



Extrinsic Motivation

Extrinsic motivation comes from outside us. We do it because we are impelled to, for example because we are told to by someone who has power over us.

Many employment motivation systems work on the principle of extrinsic reward, where people are 'bought' and then commanded. Whilst this is effective for simple activities, it is less useful when you want a person to be self-driven.

Intrinsic Motivation

Intrinsic motivation is done for internal reasons, for example to align with values or simply for the hedonistic pleasure of doing something.

In work, people are intrinsically motivated by working for an inspiring leader or in areas where they have a personal interest.

Introjected Motivation

Introjected motivation is similar to intrinsic motivation in that it is internalized. The distinctive aspect of this is that if it is not done, then the person feels the tension of guilt.

Identified Motivation

Identified motivation is where a person knows that something needs doing but has not yet decided to do anything about it.