


**Motivation:  
Bringing Out  
The Best**



AnthemEAP

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**Objectives**

- Definitions
- Motivation Theories
- From Theory to Practice
- Think Like a Child
- Stories: Motivation to Innovation

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**Definitions**

Definition of motivation:  
the condition of being eager to act or work

Definition of innovation:  
the act or process of introducing new ideas, devices, or methods

How do you get from motivation to innovation?  
There needs to be a reason to act or do the work

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### Motivation Theories

- The Hawthorne Effect 1927-1932: Recognition
  - Security and sense of belonging are more important than physical conditions
- Herzberg 1959: Differentiated between factors and motivators
  - Motivators are long term, factors are short lived
- Maslow 1954: Motivation and personality
  - See detail (next slide)

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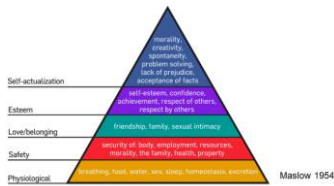
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### Maslow's Hierarchy of Needs



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### You Are Not Alone

- Big ideas come from the ideas and thoughts of many people
- As the amount of interaction between people increases so does their inventiveness
- Intelligence alone, in isolation, is not enough to reap ideas
- Cumulative intelligence: we do not have to reinvent things that become part of the human experience; example: the Camera Pill

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### From Theories To Practice

#### Motivating Yourself:

- You must know what makes you "tick": what are your motivators
- Develop determination and will-power
- **Go into motivational mode:** Watch motivational movies and read motivations books, listen to motivational songs
- What can you do to make your work and life easier?

#### Motivating Others:

- Make it known that your employees' ideas matter
- Take time to listen: don't dismiss an idea
- Try brainstorming
- Challenge employees to improve the operation
- Have an idea book, to encourage capturing new ideas

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### Think Like A Child

- Innovation is a playful process
- Look at situations from various directions and perspectives
- Get into a "childlike" mind set




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### Feed Your Mind For Growth

- Read a book
- Listen to a podcast
- Watch a documentary
- Practice meditation
- Ask yourself questions every day
- Stop comparing yourself to others
- Take in daily inspiration
- Help someone else
- Try something new
- Get exercise
- Play brain games
- Spend time with goal-orientated people
- Avoid drugs / alcohol
- Say no to mental junk food
- Learn a new skill

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### Stories: Motivation Leads to Innovation

What products were created from these innovative ideas?

- A 3M scientist discovered some sticky stuff in 1963 – which was not used until this church choir singer wanted a way to prevent his bookmark from slipping from the hymnal.
- This product was invented by a woman who had a need for a clothing stain remover while traveling on the road.
- This fastener was discovered while a man walking through the woods was annoyed and amazed by the tenacious way "burrs" would stick to his clothing.

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### Stories: Motivation Leads to Innovation

- Shortly after World War II ended, Bette Nesmith Graham found herself divorced with a small child to support. She learned shorthand and typing. And, as an executive secretary, sought a better way to correct typing errors. She created this product using her kitchen blender.
- A pie-plate was used in this other creative and recreational way.

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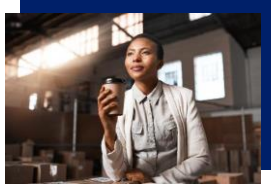
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### What Will You Do?

- How will you find what motivates you?
- How will you support and motivate others?
- What new idea, device or method will you innovate?



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Evaluation Survey QR Code



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**THANK YOU FOR PARTICIPATING!**

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