELP US UNDERSTAND MOTIVATION:

1. Recognize feelings as FACTS!
2. Unmet needs motivate; met needs do NOT motivate (stimulate to action).
(example: when your'e full, food does not stimulate you; when your feet are cold, you will divert your energies and attention to getting them warm even if you are busy being self-actualized!...and an offer to turn up the air conditioning at that time will NOT motivate you positively!)
3. People attend to the lowest level of need presented, but once met will seek out higher needs.
4. The greatest tool of understanding what motivation/needs people have is not a Ph.D in behavioral science, but a commitment to CARING about the success of others.....the attitude of ENABLERSHIP; a faith in the philosophy of LEADER AS SERVANT!

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