Insightful Motivation in an Over-Thinking World

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Motivation

Intrinsic

What are intrinsic motivators?

Infotuition®

Motivation Situation

Your Brain

Neocortex
Limbic
Reptilian
Your Brain

Logic
Emotion
Values
Habits
Threat
Language

Threat

Fight or flight
Fast
Easy
Uses little energy

Alerting
Alerted & Alarmed
Alarmed

Reward

Less sensitive
Dopamine release
Five **Brain Toggles**

- Reward
- Threat

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**Incongruence**

- Scan
- Compare to Baseline
- Threat

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**Five Brain Toggles**

- Control
- Certainty
- Connected
- Consistency
- Clout

- Lost Control
- Uncertainty
- Disconnected
- Inconsistency
- Lost Clout

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**Triggers**

- Tired
- Emotional
**Validate**

Think = Suppression
Control
Feel = Notice & Name

**Five Brain Toggles**

Reward
“Tell me how you feel”
“You seem troubled”
Repeat feelings and validate

Threat
“You shouldn’t feel that way”
“Let’s stick to the facts”
Ignore feelings or invalidate

**Control**

You can give up control over more than you think you can

**Five Brain Toggles**

Control
Certainty
Connected
Consistency
Clout

Lost Control
Uncertainty
Disconnected
Inconsistency
Lost Clout
**Five Brain Toggles**

Control  
Lost Control

**Lost Control**

What do you do that may be perceived as taking away control?

**Give Control**

What can you do to give away control?

**Control**

You can give up control over more than you think you can.
Five Brain Toggles

- Control
- Certainty
- Connected
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- Clout

Lost Control
Uncertainty
Disconnected
Inconsistency
Lost Clout

Uncertainty
Change and Instability

Certainty

Stabilize all that you can

What can you stabilize?
Uncertainty
No status information
Lack of transparency
No strategic direction
No feedback

No status information
“No news is good news”

No status information
“No news is no news”

No Strategic Direction
“If everything’s a priority; nothing’s a priority”
Uncertainty

No feedback
“I have no idea if I’m doing a good job”

What can you stabilize?

Five Brain Toggles

Control
Certainty
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Five Brain Toggles

Connected
Disconnected
We feel **good** when we feel **connected**

**Connection**

**In-Group**
- Trust
- Collaboration
- Empathy

**Out-Group**
- Distrust
- Reluctance
- No Empathy

**Out-Groups**
- Staff and Volunteers
- Management and Staff
- Remote Offices
- Introverts and Extroverts
- Values/Styles
- Gender/Race

**Connection**

How can you create more connection and with whom?
Five Brain Toggles
Control  Lost Control
Certainty  Uncertainty
Connected  Disconnected
Consistency  Inconsistency
Clout  Lost Clout

Inconsistency
The brain craves fairness

Ad hoc policy application
Don’t follow established processes
Don’t explain rationale
Uneven attention

It’s not fair!
What could be perceived as unfair?

Unfair Outcome

Unfair Process

It's not fair!

Five Brain Toggles

Control
Certainty
Connected
Consistency
Clout

Lost Control
Uncertainty
Disconnected
Inconsistency
Lost Clout

Clout

Feel important
Feel passionate

Clout

Feel Important

Show understanding
Talk to people
Recognition
Request input
Public praise
Thank you
Lost Clout
Disregard feelings
Ignore input
Lose responsibility
Exclusion
Public criticism
Degrade experience

Motivation
Intrinsic
What are intrinsic motivators?

Clout
Feel important
Feel passionate

Motivate & Manage

Incongruence
Scan
Compare to Baseline
Threat
Values
Habits
Logic
Emotion
Threat
Language
Five Brain Toggles

Control  
Certainty  
Connected  
Consistency  
Clout

Lost Control  
Uncertainty  
Disconnected  
Inconsistency  
Lost Clout

Motivation

There's nothing like it in the world