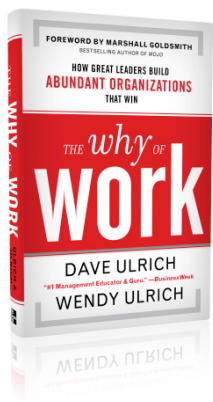


THE why OF
work
by DAVE & WENDY ULRICH



TOOL 4.4



Insight into Motivation

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[4.4] INSIGHT INTO MOTIVATION

To identify what motivates you, your employees, and your organization, complete the following exercise (even if insight is not your strong suit). This is a two-part exercise that needs to be taken over multiple days.

PART 1: DAY 1

- For 20 minutes, on the following page, write whatever comes to mind describing what your life would look like five years from today if you had become your best self and all your dreams were realized.
- For an additional 20 minutes, write whatever comes to mind describing what your organization (or division) would look like five years from today if it had become the best it could be and all your dreams for it were realized.
- Repeat this exercise tomorrow to give your thoughts time to percolate.

PART 2: DAY 2

(Do NOT start Part 2 until you are finished with Part 1)

- Looking through what you wrote, put an **I for insight** in the margin for any words from your success scenario that refer to creativity, imagination, symbols, self-awareness, balance, thoughtfulness, thinking for thinking's sake, or having great ideas.
- Put an **A for accomplishment** in the margin for any words that refer to setting or achieving goals, learning so as to improve, developing skills, exercising resilience to keep trying at a difficult task, or gaining recognition for accomplishments.
- Put a **C for connection** in the margin for words referring to good relationships with others, spending time with people, meeting people or bringing people together, deepening relationships, feelings of mutual care and support, or being with people you love.
- Put an **E for empowerment** in the margin for words referring to solving world problems, making a difference, mentoring or developing others, seeing people succeed, providing resources or services to others, or gaining recognition for social responsibility.
- Count up how many of each letter you have. And yes, you can count double for items that have high value to you or that you elaborate on.

TALLY

I _____

A _____

C _____

E _____

Once you have used the exercise to identify the destinations you find most motivating to pursue, you will know more about the compelling whys that support the hows of your life.

You can then deepen, expand, and focus to increase your sense of purpose and direction. You can help employees do the same.

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