

# MOTIVE FORCE

A motivating factor that drives behavior, action or change.

## Attributes

Motive Force is Created:

- When Basic or Psychological Needs are Unmet
- When Aspiring to Achieve Self Fulfillment

The Motive Force Required to Make Change Needs to be Strong Enough to Overcome the Motive Force to Stay the Same

Typically, Attributes in the Lower Portion of the Hierarchy Pyramid Produces the Strongest Motive Force

## Application

Identifying and Applying the Correct Motive Force Can Be a Catalyst for:

- Changing Processes
- Modifying Behavior
- Introducing New Systems or Products
- Influencing Others
- Reshaping Culture
- Reaching Goals

**Self Fulfillment**

**Psychological**

**Basic**

**Self Actualization**

Being the Best/Personal Growth/Altruistic

**Self Esteem**

Recognition/Status/Respect

**Belonging**

Friendship/Inclusion/Love

**Security**

Financial/Job/Physical/Health

**Physiological**

Food/Water/Shelter

Maslow Hierarchy of Needs (1940)

“If Change Was Easy Anyone Could Do It”