



Motivation

Motivation helps us achieve

We are all motivated by different things



inTune with motivation



Motivation is the general desire or willingness to do something

The reason or reasons for acting in a particular way

Motivation is fuel





**What are the top three
that are most important
to you?**



How can we apply this to dealing with people?



The logo for 'inTune with motivation' is located in the bottom left corner of the slide. It features a small cluster of colorful gears (purple, orange, green) to the left of the text 'inTune with motivation'. To the right of the text, there are three larger, overlapping gears in purple, orange, and green.

**Understanding what
Motivates people can help
get our message heard**



The logo for 'inTune with motivation' features the text 'inTune' in a bold, lowercase font, followed by 'with motivation' in a smaller, lowercase font. To the left of the text is a small icon of three interlocking gears in green, orange, and purple. To the right of the text is a larger graphic of three interlocking gears in purple, orange, and green.



Recycle Plus are a charity whose vision is to persuade people to reduce their food waste and make compost out of the food that does need to be thrown away.

Food waste in plastic bags is the biggest cause of methane and greenhouse gases.




 inTune with motivation



You are a Campaign Manager for Recycle Plus, and are about to go to a large housing estate in your city, with the aim of motivating more people to waste less food and compost more of their food waste.

This housing estate has hundreds of residents who live in flats and apartments in high rise blocks.





How can you motivate people to

- a) throw away less food?
- b) compost the food they do throw away?


inTune with motivation




What questions would you ask residents to understand more about their attitudes to food waste and waste disposal?


inTune with motivation

Residents use large black plastic sacks for their waste and drop them down a communal waste chute.





Waste is collected from a central point every Tuesday.



 inTune with motivation

Residents

- hated the rats attracted by the food waste
- disliked the smell from the chute
- were concerned about the practicalities of composting
- thought the present system was unsanitary and waste should be collected at least twice a week
- didn't want to pay for additional collections
- would like to throw less food away as it would save them money



Recycle Plus explained to the residents that by disposing of their waste in plastic bags the rotting food attracted rats. By using special bins for food waste it would get rid of the rats.




 inTune with motivation



By demonstrating an understanding of their world instead of telling them they would save landfill space and reduce carbon emission they focussed on what mattered to the residents – getting rid of the rats.

A real win/win situation



Summary

In order to motivate we must understand what is important to the other person.

The only way to get a real understanding of someone is to get into their world or put yourself in their shoes.

 inTune with motivation



© Intelligent Dialogue Ltd
The purchase of this package entitles the purchasing organisation to reproduce the material in the package in unlimited quantity for training staff within its own organisation.
All other reproduction rights are reserved.

Please respect
our intellectual property, it's how we make our living.

For more information visit
www.intelligentdialogue.com