

Engagement & Retention

Let's all Flourish!

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



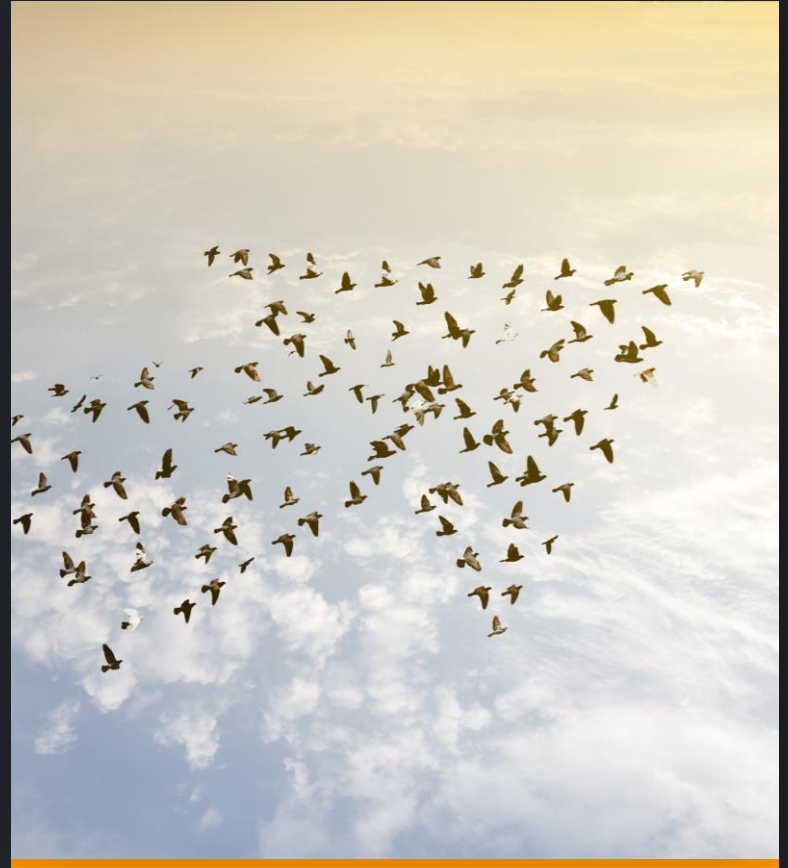
- What is motivation?
- What are the 4 types of motivation?
- How can you increase HQ motivation?

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





MYTHS

“Intrinsic motivation
is the best”

“The more motivation,
the better”

How are you motivated for this session?



External
Pressure



Internal
Pressure



Purpose



Fun – Interest

... This meeting, this project, this new client, this question, this change, ...

How often do you use ... ?



External
Pressure



Internal
Pressure

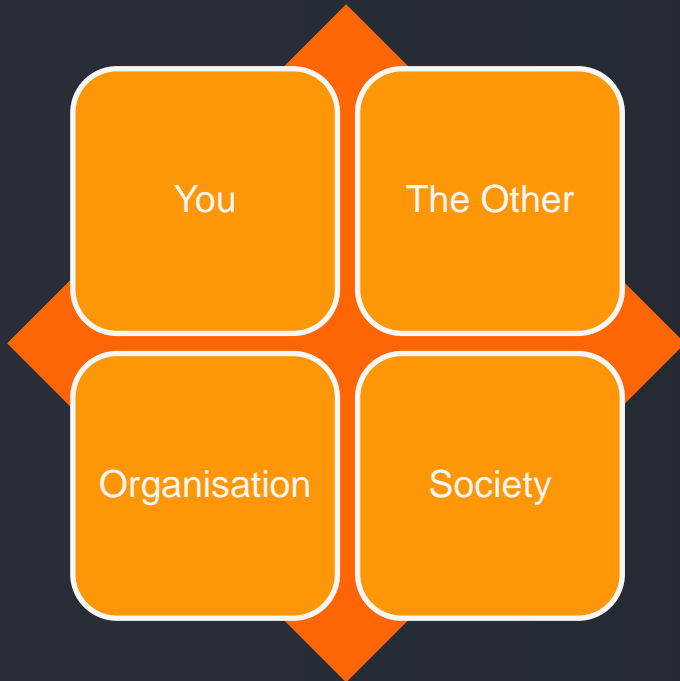


Purpose



Fun – Interest

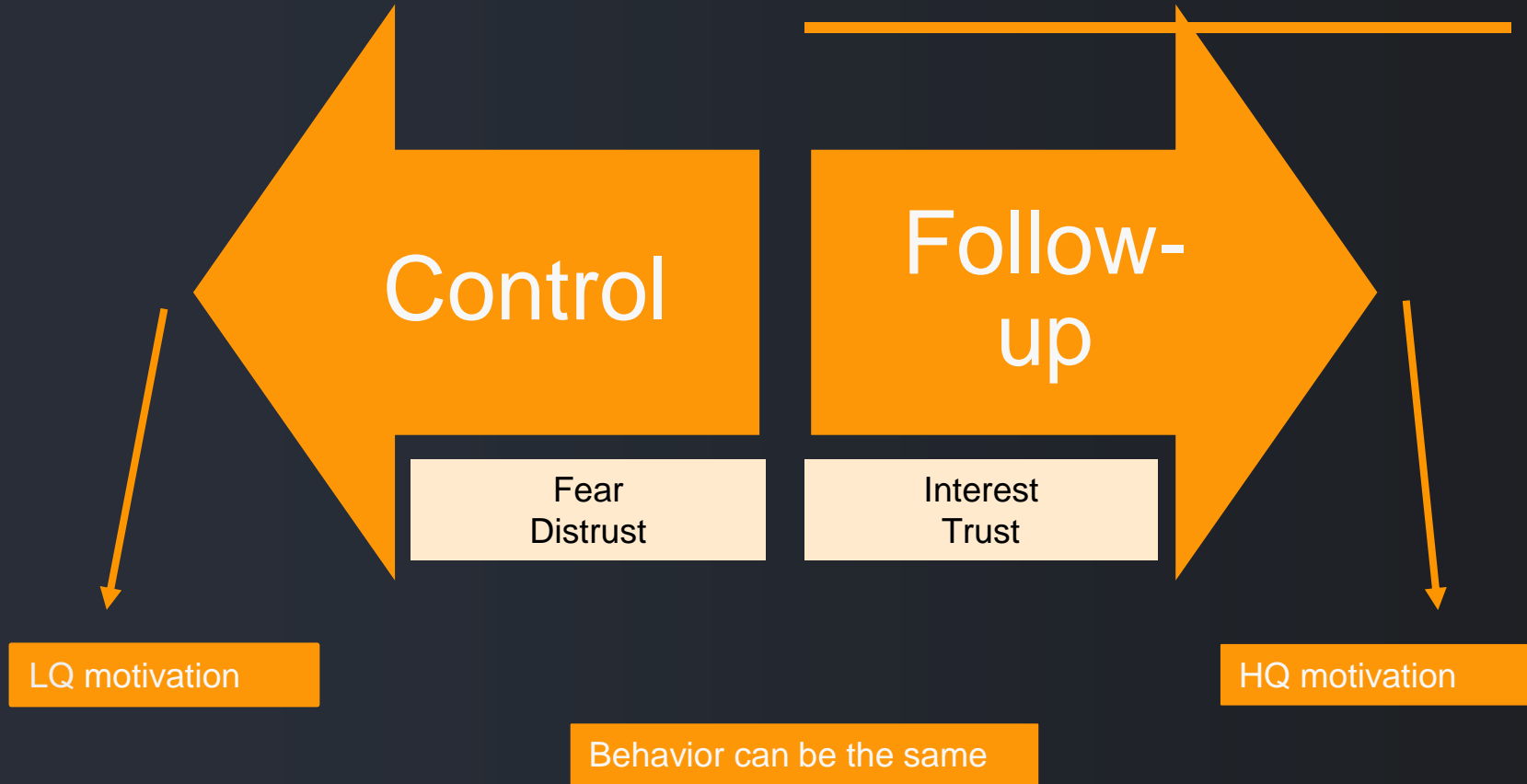
For whom is it **meaningful**?





“

Humans are inherently motivated to grow and achieve and will fully commit to and engage in even uninteresting tasks when their meaning and value is understood.



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).



ABC

- ABC tool
- ABC language
- ABC supportive environment
 - Psychological safety
 - ABC supportive leadership
 - ABC supportive colleagues
 - ABC supportive clients
 - Job design – Crafting - Ideals
 - Compensation – Pay - Salary

ABC tool



Autonomy

Voluntary
Structure
No pressure
Choice

Competence

Effectiveness
Mastery
Grow
Learn

Belonging

Warmth
Bonding
Connection
Care

Flourish

External
Pressure

Internal
Pressure

ABC

Van den Broeck, A., Ferris, D. L., Chang, C., H., & Rosen, C., C. (2016). A review of self-determination theory's basic psychological needs at work. *Journal of Management*, 42 (5), 1195-1229



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Regardless of our many differences, we all have the same needs. What differs is the strategy for fulfilling these needs



ABC unifies

“You don’t need to have studied to be hungry”



“But what you eat, might differ.”





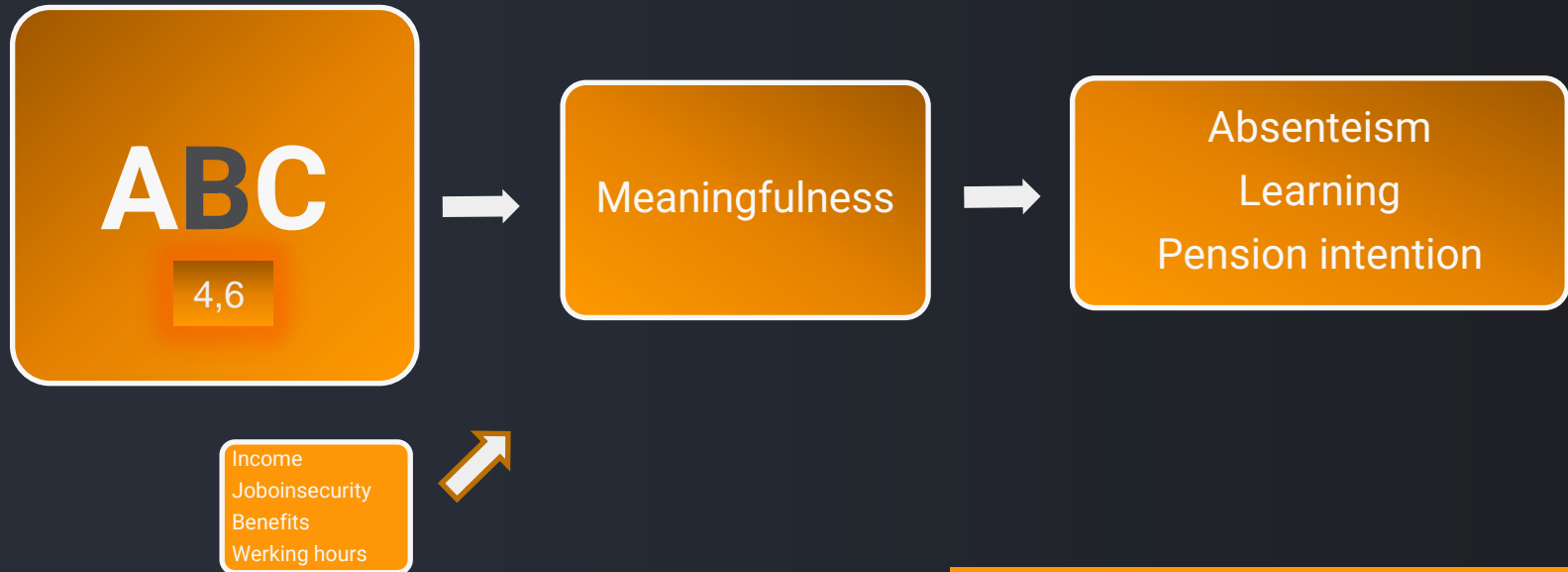


Identifying and sharing what you need, increases the likelihood that your needs will be met

[Show what you need](#)

Impact ABC

30 European countries - 2005, 2010, 2015

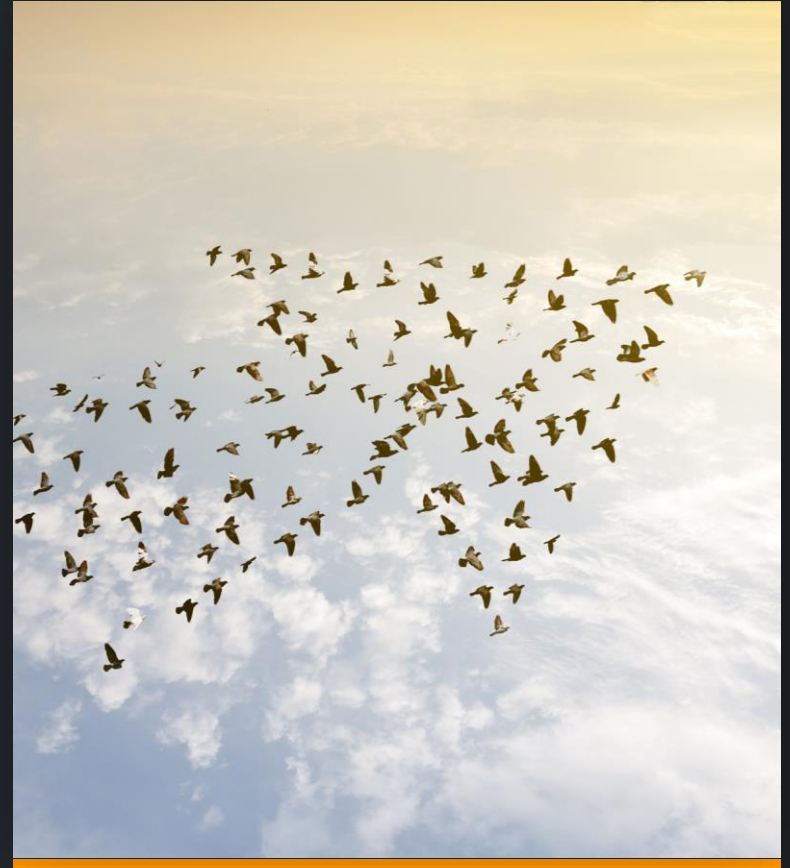


Psychological safety

Is present if you are not afraid to..

- Be yourself
- Make mistakes
- Ask questions
- Take risks
- Point out problems
- Disagree

“In a team with a low level of psychological safety, people are not comfortable speaking up and/or feel that there may be consequences if they question things.”



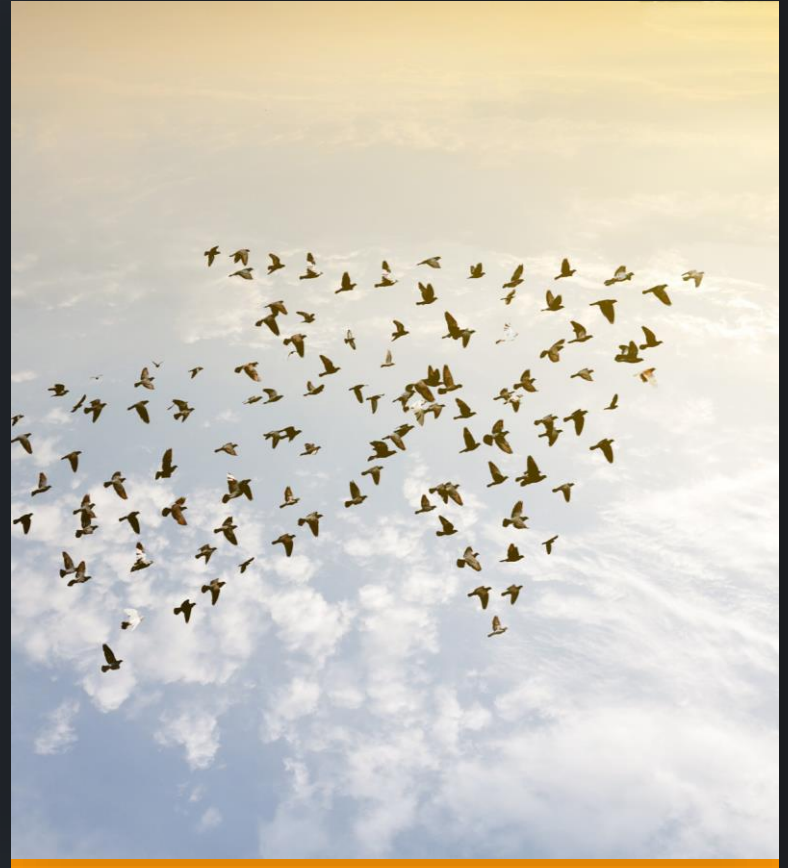
Take aways

- The **more motivation**, the better: No
- **Intrinsic motivation** is NOT the best motivation
- The difference between **intrinsic and extrinsic** is NOT relevant anymore
- Any form of **pressure** has a negative impact
- Our **needs** are very important
- Everyone has the same needs, only the **strategies** differ



5 tips to start now

1. Do not focus on happiness, but on **meaningfulness** - Explain the 'why'
2. Check now: are your needs **satisfied**?
 - Do you have enough, but not too much A?
 - Do you really feel connected?
 - Do you feel Competent and can you grow?
3. If you feel low in energy, check your **ABC**
4. Stay away from **pressure**, either external or internal
5. Check **why** you do something: use the 4 motivations





What are you going to do differently now?

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