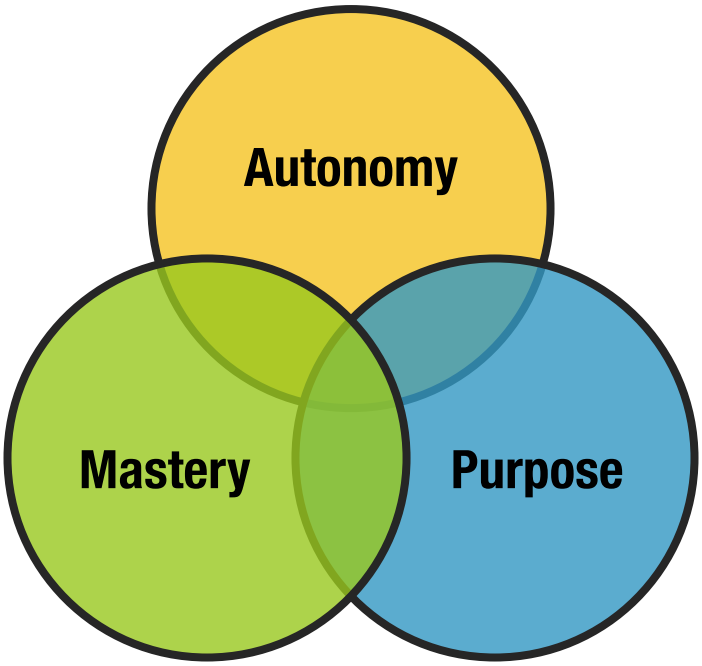
Understanding career motivation

Daniel Pink, a best-selling author, TED speaker and the 6th most influential management thinker in the world. In his book, Drive, he identified 3 areas crucial to career motivation: Autonomy, Mastery and Purpose (see diagram below)

> *"We have three innate psychological needs – competence, autonomy and relatedness. When those needs are satisfied, we're more motivated, productive and happy"* – Daniel Pink, Drive



Autonomy

The desire for you to direct your own life

Mastery

The pull to make progress and get better at something that matters

Purpose

The yearning to do what you want to do in service of something greater than yourself

This in practice

- **Autonomy:** Being autonomous means you are in charge of how you do your job. This could be the hours worked, when you work, where you work, how you do your job etc. Rather than following a standardised approach, you are given the trust and freedom to work in a way that is best for you to deliver the best outcomes for all.
- **Mastery:** Enabling mastery means being given the time, space, tools and support to not only gain new skills but hone and refine them
- **Purpose:** Being supported e.g. via career coaching, to identify what really makes you tick and enabling you to have a role where you can do it

Questions for reflection

- Are you working autonomously, with purpose and pursuing mastery?
- What could you do to increase these in your current role?
- What things are stopping you from doing these things? How will you overcome them?