



CRAYON's

GOING TO 3.0 MOTIVATION

AUTONOMY + MASTERY + PURPOSE

JUSTIFICATION

- The motivational system 3.0 is especially valuable when undertaking economic or social entrepreneurship activities.
- In the actual economic context, intrinsic motivation (motivation 3.0) is seen as the only valid way for the economic initiative of this century.



GENERAL OBJECTIVES

The training session about motivation has the following objectives:

- To make a thought about why the pupils would like to become entrepreneurs and in which areas.
- To make a thought about the limitations that we sometimes impose ourselves.
- To explore the different motivation systems.
- To highlight the importance of intrinsic motivation for an entrepreneurial action.
- What is flow state and how to promote it.
- To compile the reasons why intrinsic motivation could be crucial for becoming an entrepreneur.



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JUST TO START: ACTIVITY 1



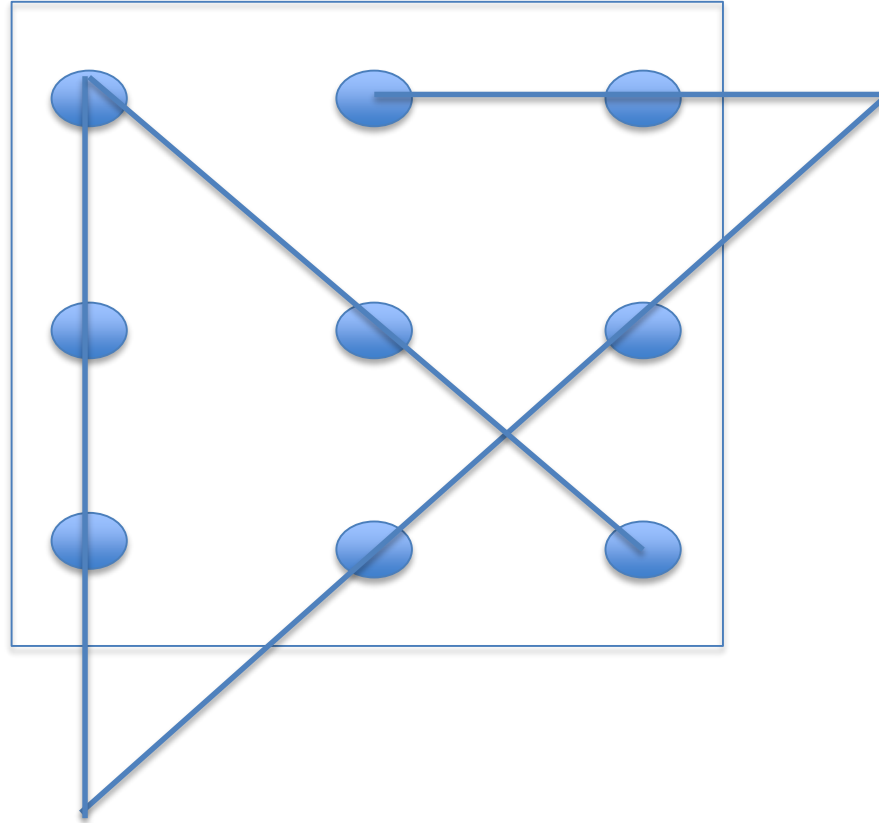
www.mentimeter.com

- Why are you here? What do you expect from this training course?
- What would you like to do in the next years in your professional life?
- How would you define motivation?
- How important do you think is motivation to perform a job?
 Very important important together with other features it is not important
- What kind of activities are you most motivated to perform?
- What kind of activities do you think you are better prepared to perform?
- Have you ever lost the sense of time when doing something? Y/N
- Doing what?
- Within a work team, do you prefer to perform a concrete role?
 leader active passive I adapt to the situation depending on others roles



A game to think over: **ACTIVITY 2**

You have to try to connect only with 4 lines all the dots without lifting the pen from the paper and without passing twice for any dot.



We have to go out of the frame to find out the answer. Our mind assumed that we couldn't go out the square. Why? Education, culture, religion, personal situation...many factors can be "our frame"

SPECIFIC OBJECTIVES

- Diving into the basis of 3.0 Motivation
- Exploring its profiles
- Offering dynamics for its promotion



Why Motivation is specially relevant in the context of entrepreneurship actions?

...

Let's find it out!!



1. TRADITIONAL MOTIVATION SYSTEM

Motivation 1.0	Primary and ancestral Finality: surviving Based on biological impulse, searching for surviving
Motivation 2.0	Binomial gratification-punishment
Motivation 2.1	Slight improvement of 2.0 Motivation



1. TRADITIONAL MOTIVATION SYSTEM

2.0 MOTIVATION

- Fundamental for world economic development.
- Taylorist system
- Extrinsic motivators: rewards and
- punishment (Stick-carrot).
- At work:
 - Attraction to be part of the organization and stay there.
 - A way to perform a task in time and required quality.



1. TRADITIONAL MOTIVATION SYSTEM

2.1 MOTIVATION

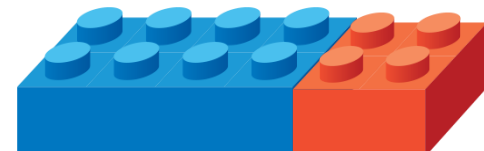
- ◎ XXth century
 - > Maslow (1954): questioned the “mouse” human behavior.
 - > Mc Gregor (1960): human beings have higher impulses → 2.1. Motivation
 - > When basic necessities are satisfied higher necessities arise
- ◎ 2.1 Motivation is a discrete improvement of 2.0 but not a definitive step forward



1. TRADITIONAL MOTIVATION SYSTEM

2.0 MOTIVATION: FAILURES

- **Failures in organization system:** how we organize what we do. **NEW ORGANIZATIONAL STRUCTURES**
- **Cognitive Failures:** how we think about what we do. **HUMANS ARE NOT ALWAYS MOTIVATED TO GET A REWARD**
- **Action failures:** how we do what we do. **ONLY INTRINSIC MOTIVATION LEADS TO CREATIVITY**



2. 3.0 MOTIVATION



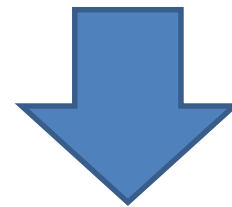
- ⦿ SELF-DETERMINATION THEORY
- ⦿ INTRINSIC MOTIVATION
- ⦿ IMPULSE TO CREATE, LEARN AND IMPROVE.
- ⦿ GRATIFICATION BASED ON THE PERFORMANCE OF OWN BEHAVIOUR
- ⦿ TASK ENJOYMENT IS THE REWARD



3.0 MOTIVATION

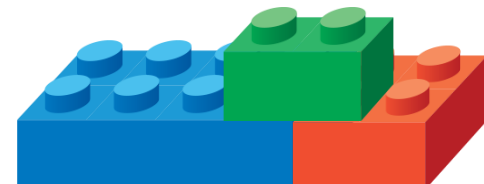
HUMAN BEINGS HAVE
UNIVERSAL NECESSITIES

Competence
Autonomy
Relationships



If they are satisfied we feel...

MOTIVATED + CREATIVE + HAPPY



2. 3.0 MOTIVATION

INTRINSIC MOTIVATION CHARACTERISTICS

- It is not an innate behavior, it is made.
- It doesn't reject extrinsic motivators (money or recognition).
- It is a source of renewable energy.
- Promotes physical and mental wellness
- It is not searched from intention but from action.

AUTONOMY
Creativity engine

+

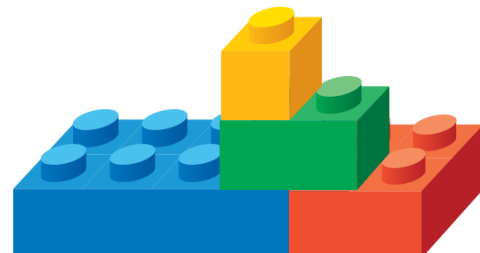
MASTERY
Alignment between
skill and task

+

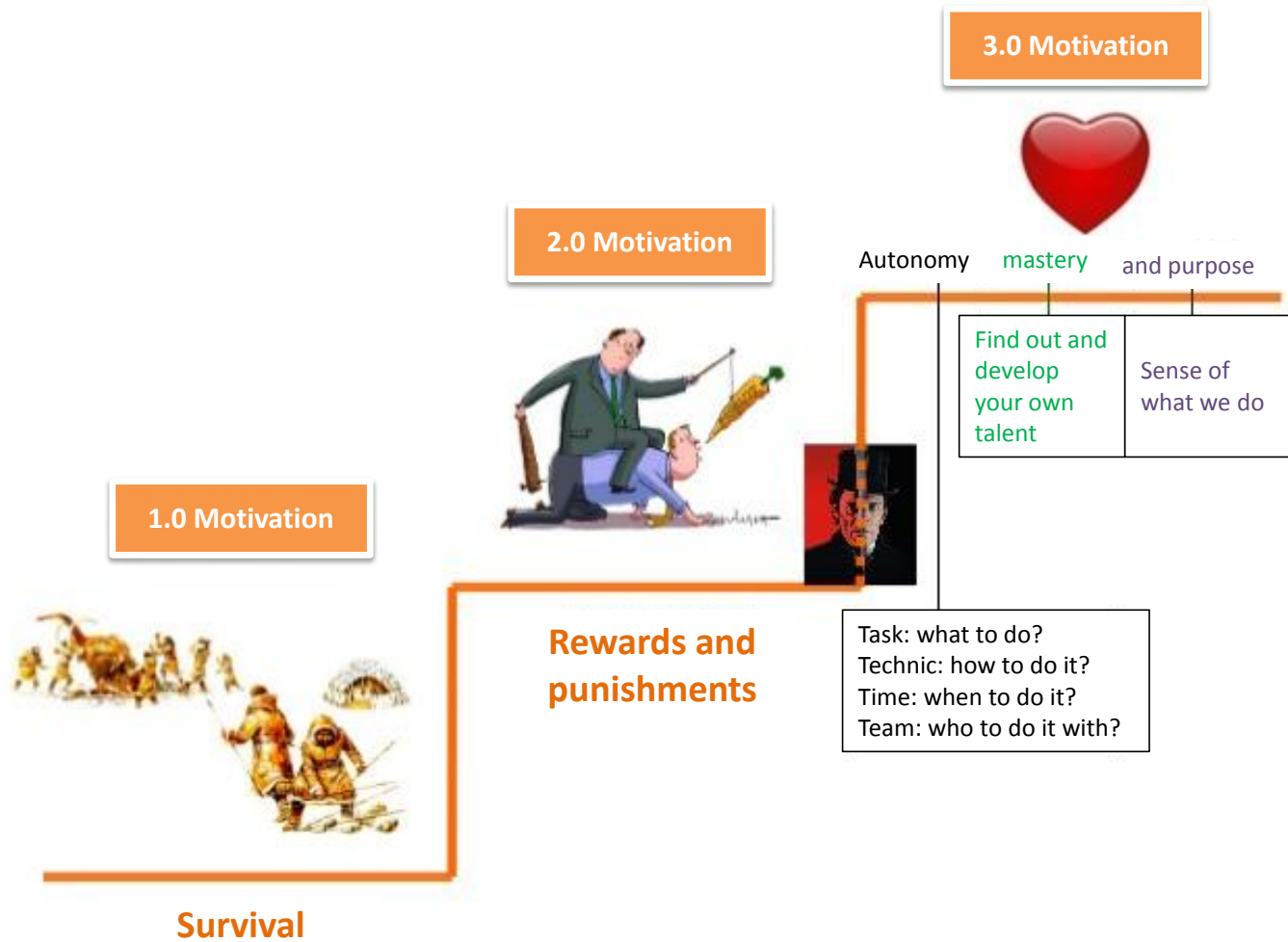
PURPOSE
Awareness about a task in life
Compromise between person and
world

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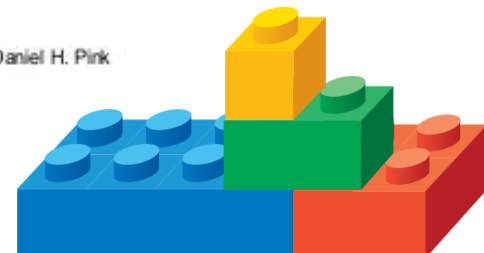
MOTIVATION



2. 3.0 MOTIVATION



Daniel H. Pink



3. AUTHONOMY: COMPROMISE CREATIVITY

AUTHONOMY IS...

- MAIN MOTIVATIONAL FEATURE FOR CREATIVITY
- OPPORTUNITY TO HAVE DECISION, ABILITY TO CHOOSE WHAT WE DO, AND THE WAY HOW WE DO IT
- AUTHONOMY IS FED FROM A DEEP TALENT INSIDE US



3. AUTONOMY: POWERFUL QUESTION

- ⦿ AUTONOMY IS THE ORIGIN OF ROWE (RESULTS-ONLY WORK ENVIRONMENT) BUSINESS
- ⦿ RESULTS-ORIENTED WORK SYSTEM
- ⦿ EMPLOYEES ONLY HAVE AN OBJECTIVE TO ACHIEVE IN A TIME FRAME

AUTHONOMY APPLIED ON ...


- ⦿ WHAT WE DO → TASK
- ⦿ WHEN IT IS DONE → TIME
- ⦿ HOW IT IS DONE → TECHNIC
- ⦿ WHO IT IS DONE WITH → TEAM

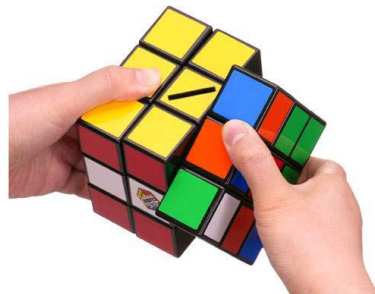
- ⦿ INTENSITY DEPENDS ON EACH PERSON



4. MASTERY RADIOGRAPHY



- XX1st century: tasks are not routines, problems are complex  inquest mind and willingness to experience the own way towards a new solution.
- DESIRE ABOUT IMPROVE AND PERFECT THE THINGS THAT MATTER
- ALIGN TALENT AND TASK
- FIRST STEP TO ACHIEVE FLOW STATE



COMMITTMENT IS THE WAY TO MASTERY

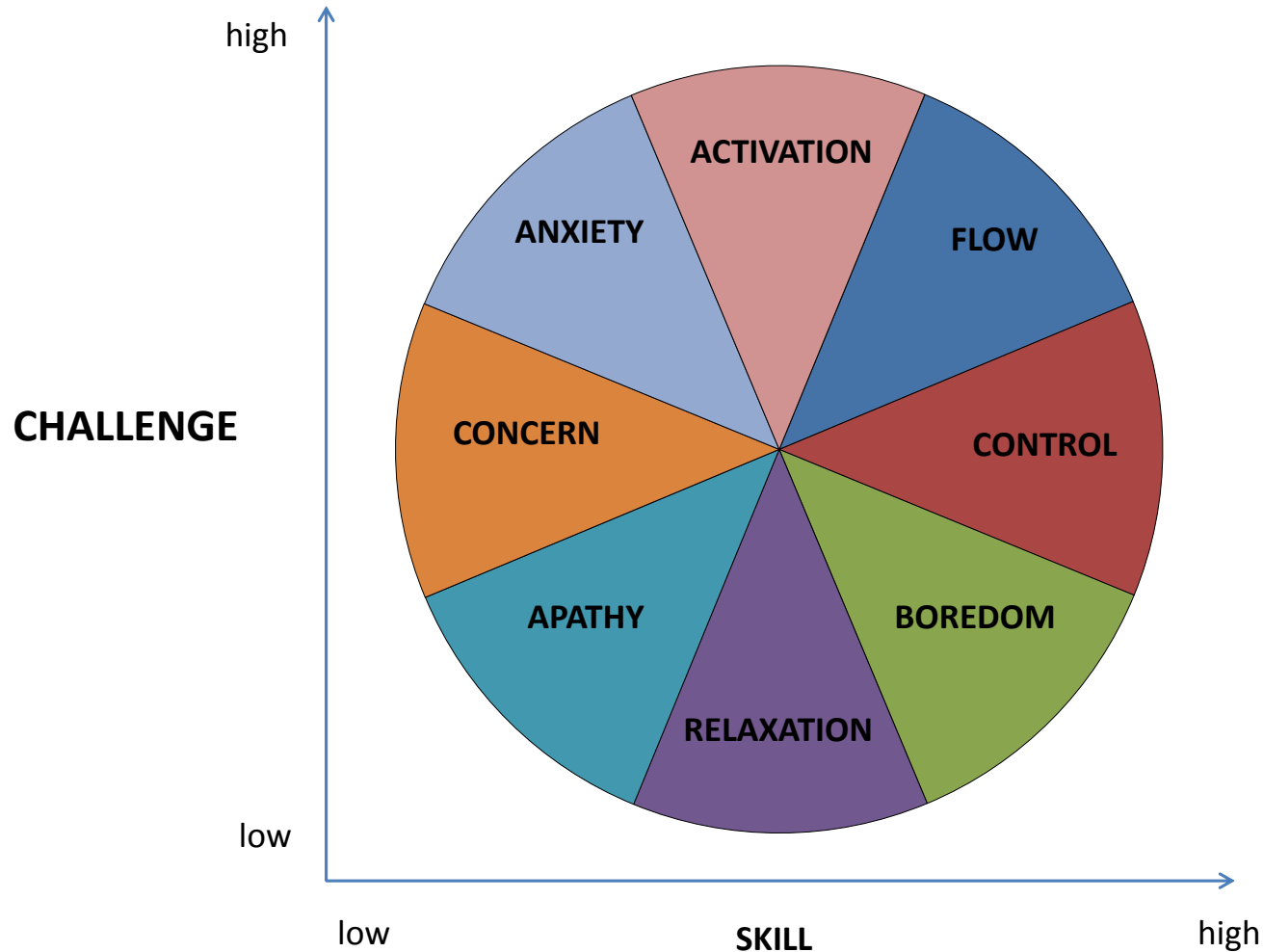

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4. MASTERY RADIOGRAPHY: ACTIVITY 3



FLOW STATE IS...



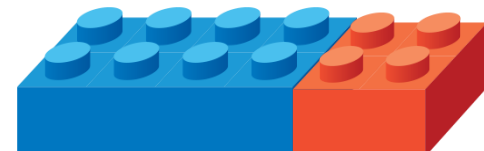
4. MASTERY RADIOGRAPHY

MASTERY IS... **FLOW STATE**

- ❑ Search for autotelic experiences —————> **FLOW STATE**
 - > **GOAL: SELF SATISFACTION**
 - > **ACTIVITY: GRATIFICATION**

- ❑ **CLEAR GOALS + IMMEDIATE REACTIONS + CHALLENGES ALIGNED WITH CAPACITIES**

- ❑ **FLOW STATE AS AN ATTITUDE IN LIFE**



4. MASTERY RADIOGRAPHY



FLOW STATE CHARACTERISTICS:

- TASK IS NOT TOO DIFFICULT NOR TOO EASY.
- THERE IS NO FEAR TO FAIL.
- SELF-AWARENESS DECREASES.
- ACTIONS AND THOUGHTS GO ON TOGETHER.
- ACTIVITY SURPRISES CONTINUOUSLY.
- TASKS IS THE PURPOSE ITSELF.
- NOTHING ELSE IS EXPECTED.
- CERTAINTY ABOUT WHAT TO DO.
- DISTORTION OF SENSE OF TIME.
- DISTRACTIONS ARE REMOVED FROM AWARENESS.

THE ONLY IMPORTANT THINGS ARE “NOW” AND “HERE”: MINDFULNESS



4. MASTERY RADIOGRAPHY

HOW TO ACHIEVE MINDFULNESS STATE:

- ❑ CLEAR GOALS.
- ❑ IMMEDIATE FEEDBACK.
- ❑ HIGH CHALLENGE AND SKILLS LEVEL.



5. PURPOSE: HUMAN SUBSTANCE PROPERTY

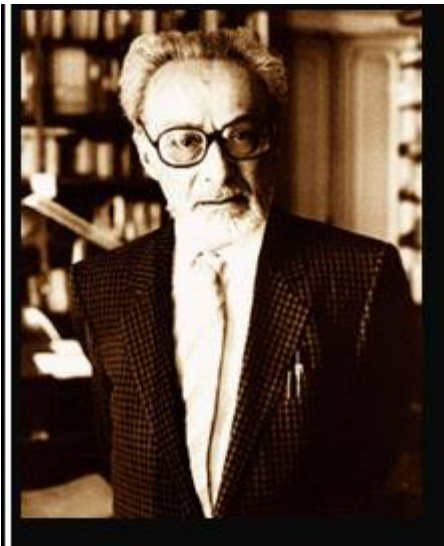
- REASON OF PURPOSE OR PROSOCIALITY

“THE PURPOSE PROVIDES THE ACTIVE ENERGY TO LIVE”

- 3.0 MOTIVATION DOES NOT REFUSE BENEFITS, BUT PROFIT MAXIMIZATION IS A WAY TO ACHIEVE OTHER PURPOSES. VISION-MISION REDEFINITION

“YOU WON'T BE RICH UNTIL YOU HAVE SOMETHING THAT MONEY CAN'T BUY”

(Csikszentmihalyi, 2000)



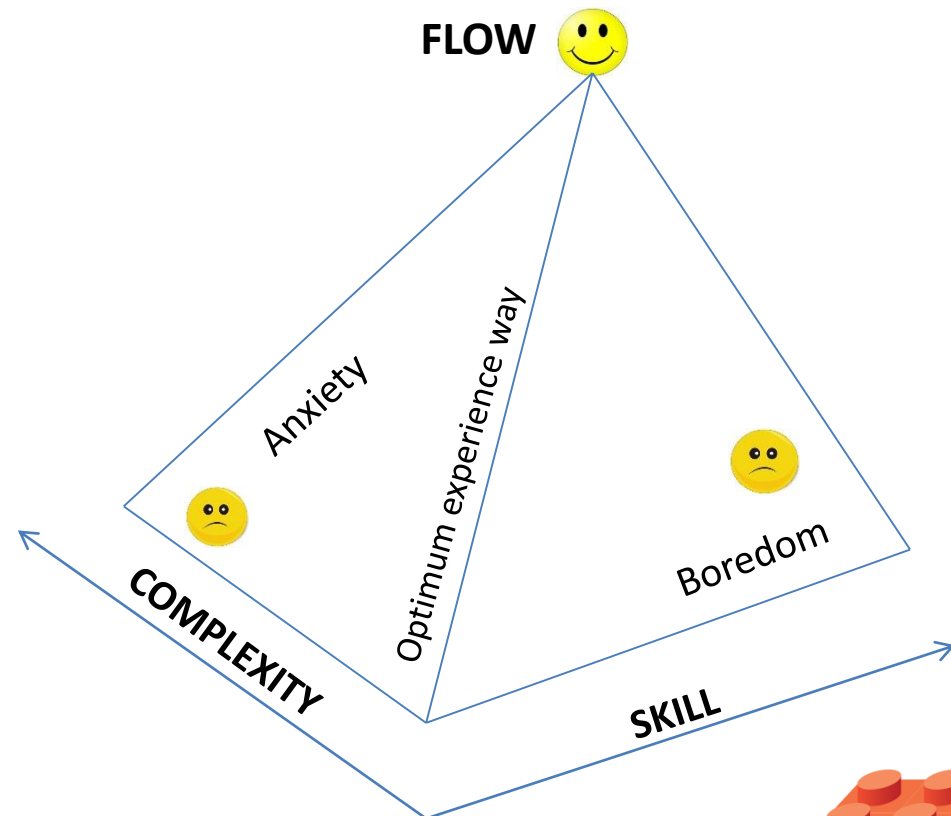
**“CONVICTION ABOUT LIFE HAS A PURPOSE
IS RECORDED IN EVERY TISSUE OF HUMANS,
IT IS THE PROPERTY OF HUMAN SUBSTANCE”
(PRIMO LEVI)**



6. DYNAMIC: GOING TO FLOW STATE

FLOW STATE:

- ❑ OPTIMUM STATE FOR CREATIVITY.
- ❑ STATE OF PLEASANT EUPHORIA AS A RESULT OF HIGH PERFORMANCE.



6. DYNAMIC: GOING TO FLOW STATE



FLOW STATE:

□ THE OBJECTIVE: TO **CREATE.**

“My nave to flow with my autotelic catchword”

□ AUTOTELIC MOMENT

“Being in a slight awareness state about satisfaction moments”

□ SELF-FEEEDBACK



6. DYNAMIC: GOING TO FLOW STATE



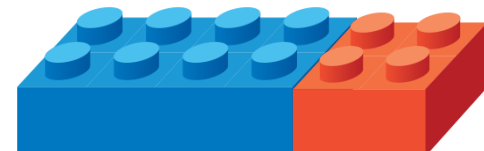
TO ACHIEVE FLOW STATE:

- Find a challenge
- Develop your skills in order to be able to meet the challenge
- Set clear goals
- Focus completely on the task at hand
- Make sure that you've set aside sufficient time
- Monitor your emotional state



6. DYNAMIC: ACTIVITY 3

IN FLOW STATE



ANSWERS ASSESSMENT AFTER MOTIVATION SESSION: ACTIVITY 4

**INTRINSIC MOTIVATION IS SEEN AS THE ONLY VALID WAY FOR THE ECONOMIC INITIATIVE OF THIS CENTURY.
SUCCESSFUL BUSINESS ARE BASED ON INNOVATION, CREATIVITY AND SELF-MANAGEMENT**

ENTREPRENEURIAL ACTION IS AN INNOVATIVE AND CREATIVE ACTION

Mentimeter questionnaire:

- Would you change some of the answers at the beginning of the session?
- Have you achieve some conclusions for your personal motivation promotion?
- Do you really think that entrepreneurship has more possibilities to be successful with intrinsic motivation?
- Do you consider social entrepreneurship as a way to find intrinsic motivation?



6. DYNAMIC: GOING TO FLOW STATE - CONCLUSIONS



IN FACT, HAPPINESS IS A VITAL CONDITION THAT EACH PERSON HAS TO PREPARE, CULTIVATE AND DEFEND INDIVIDUALLY. PEOPLE CAPABLE TO CONTROL THEIR INTERNAL EXPERIENCES ARE CAPABLE TO DETERMINE THE QUALITY OF THEIR LIVES, THAT IS THE CLOSEST ONE CAN BE TO BE HAPPY.

Mihaly Csikszentmihalyi (2014)

