



The Monday Revolution

Revolutionary Reads

Drive

by Daniel H. Pink

What is it about?

Daniel H. Pink's Drive is all about human motivation. He argues that the old motivator of the carrot and stick model (financial gain and reward) no longer serves as a key motivator in workplace performance. Instead, we need to be looking at what truly motivates individuals: the intrinsic rather than extrinsic. Intrinsic motivators, Pink believes, can be split into autonomy, mastery and purpose, which are far more powerful than money in helping to achieve goals. He draws on a number of studies to support his theory that factors such as our inner drive for perfection can lead to dedication and the passion to succeed.

What is in it for me?

This is a great read for anyone who wants to explore and understand what motivates their team and how this could lead to a happier, more satisfied workforce and increased productivity.

What can I learn?

- Financial incentives can be damaging long-term
- Motivation 3.0: intrinsic versus exterior incentives
- Why efforts to motivate staff can often fall flat
- How encouraging creativity can reap rewards
- The importance of self-determination and self-direction in reaching your goals

“Human beings have an innate inner drive to be autonomous, self-determined, and connected to one another. And when that drive is liberated, people achieve more and live richer lives.”

Start on Monday

Look at ways you could better motivate your team through giving constructive feedback and spontaneous praise.

Join us comrades!

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