



Welcome to your...

# Community of Practice (COP)

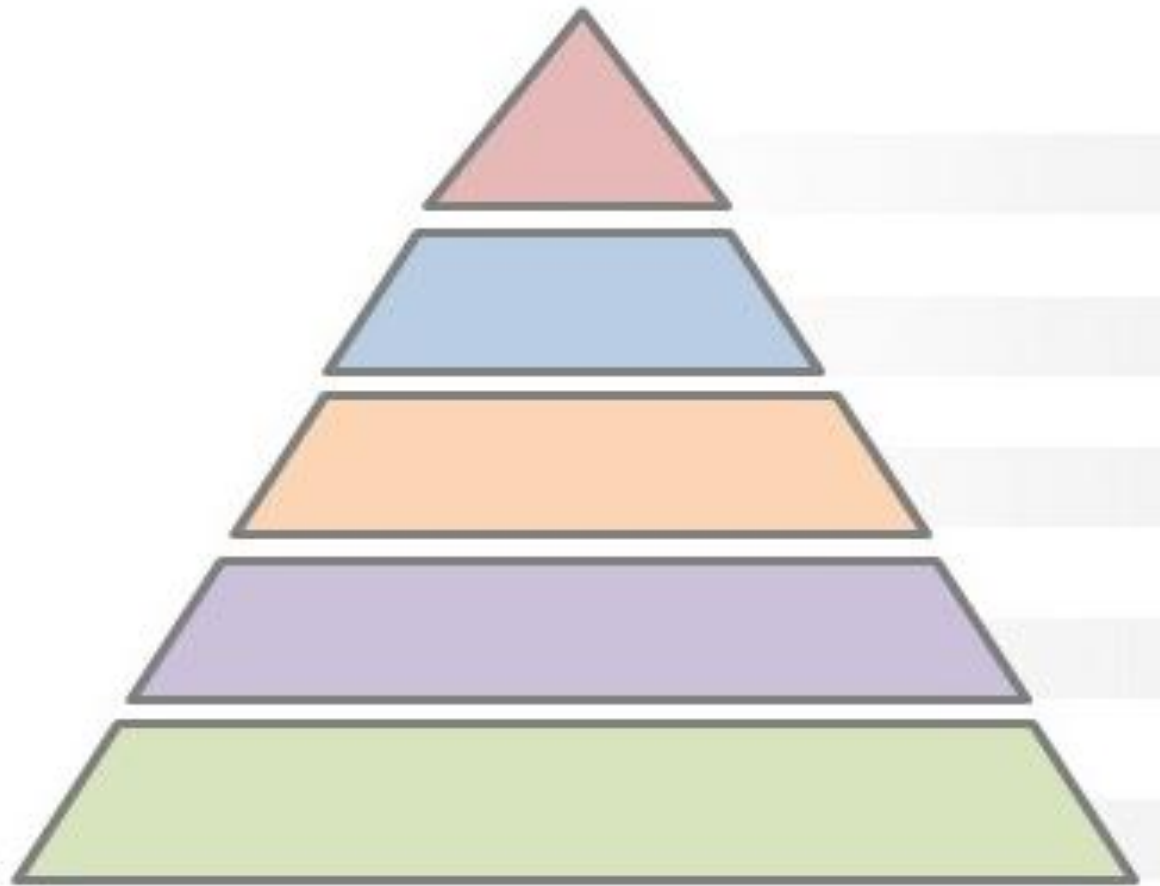
Session #3

Date: November 18, 2015

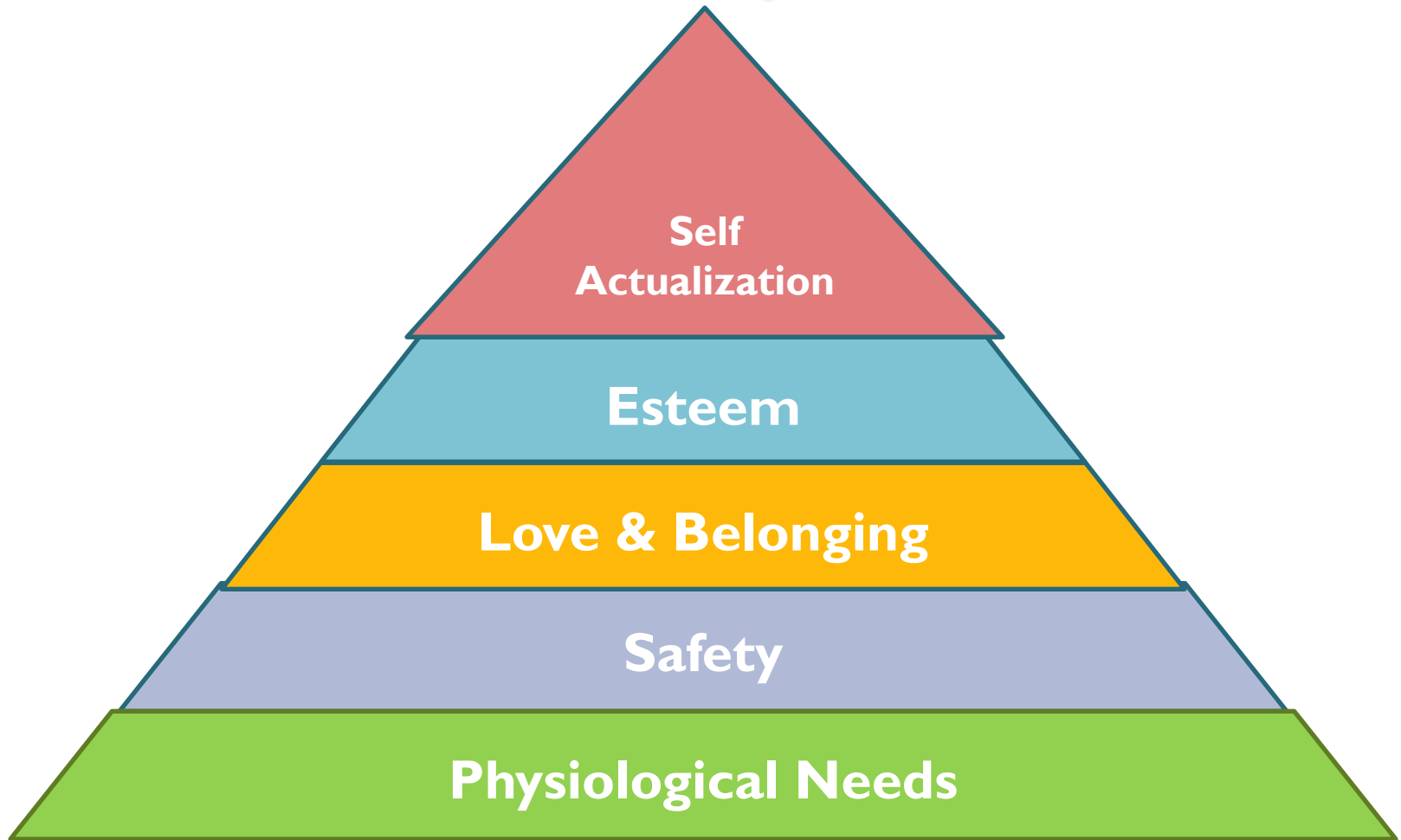
# Agenda

- Warm Up
- Motivation
  - What is it?
  - How do I tap into it?
- Creating Buy-In
- Your Turn
- Wrap Up

# Maslow's Hierarchy of Needs



# Maslow's Hierarchy of Needs



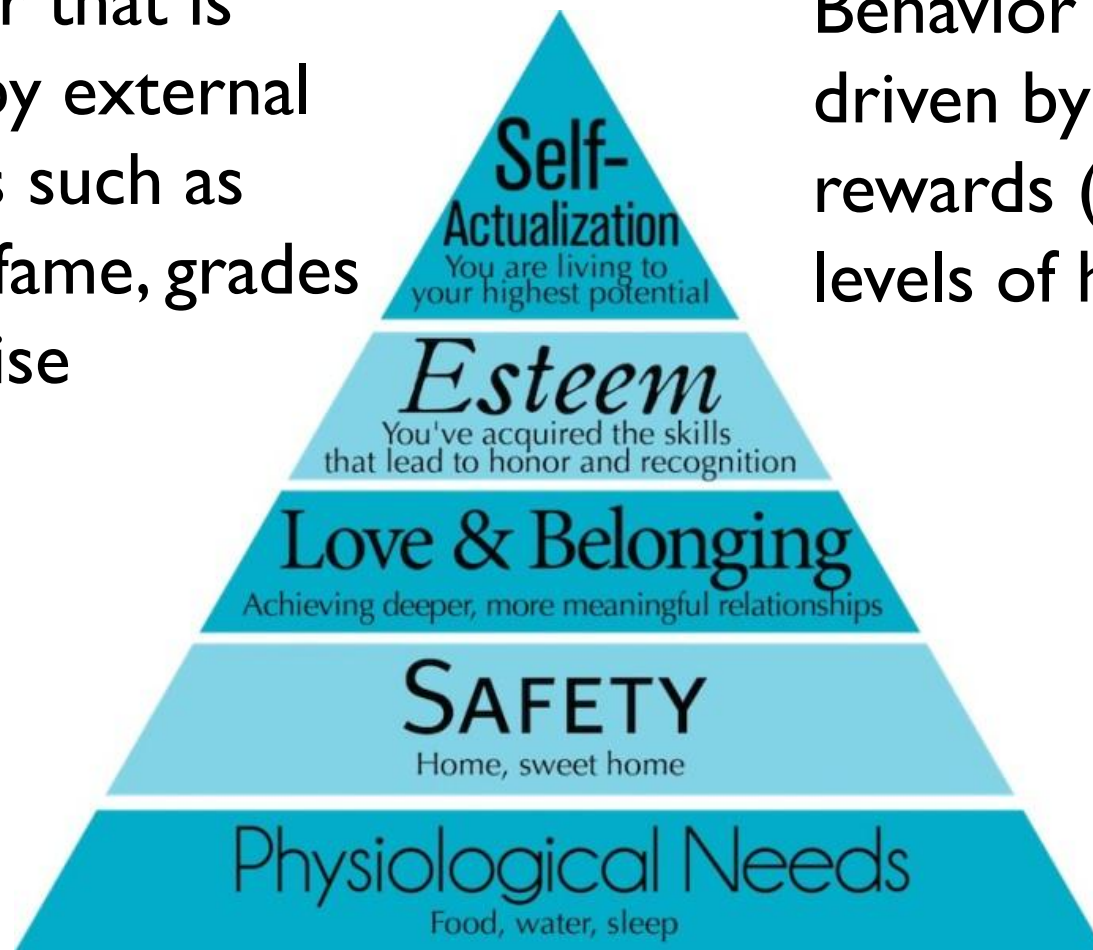
# What is Motivation?

## Extrinsic

Behavior that is driven by external rewards such as money, fame, grades and praise

## Intrinsic

Behavior that is driven by internal rewards (top 3 levels of hierarchy)



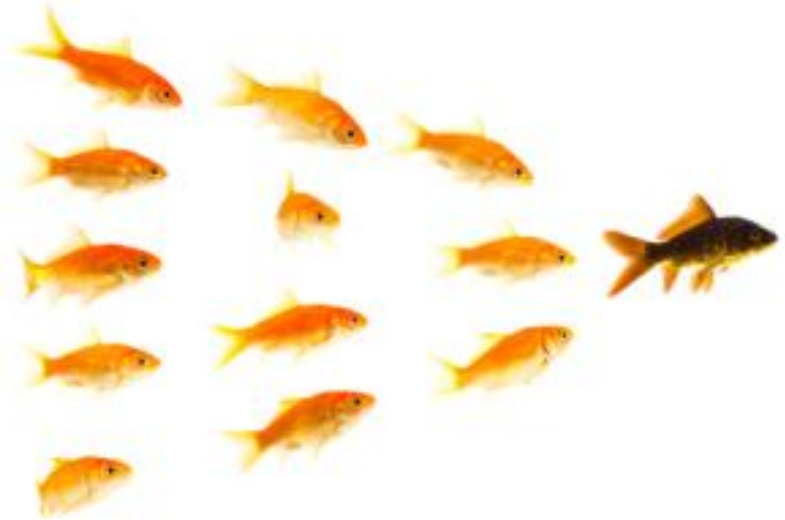
# 3 Main Motivators

- Accomplishment
- Acceptance
- Authority

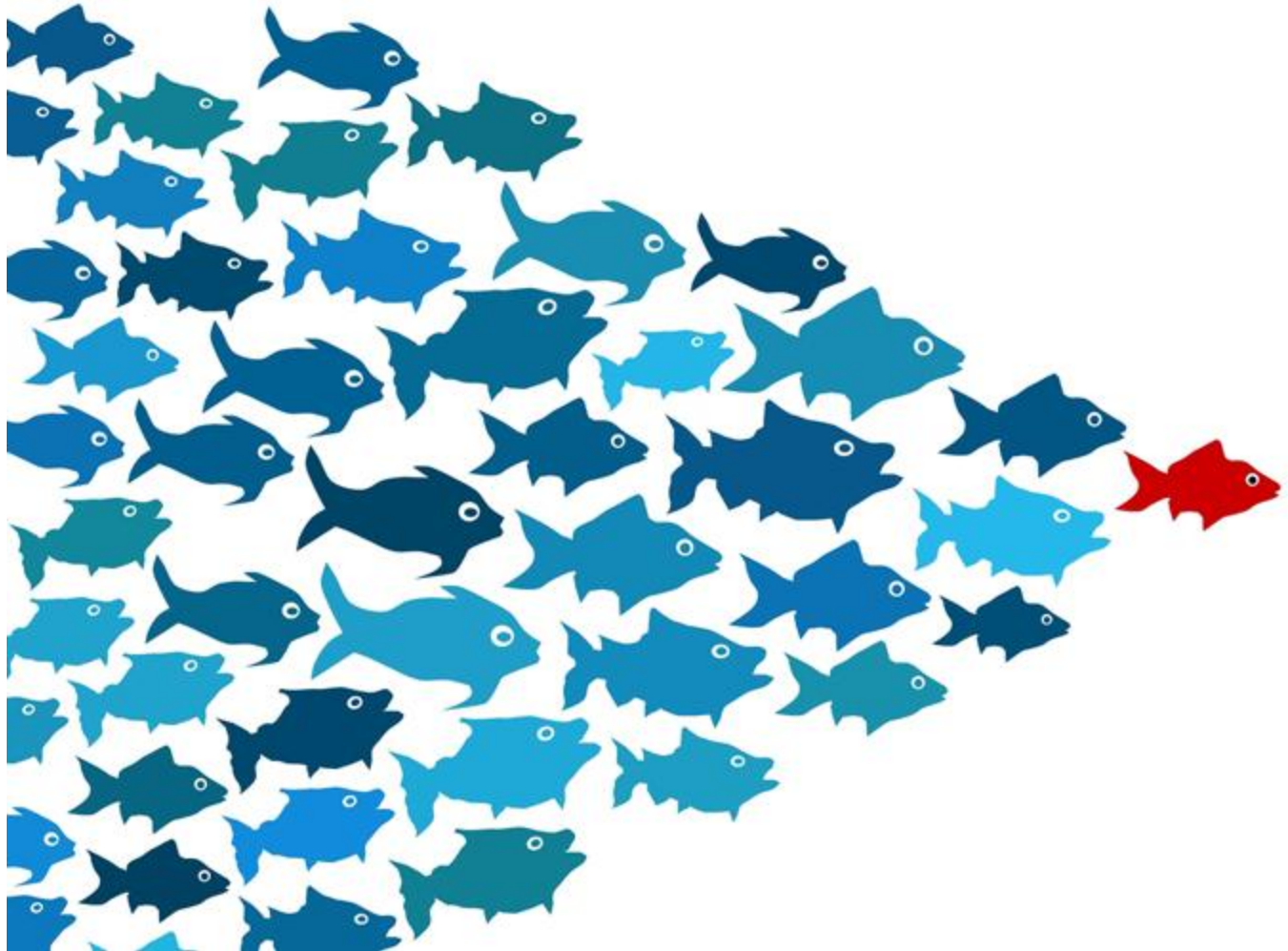


# Your Job as a Leader: The 3 A's

1. Analyze
2. Adjust
3. Align



# Buy-In





# Creating Buy-In

- Strategic “Storytelling”
- Ask and Listen
- Trimtab





# Your Experience

Think about a time in your life when you bought into a strategic story, an idea someone was providing you:

- Did you buy into it or not?
- What influenced your decision?
- What would you have done differently?

# Let's Apply It

Think about a real-life situation where you need to generate buy-in with someone in your professional OR personal life:

- Who do you need to create buy-in with?
- Why do you need to create buy-in?
- What would result if you did NOT create buy-in?
- What would result if you DID create buy-in?
- What do you think their dominant motivator might be?
- What is your strategic story? The vision of the future you want to create? How will you integrate their motivations into your approach?

# Wrap Up

- No December Session
- Updated COP site
  - <http://www.cu.edu/employee-services/supervisor-community-practice-cop>
- LinkedIn group
  - Email me!

# SkillSoft Resources

## **SkillBriefs**

- Using Motivation to Further Team Priorities
- Taking Steps to Encourage Motivation
- Key Strategies of Motivation
- An Introduction to Motivation

## **Job Aids**

- Tactics for Encouraging Intrinsic Motivation
- Using Key Motivational Strategies

## **Books**

- Generating Buy-In: Mastering the Language of Leadership by Mark S. Walton
  - Chapter 12: Questions Executives Ask About the Language of Buy-In

## **Transcripts**

- “Motivation” by Patrick Dixon, author
- “The Truth about Motivation” by Robin Sieger, motivational speaker

See You Next Time!

