Seven Motivators
Exercise

the Employee Engagement™ group

from potential to performance

Seven Motivators

	Description	Might be heard saying	Actions to meet needs
Achievement	Employees with this need want the satisfaction of accomplishing projects successfully. They want to exercise their talents to attain success. They are self-motivated if the job is challenging enough.	*"I'd like to take on more responsibility."*	• **Assign challenging task that stretch their skills** • **The 'right' assignment is essential**
Authority	These employees get satisfaction from influencing and sometimes even controlling others. They like to lead and persuade, and are motivated by positions of power and leadership.	*"Bob, you take this task. Jim, you complete task #2. Send me an e0mail at the end of each day with your progress."*	• **Provide the chance to lead and make decisions** • **Assign a mentor**
Affiliation	This need is satisfied through affiliation with others. These employees enjoy people and find the social aspect of the workplace rewarding.	*"Let's get the team together to talk about next steps."*	• **Opportunities to work in teams, organize meetings, and conduct brainstorm sessions**
Autonomy	These employees want freedom and independence. They like to work and take responsibility for their own tasks/projects	*"I'll take this task and report progress in two weeks."*	• **Allow to set own schedule and work independently**
Esteem	These employees need sincere recognition and praise. They dislike generalities – praise specific accomplishments. This does not necessarily mean *public* praise.	*"Would you take a look at this and tell me how it looks?"*	• **Recognize and praise often, both privately and in public (if appropriate)**
Safety/ Security	Employees with this motivation crave job security, a steady income, health insurance, other fringe benefits, and a hazard-free work environment.	*"How does that impact my job?"*	• **Clear cut work assignments** • **Discussion of assignments after current one is complete**
Equity	These employees what to be treated fairly. They probably compare work hours, job duties, salary, and privileges to those of other employees. They will become discouraged if they perceive inequities.	*"Betty always seems to get the good assignments and I get the ones with all the problems."*	• **Address equity issues immediately** • **Answer the questions that are asked honestly** • **Demonstrate fair treatment**

otivators adapted from *The Manager's Desk Reference* by *Cynthia Berryman-Fink* and *Charles B. Fink*

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Motivation Team Assessment

List the members of your staff/team (including yourself) and identify what you think are the primary and secondary motivators for each person. Make a list of ideas to better engage each team member base on his/her primary and secondary motivational drivers.

As a follow-up, you might ask your team to complete the Motivation Self-Assessment and compare your answers to theirs.

Motivation	Description
Achievement	Employees with this need want the satisfaction of accomplishing projects successfully. They want to exercise their talents to attain success. They are self-motivated if the job is challenging enough.
Authority	These employees get satisfaction from influencing and sometimes even controlling others. They like to lead and persuade, and are motivated by positions of power and leadership.
Affiliation	This need is satisfied through affiliation with others. These employees enjoy people and find the social aspect of the workplace rewarding.
Autonomy	These employees want freedom and independence. They like to work and take responsibility for their own tasks/projects
Esteem	These employees need sincere recognition and praise. They dislike generalities – praise specific accomplishments. This does not necessarily mean *public* praise.
Safety and Security	Employees with this motivation crave job security, a steady income, health insurance, other fringe benefits, and a hazard-free work environment.
Equity	These employees what to be treated fairly. They probably compare work hours, job duties, salary, and privileges to those of other employees. They will become discouraged if they perceive inequities.

Adapted from *The Manager's Desk Reference* by *Cynthia Berryman-Fink* and *Charles B. Fink*

Name	Primary and *one* secondary motivator	Ideas to better engage this employee
Your Name		

Name	Primary and _one_ secondary motivator	Ideas to better engage this employee

Motivation Self-Assessment

In the boxes beside each motivation, place the numbers 1 – 7 using each number only once.
- #1 = your primary motivational driver
- #7 = what motivates you the least

Be sure to use all seven numbers. After you've ranked yourself, write some ideas that would motivate each of the seven motivators.

Motivation	Need	Ideas for Success
Achievement	Employees with this need want the satisfaction of accomplishing projects successfully. They want to exercise their talents to attain success. They are self-motivated if the job is challenging enough, so provide them with the right work assignments and they will consistently produce	
Authority	These employees get satisfaction from influencing and sometimes even controlling others. They like to lead and persuade, and are motivated by positions of power and leadership. Give them the opportunity to make decisions and direct projects	
Affiliation	This need is satisfied through affiliation with others. These employees enjoy people and find the social aspect of the workplace rewarding. Motivate them by giving them opportunities to interact with others: teamwork projects, group meetings, and so on.	
Autonomy	These employees want freedom and independence. Allow them to make their own choices, set their own schedules, and work independently of others.	
Esteem	These employees need recognition and praise. This does not necessarily mean *public* praise. Give them ample feedback and recognition whenever possible.	
Security	Employees with this motivation crave job security, a steady income, health insurance, and a hazard-free work environment. These folks need predictable work with little risk or uncertainty. Salary and fringe benefits are also important to them.	
Equity	These employees what to be treated fairly. They probably compare work hours, job duties, salary, and privileges to those of other employees. They will become discouraged if they perceive inequities.	

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