

### **Additional Motivational Theories**

Since Maslow introduced the concept of needs, countless motivational theories have been brought to light. One of these theorists, Avid McClelland, proposed that as we go through life we learn three things that motivate us: achievement, affiliation and power. Another of these theorists, John C. Mowen, used the three “Rs” of motivation: reward, recognition and reinforcement. Bob Stone suggested that people respond either to “gain something they do not have or to avoid losing something they now possess.” He created this list of basic human wants to explain his theory:

#### **The desire to gain**

To make money  
To save time  
To avoid effort  
To achieve comfort  
To have health  
To be popular  
To experience pleasure  
To be clean  
To be praised  
To be in style  
To gratify curiosity  
To satisfy an appetite  
To have beautiful possessions  
To be an individual  
To emulate others  
To take advantage of opportunities

#### **The desire to avoid loss**

To avoid criticism  
To avoid loss of possessions  
To avoid physical pain  
To avoid loss of reputation  
To avoid loss of money  
To avoid trouble

In his book *The Hidden Persuaders*, Vance Packard identifies eight hidden needs that motivate people into action:

1. The need for emotional security: We live in uncertain times. Terrorism lurks around every corner, the happenings on Wall Street are shaky, we are surrounded by illness and disease, etc. We need safety, comfort and stability in our lives.
2. The need to feel self-worth: Much of today's society is cold, competitive and uncaring. We want to experience a place in the world where we know we've made a difference.
3. The need for ego-gratification: We want recognition and praise. We all want to feel important.
4. The need for creativity: We feel more satisfaction and fulfillment when we can work creatively through hobbies, sports and other forms of recreation.
5. The need for love foci: Life is richer when we have someone to share our love with, for example friends, children, grandchildren, a spouse or pets.
6. The need for control: We need to feel a sense that we have some control or power over our environment, our surroundings and/or our conditions.
7. The need to belong: We want to feel that we are an integral part of the world and that we are important to the people we love, respect or admire.
8. The need for immortality: We fear dying or being forgotten. We buy life insurance because we want to leave something behind when we're gone.

### **The Underlying Key**

Motivation starts with vision. In other words, people need to believe that they will succeed in what you are motivating them to do. No one likes to lose. For that matter, no one wants to lose. No one even wants to be associated with losers. So overcome this hurdle and instill in your listener or audience a vision of winning. Thinking we can win and seeing that victory in our mind's eye stirs our internal motivation. When we help others think of past victories or we instill the vision of victory in them, we can motivate them to take action. Olympic coach Charles Garfield states that the highest performers are driven by a sense of mission.

Master Persuaders present a winning package to their prospects. When people sense victory or accomplishment, they will make sacrifices and become energized to reach their goals. Somehow or other, they will find a way to succeed and win. If they sense defeat, however, they'll exert little personal effort, they'll come up with lots of excuses, and they'll exhibit a lack of energy for the cause.

Motivation is a true art. When you understand the human nature and the role influence plays in it, you will not only be able to motivate, but you will also have earned the right to motivate and inspire others.

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