



Kentucky Extension Leadership Development

The Power of Motivation

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What is Motivation?

Internal

External

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MASLOW'S TRIANGLE



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Volunteer Motivators

Achievement

Affiliation

Power

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External Motivators for Volunteerism

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For Achievement People

- Give challenging tasks that require efficiency with clear goals - \$\$\$, numbers.
- Tangible awards, plaques, pins, badges, newsletter media articles for display.
- Commendation letters/compliments/smiles/publicity— supervisors, those in charge/team members.
- Opportunity to create innovative ideas to achieve goals/request input for goal decisions.
- Opportunity to advance, introductions to authority related to accomplishments.

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For Affiliation People

- ▶ Opportunities for socialization on the job/coffee breaks/family picnics.
- ▶ Affection, humor expressed, praise in front of family/gifts, letters from clients.
- ▶ Take time to talk, personal notes expressing thanks/personal events.
- ▶ Commendations telling how work benefits people/respect sensibilities.
- ▶ Inclusion in PR promotions/banquet recognition.

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For Power People

- ❖ Job assignments which offer increased responsibility and authority/visioning.
- ❖ PR and media contacts, recognitions seen by people in authority and broad based.
- ❖ Opportunity to innovate, interact with highest authorities/question/debate decisions.
- ❖ Opportunity to teach/persuade others/name connected to books, articles.
- ❖ Listen to ideas/introduce to people of influence/advocacy opportunities.

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Summary

- ❖ Understanding personal needs and desires in any situation can better define internal motivations for action behavior.
- ❖ A person will be driven to fulfill basic survival needs in all situations before taking action for personal growth.
- ❖ One cannot “motivate” others to action; yet external factors such as praise, promotions or raises could influence action if they produce connections to internal needs.
- ❖ As persons desire to grow themselves or help others, understanding their volunteer motivation type will help provide positive experiences that satisfy needs for all.

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