Using Effectance Motivation to Better Motivate Yourself and Others

How to make work more like a video game

Presented by: Ken Cooper

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QUESTION

1. Are there unmotivated people?
Nope!

Everybody’s motivated to do something.
2. Can you motivate people?
You can create the environment, but motivation ultimately comes from within.
3. Can you DE-motivate people?
Yep!

It’s called “impedership.”
Confused?
Ken Cooper

- Speaker
- Trainer
- Author
- Training video production
- Researcher

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Existence, Effectance, Esteem: From Gambling to a New Theory of Human Motivation

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Abstract
A study of gamblers’ motives leads to the formulation of a new theory of human motivation. The theory states that humans have three basic interrelated needs: (1) a need to confirm their existence, (2) a need to affirm their worth, and (3) a need to produce effects (be a causal agent). These factors are: (1) acknowledging for who one is (one’s identity), (2) mutual support from others, and (3) the production of what one desires (intentions).
A basic human complaint ...

“Everyone else is in control of me.”
A basic human need

... to have an effect!

White’s Effectance Theory (1959)
What people want

To become psychologically aroused:

• Emotional (heart)
• Cognitive (head)
• Physical (body)
Feeling alive, involved
Achieving a “flow” state
Quality of the effect

Depends upon:
• Time delay
• Duration
• Mission vs. talent
Effectance Motivation Questionnaire

Identifying Your Motivational Preferences

Effectance Motivation theory is based on the recognition that individuals are motivated by the ability to have an effect on their own lives. We have the opportunity to affect other people, influence objects, or ourselves!

By better understanding motivational preferences, individuals can change their attitudes and behaviors to become more motivated. By better understanding the motivational preferences of their subordinates, supervisors, and managers can create a more motivating environment for their workforce.

Name: 
Date: 

Scoring Key

People

Q1
Q2
Q3
Q4

Objects

Q5
Q6
Q7
Q8

Self

Q9
Q10
Q11
Q12
“People” questions

I want to be remembered 1,000 years from now. (T)
I like to convince people to accept my views. (T)
I would rather be a “x” sign than a “+” sign. (T)
I don’t like being challenged a lot. (F)
I don’t like to be the leader of a group. (F)
I dislike competitive sports. (F)
“Objects” questions

I enjoy playing with things that have remote controls. (T)
I am always curious how machines work. (T)
I like to balance things on my fingers. (T)
I don’t enjoy building things. (F)
I don’t enjoy playing cards. (F)
I wouldn’t enjoy decorating my house. (F)
“Self” questions

I believe that everyone should have a hobby. (T)
If I had the time, I’d read a book a day. (T)
I’m always trying to improve myself. (T)
Keeping physically active is *not* important to me. (F)
I *don’t* enjoy buying new clothes. (F)
Efficiency is *not* one of my goals. (F)
Effectance Motivation Questionnaire

People

- “The desire to have an effect on others.”
- Has a drive for:
  - Make an impression
  - Influence others
  - Be the center of attention
  - Be remembered
  - Lead others
  - Make decisions affecting others
  - World power
  - Dominate others
  - Control own future
  - Cause things to happen
  - Compete in sports
  - Reckless

Self

- “The desire to create, repair, modify, or affect an object.”
- Has a drive for:
  - Do it themselves
  - Fix things
  - Make things work
  - Make things happen
  - Build things
  - Assemble/make things
  - Create things
  - Play video games
  - Go on a long distance trip
  - Create meals
  - Fix a car
  - Decorate a home

Objects

- “The desire to have an effect on an object.”
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

Characteristics:

- Motivated by experiencing
- Easy to motivate
- Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Non-applicable

Common Profiles

Entrepreneur

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable

Trainer

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable

Coach

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable

Engineer

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable

Researcher

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable

Analyst

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable

Programmer

- Characteristics:
  - Motivated by experiencing
  - Easy to motivate
  - Ready, directed before completion
- Has a drive for:
  - Learn things
  - Get the most education possible
  - Read books
  - Personally improve
  - Have a hobby
  - Accomplish more
  - Be efficient
  - Try to be the best
  - Never give up
  - Look for new fields to conquer
  - Move up the ladder
  - Improve financially
  - Keep up looks
  - Keep physically fit
  - Buy new clothes
  - Change appearance

- Not applicable
Effectance Motivation Questionnaire

Trainer

Characteristic:
- Very people-oriented

Strength:
- Loves to learn

Concern:
- Little interest in objects

Pattern description:
Trainers are very focused on human factors. They love anything to do with people. They are very social. They are interested in developing themselves and others. They love to see others do well. They are enthusiastic, outgoing and expressive, with good communications skills.

Trainers have a low interest in Effect on Objects. Record-keeping and documentation can be a problem. They like the Work, but not writing up the report. Their workplace or living space is often disorderly. They prefer a flexible, spontaneous approach rather than adherence to processes. They are not handy with “things.”

Old Hand

Characteristic:
- Loves to interact

Strength:
- Very people-oriented

Concern:
- Little interest in self development

Pattern description:
This pattern is prevalent among individuals with significant personal experience, who are satisfied with their accomplishments and situation. They often have a good sense of self and a strong self-image. They focus not so much on self, but on other people and on accomplishments.

Old Hands prefer the People aspects of tasks, not the results. The low Effect on Self measure does not mean a lack of self-motivation. It means that Old Hands have little preference for self development or change. The Effect on Objects preference may be high or low with the Old Hand.
#1: Framing workplace tasks

P = influencing people
O = Great slides/report
S = Improve skills
The perfect motivator!
#2: A “video game” at work
Hallmarks of a motivating experience

1. Free choice to participate
2. Play-like
3. Challenging
4. Limited objective
5. Total responsibility for the results
6. Chance to enjoy the results
1. Free choice to participate
2. Play-like

“As soon as man apprehends himself as free and wishes to use his freedom ... then his activity is play.”

Jean-Paul Sarte

*Being and Nothingness*
3. Challenging

LEVEL CLEARED!

score: 9,942

Highscore: 9,942

total coins: 200,194

BestWP7Games.com
4. Limited objective

Mountain Level 4

Objective:

Perform 5 Chains. A Chain can be performed by freeing 8 or more fluzzles at the same time.

Press X to continue
5. Total responsibility for results
6. Chance to enjoy the results
Creating a “video” game at work

Effect  Frame  Game  Flow

People  Self  Objects
Using “Effectance Motivation” to Better Motivate Yourself and Others

(How to make work more like a video game)
Effectance: The Key to Motivation

NEW Video Series

• Three Types of Effectance
• Completing the Effectance Motivation Questionnaire
• Effectance Motivation Fundamentals
• How People Get Their Kicks
• Hallmarks of a Motivating Experience
• Maximizing the Effectance Experience
• Creating a More Motivating Experience
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