

The Motivation Scale

What is it?

Motivation is a combination of Desire (to achieve something); Will (to expend energy on it) and Drive (to persist despite setbacks). It is a frequently used word and a vital topic for managers, leaders and coaches to gain high performance, engagement and commitment. Grounded in science (particularly two scientists Deci and Ryan), the Scale helps people recognise the journey from Extrinsic (external forces) to Intrinsic (internal drives) motivation in language that people can understand.

It also helps people place their current level of motivation towards a task or goal and set their preferred level of motivation. (You can use the Motivation Cards to help people decide ways to 'move along' the Scale, but this is not always necessary).

When can you use it?

In training or coaching sessions, team meetings and/or in the classroom.

Who can you use it with?

The scale is appropriate for most ages, from adolescents to adults.

Top Tips for using the Scale:

1. Familiarise yourself with the scale and think of tasks or goals where you have been at different points on the scale, that is, 'Won't Do'; 'Have To'; 'Should Do'; 'Want To' and 'Love To';
2. Ask your coachee to place their current level of motivation on the scale and discuss the reasons for this;
3. Have a discussion around the emotions present with this current level of motivation and the usefulness (or not) of these emotions;
4. Discuss the preferred level of motivation for important goals and ways in which the coachee might like to achieve this;
5. Discuss goals that were achieved that were 'force fed', that is, through external force or perhaps pressing deadlines. This is a powerful state of motivation and often overused;



6. It is common for people to get 'stuck' at the 'Should Do' level of motivation, driven neither by fear or love. If this is the case, discuss ways to relieve the 'stuck-ness' and move along the scale;
7. You can use the Scale with a team and place it on the floor using white tape and cue cards (we're not very fancy here!). Have the team walking up and down the scale to make it very real;
8. Help the coachee think about role models – people who sit at different levels of motivation for similar tasks and what they can learn from these people;
9. Have a coachee identify a range of goals they have had in the past year including ones they achieved and ones they didn't. Use the scale to discuss the different levels of motivation that were present;
10. Discuss the strategies that have been successful in the past to move positively along the scale and how to use these strategies with current goals.

