

CREATING A CLIMATE OF

MOTIVATION



Motivation is essential for success, but it can be challenging to develop and sustain.

Levels of Motivation

Three factors determine our levels of motivation



Expectancy of Success

Value Placed on the Behavior/Activity

Cost/Benefit Analysis

For example, your Soldiers will be motivated to improve their ACFT score if: they believe that they can successfully improve their score, improving their score is important to them, the benefit of improving their score is worth the cost.

Five Actions to Enhance Motivation in Your Team

Provide a Rationale

Clearly communicate the importance and value of behaviors.

Provide Choice

Lay out the desired end state and allow the individual the freedom to choose their own methods for achieving it.

Create Optimal Challenges

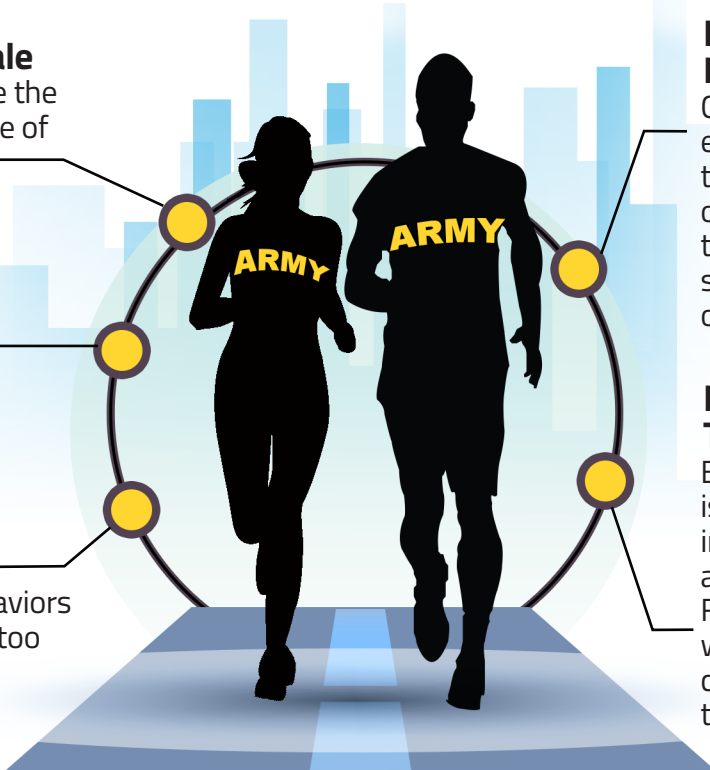
Ensure that the behaviors are ones that aren't too easy or too hard.

Provide Effective Feedback

Clearly communicate exactly what people did that led to their success or failure. Focus on what they can control, such as strategy, attitude, effort, or behavior.

Let People Know They Matter

Ensure the individual is aware of their importance to you and to your team or Family unit; not just for what they produce or contribute, but for who they are as individuals.



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