

The Motivation Cards

What is Motivation?

Motivation is a combination of Desire (to achieve something); Will (to expend energy on it) and Drive (to persist despite setbacks).

What are the Motivation Cards?

Grounded in science, the Motivation Cards offer you an interactive way for understanding why someone might be feeling de-motivated and offers 15 scientifically proven ways to increase motivation.

In your tin there are 30 cards:

- 1 top card = Motivation (with a definition of motivation on the back)
- 4 'Headline' Cards = Direction, Progression, Connection, Red Flags
- 15 Motivation Cards = These cards offer you the 15 scientifically proven ways of understanding and enhancing motivation divided into three categories of Direction, Progression and Connection.
- 10 'Red Flag' Cards = Typical de-motivating situations and, on the back, tactics to help avoid them and minimise their effect. These tactics link back to the Motivation Cards.

When can you use them?

We've used them in a variety of different training and coaching situations. Clearly when discussing motivation and goal setting, but also setting action plans; life and career choices; feeling stuck or procrastinating; enhancing engagement; facing setbacks; leading and motivating a team; doubting yourself; gaining acceptance from others or boosting morale.

Who can you use them with?

We would use them with adults predominantly in a training, coaching or team session.



Top Tips for Using the Motivation Cards

1. Familiarise yourself with the cards first. Think about different goals you have had, the different strategies that have worked for you and explore how these link in with the cards. Think about barriers you have faced and how these link in with the Red Flag cards. This will give you plenty of examples and case studies to discuss with your clients;
2. In a general discussion about motivation, engagement and goal setting, lay out the 15 cards and go through each of them as a means for understanding and accelerating motivation;
3. Alternatively, give the person the cards and allow them to flick through the cards themselves. This offers ownership and autonomy;
4. Explain that there is a difference between 'Direction' in motivation (getting started and being clear about your starting point); Progression (making progress and facing setbacks) and Connection (forging deeper connections to help you along the way) in motivation. Use these differences to inspire a deeper conversation about motivation;
5. As you go through the 15 cards, you will find that certain techniques appeal to different people. Linger on the cards that resonate and have a discussion as to how to make this method more relevant and helpful in their life and work;
6. Many people start a discussion about motivation from the perspective of what is wrong or why they don't have it (e.g. "I'm stuck"; "I'm procrastinating"). In this case, start with the Red Flag cards – the 10 most common reasons people feel unmotivated. Ask the person to choose the Red Flag cards that most closely matches their feelings or situation and explore the potential solutions on the reverse of the cards;
7. When someone is facing one particular goal, you can use the cards as a catalyst for a coaching discussion as to how to get started; what to do to maintain momentum and the support the person might need. This will enable the person (or team) to establish a specific action plan in a short space of time;
8. The cards work very well with a team. Taking one goal at a time, ask the team to work through the cards (in pairs or as a team) and establish specific strategies for achieving that goal;
9. Prioritise the strategies;



10. Keeping with the same goal, ask the team to explore potential Red Flags that might hinder progress of a goal and ensure the priority list above feels accurate to the team;
11. Draw up a specific action plan with the team;
12. If a team is lacking in engagement or needs a boost, use the cards as an honest exploration of why this could be the case and what everyone can do differently to boost morale;
13. Link the cards with the Motivation Scale (see the Motivation Jotter) and discuss where on the scale of motivation the team/individual sits and how they can move along the scale;
14. Make the cards visible in the workplace – get people to paste them up next to the goal/s and tick them off as they get closer to their goal!
15. Give people the cartoon headline cards as reminders of your session and to maintain motivation.

The Science behind Motivation

Here are the main scientists who have explored motivation in depth. We have distilled their work into the 15 techniques you have in your cards:

- Self Determination Theory – Deci and Ryan
- Flow – Mihalyi Csikszentmihalyi
- Self Efficacy – Albert Bandura
- Positive Emotions – Barbara Frederickson
- Mindsets – Carol Dweck
- Progress – Amabile & Kramer
- Goal Theory – Edwin Locke
- Positive Psychology & Optimism – Martin Seligman

