



Drive:

The Surprising Truth About What Motivates Us

Daniel H. Pink

Author, *Drive*

Nicole Morgenstern

Leader, Emerging Business Portfolios, AMA

David Summers

New Media Producer, AMA

Today's Presenter



Daniel H. Pink is the author of provocative, bestselling books on the changing world of work. Dan's articles on business and technology appear in many publications, including the *New York Times*, *Harvard Business Review*, *Fast Company*, and *Wired*, where he is a contributing editor. He has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. He also lectures to corporations, associations, and universities around the world on economic transformation and the new workplace.

Daniel H. Pink

author of *The New York Times* bestseller
A Whole New Mind



Pink served from 1995 to 1997 as chief speech writer to Vice President Al Gore. He also worked as an aide to U.S. Labor Secretary Robert Reich and in other positions in politics and government.

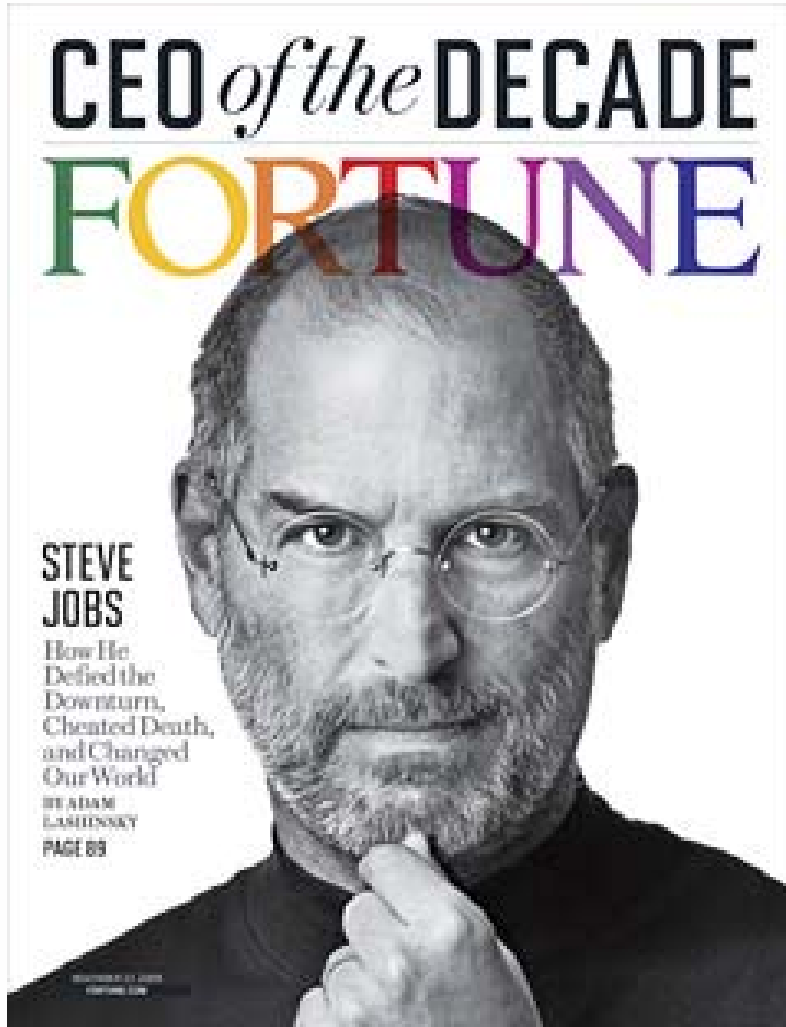
He is the author of *A Whole New Mind: Why Right-Brainers Will Rule the Future*, *The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need*, and *Free Agent Nation: The Future of Working for Yourself*. His latest book is *Drive: The Surprising Truth About What Motivates Us*.



MOTIVATION 1.0

MOTIVATION 2.0





“Mostly it’s just picking up on things you can see on the **periphery.**”

MOTIVATION 3.0

AUTONOMY

MASTERY

PURPOSE

AUTONOMY

MASTERY

PURPOSE

TIME

TECHNIQUE

TEAM

TASK



FEDEX DAYS

Google™

20 PERCENT TIME

“Just about all the good ideas here have
bubbled up from 20 percent time.”

ALEC PROUDFOOT, Google

**20 PERCENT TIME
(with training wheels)**

AUTONOMY

MASTERY

PURPOSE

“ . . . **enjoyment-based intrinsic motivation**,
namely how creative a person feels when
working on a **project** is the strongest and
most pervasive driver.”

Karim R. Lakhani & Robert G. Wolf, “Why Hackers Do What They Do: Understanding Motivation and Effort in Free/Open Source Software Projects,” in Perspectives on Free and Open Software, edited by J. Feller, B. Fitzgerald, S. Hissam, and K. Lakhani (MIT Press, 2005)

DIY PERFORMANCE REVIEWS

AUTONOMY

MASTERY

PURPOSE

THE PURPOSE MOTIVE

“A **purpose** bigger than your product.”

MATS LEDERHAUSEN

**WHOSE PURPOSE
IS IT ANYWAY?**

Thank You!

Daniel H. Pink

author of The *New York Times* bestseller
A Whole New Mind

DRIVE
DBA

The Surprising Truth
About What Motivates Us



www.danpink.com

twitter.com/danielpink

AMA Solution

Successfully Managing People

Seminar #2295

Be the catalyst that motivates your team to increased productivity:

- How to motivate and direct the employees you rely on—even when they don't share your values
- Ways to adjust your management style in different situations
- How to turn difficult people and poor performers into team players
- Increase your confidence, leadership skills and personal and professional satisfaction in your job by managing people successfully

Use Promo Code: **LCPT** for \$100 Discount

(you must register before January 15, 2010)

www.amanet.org or 1-800-262-9699

Webcasts

- **January 20: What Your CFO Wants You to Know About Liquidity**
- **February 10: Management Development Skills for the Accidental Trainer**
- **February 24: Corporate Communications in a Web 2.0 World**

For details and FREE registration, visit www.amanet.org/events

You can access today's webcast within three business days on
www.amanet.org/editorial

Webinars

- **January 21: Difficult Performance Reviews: How to Turn Painful Conversations into Positive Results**
- **February 4: From Chaos to Control: How to Be Resilient to Workplace Stress**
- **February 25: Difficult Performance Reviews: How to Turn Painful Conversations into Positive Results**
- **March 25: How to Write a Darn Good Email**

Follow us on  **@AMANET** for the latest updates on AMA Webinars, Webcasts, and Podcasts



For details and registration, visit: www.amanet.org/events