

Motivation 1.0

„We are trying to survive“

Gather food, run away from tigers.

Goal: survival.



Motivation 2.0

„Humans are more than the sum of our biological urges. We also seek reward and avoid punishment more broadly“

Societies, cooperate to get things done, codes of behavior emerge.

[Frederick Winslow Taylor](#)
[Scientific management](#)

Workers are like parts in a complicated machine. Focus on extrinsic motivators.

Goal: maximize profit.



Motivation 2.1

„People have other, higher drives. These drives could benefit businesses if managers and business leaders respected them.“

20th century.

[Douglas McGregor](#)
[Theory X and Theory Y](#)

X - individuals are lazy and not fond of their jobs. As a result, an authoritative management style is required to ensure that individuals fulfill their objectives.

Y - employees can be ambitious, self-motivated and exercise self-control. Given the right conditions, people will want to do well at work.



Motivation 3.0

„People are fueled more by intrinsic desires than extrinsic ones.“

21st century.

[Daniel Pink](#)
[Drive. The surprising truth about what motivates us.](#) Autonomy, Mastery, Purpose.

Type X behavior is fueled more by extrinsic desires than intrinsic ones. It concerns itself less with the inherent satisfaction and more with reward.

Type I behavior is fueled by intrinsic desires and satisfaction of the activity itself.

Goal: maximize purpose.

