

Motivation	
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Earlier in this chapter you have learnt about the importance of communication within a working group, as well as the relevance of establishing or agreeing common goals to every person in the team.

After that, you have filled in a questionnaire, reflecting on how you currently are from different perspectives. And later you have played with LEGO® to model and describe yourself to others, asking others to model you. Up to this point, you should be aware of your current feelings and you might have learnt some tips you didn't know about yourself before.

Now, you will answer to four sets of questions. These are related to your inner motivations, which can be a hint on what type of entrepreneur you would like to be.

According to Mr. Daniel Pink, author of "Drive", there are three types of motivation:

- Motivation 1.0 is aimed at covering basic needs, and the finality of actions driven by this kind of motivation is to survive.
- Motivation 2.0 is an extrinsic motivation: punishment-reward model (stick-carrot). This is applied in many areas of our life (business, education, etc.). According to research, the punishment-reward model only works in a certain type of tasks (e.g. involving motor skills), but it is counter-productive in other types of tasks (e.g. creative skills, conceptual skills, etc.).
- Motivation 3.0 is based on three pillars: autonomy, mastery and purpose.

You can have a look at the presentation describing [Motivation 3.0](#) and we recommend you to watch the following TED talk from Daniel Pink (you can select subtitles, if you want):

<https://www.youtube.com/watch?v=rrkrvAUbU9Y>

ACTIVITY:

After watching the [video](#), you should take a sheet of paper, a pen and reply to the following set of questions:

1. How would you like to see yourself in 5 years?
2. What are you currently doing to achieve this? Indicate 3 items and order them in two different lists:
 - a. To which of those activities do you dedicate more efforts?
 - b. Which of those activities are more satisfying to you?
3. What else could you do to achieve this? Indicate, again, 3 items. What do you need to obtain it?
4. What is the contribution you want to do to the world?

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