

## The Hierarchy of Motivation®

*Breakthrough neuroscience on understanding motivation..*



This is the Hierarchy of Motivation™ - the model developed by Motivation Factor™ Institute. The line to the left illustrates how our ability to integrate new insights, handle change and maintain motivation increases proportionally to our position in the pyramid and in relation to our ability to understand and manage each level.

### **Energy**

At the base is Energy - Energy is the foundation of all activity - both mental and physical. To identify and eliminate the things that drain our energy is essential to becoming motivated.

### **Needs**

Next is Personal Needs - Each of us has a set of unique, inherent needs. Understanding what those are and how they drive our behavior improves our emotional intelligence and relational understanding.

**Building Awareness of our Energy Drainers and Needs helps us to better understand and manage our behaviors.**

## **Talents**

Personal Talents is the next tier - Our innate talents are formed in early childhood. Our ability to acquire new competencies and maintain motivation depends on how effectively we leverage these talents and put them into play.

**Needs and Talents are our Motivation Factors - Needs drive our behavior, Talents allow us to fulfill our potential.**

**Tapping into our Talents and clearly articulating our Purpose in relation to a goal is where the growth,**

## **Purpose**

Purpose is where it all comes together. Research has proven that the goals which give people the greatest sustained energy and motivation are those that are connected to an overarching purpose.

This model is the basis of the Motivation Factor™ methodology and is central to UPschool's "What Drives You?" program.



**MOTIVATION FACTOR**  
PRACTITIONER