

Engagement & Retention

Let's all Flourish!

Less stress, less turnover, more well-being and top performance through HQ-motivation & the ABC

Why Motivation?





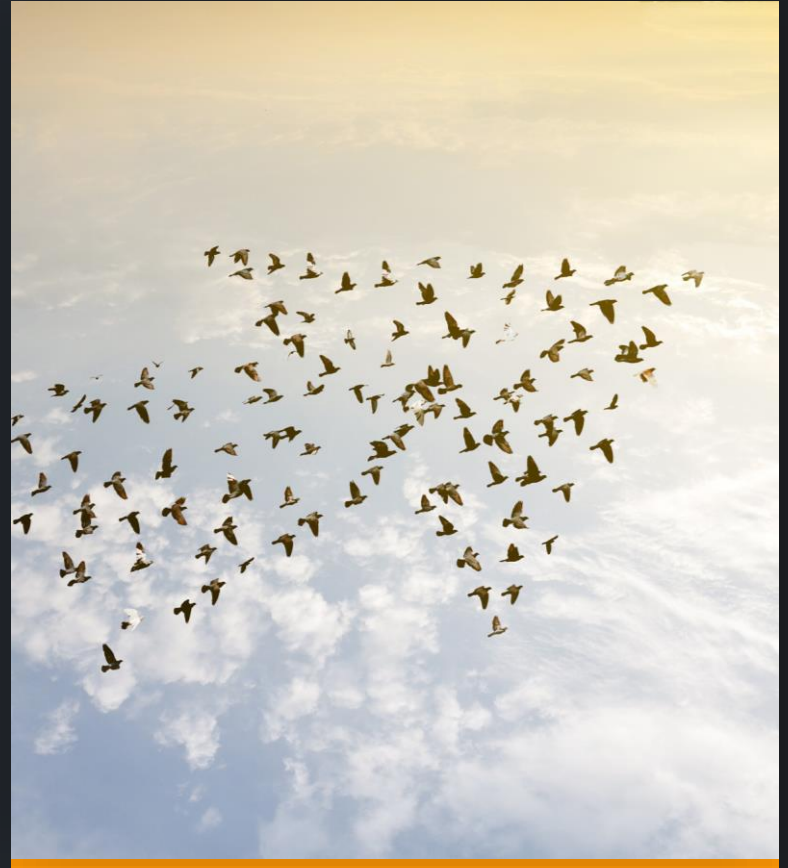
- How many times did you motivate yourself today?
- How many times did you motivate someone else today?

Motivation is the **energy**

- that makes you choose this task or another
- that sets you in motion

Without motivation, there is no movement

“It is the basis of everything we do”



Our needs drive our behavior

One level deeper ...

We are always fulfilling our needs.

- Physical
- Psychological

Without needs, we do nothing



Who likes to be controlled?

Who likes to control?



$$T = C \times L \times I$$

You trust them
They trust you

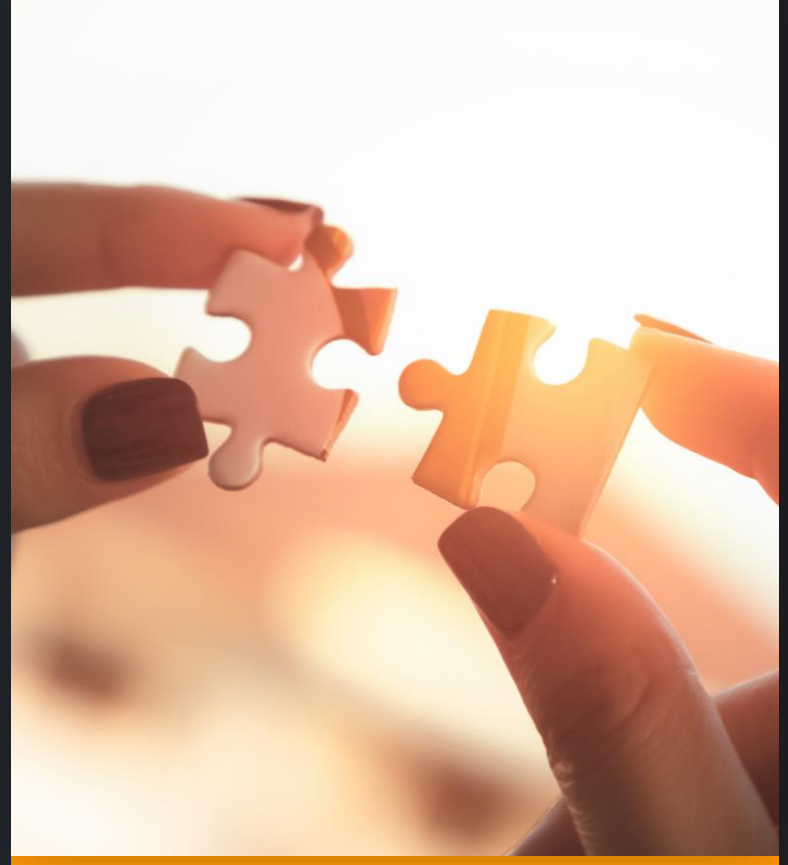
Colquitt, Jason & Scott, Brent & LePine, Jeffery. (2007). Trust, Trustworthiness, and Trust Propensity: A Meta-Analytic Test of Their Unique Relationships With Risk Taking and Job Performance. *The Journal of applied psychology*. 92. 909-27. 10.1037/0021-9010.92.4.909.

Self Determination Theory

Deci & Ryan (1977)

One of the most influential theories of motivation in the 21st Century and represents our current understanding of how to facilitate and sustain **HQ-motivation**

90 000 articles



The 4 motivations





Van den Broeck, A., Howard, J., Van Vaerenbergh, Y., Leroy, H., & Gagné, M. (2021). Beyond intrinsic and extrinsic motivation: A meta-analysis on self-determination theory's multidimensional conceptualization of work motivation. *Organizational Psychology Review*.

Extrinsic Motivation

Intrinsic Motivation

External
Pressure

Internal
Pressure

Reward
Punishment
Expectations

Guilt
Shame
Fear

HQ-Motivation

Extrinsic Motivation

Intrinsic Motivation

External
Pressure

Internal
Pressure

Purpose

Intrinsic Motivation

More stress, burnout, unethical work behavior,
procrastination, turnover, absenteeism, negative
emotions, distrust, anti-social behavior

Less focus, concentration, depth, logical reasoning,
well-being, customer orientation, performance,
following rules

Flourish

How do we **increase** HQ-motivation?



Coxen, Lynelle & Van der Vaart, Leoni & Van den Broeck, Anja & Rothmann, Sebastiaan. (2021). Basic Psychological Needs in the Work Context: A Systematic Literature Review of Diary Studies. *Frontiers in Psychology*. 12. 10.3389/fpsyg.2021.698526.

Vansteenkiste, M., Ryan, R.M. & Soenens, B. Basic psychological need theory: Advancements, critical themes, and future directions. *Motiv Emot* 44, 1–31 (2020).

Autonomy

Voluntary
Structure
No pressure
Choice

Competence

Effectiveness
Mastery
Grow
Learn

Belonging

Warmth
Bonding
Connection
Care