



# MOTIVATION MATRIX

## Preparation & Instructions



### Description

A motivation matrix is an exercise that helps facilitators and designers measure what motivates people. The assumption around the motivation matrix is that people perform actions because they are triggered by motivations. The matrix is composed of six core motivation factors: incentive, achievement, social acceptance, fear, power, and growth. After using the motivation matrix, facilitators of the exercise should have a better idea of the motivation behind each individual. This exercise helps make informed decisions. The six core types are: incentive, achievement, social acceptance, fear, power, and growth.

- **Incentive:** any type of reward-oriented motivating factor; can be monetary or not monetary
- **Achievement:** the kind of motivation that's propelled by the drive for competency
- **Social Acceptance:** essentially the need to belong to a group and not feel ostracized
- **Fear:** motivation that is based off of wanting to avoid certain outcomes or consequences
- **Power:** motivation that is derived from the need to be autonomous or to gain and maintain control over others
- **Growth:** intrinsic motivation that encapsulates wanting to become a better version of oneself

Based on the [Motivation Matrix](#)  
in the [SILearning Toolkit](#)

### How to conduct

**Duration:**  
45-60 min

**Resources:**

- List of relevant stakeholders and users, ideally already detailed as personas
- Specific service/product environment that the motivation is specific for

**Material:**

Pens, post-its

**Participants per team:**

3-8











**Instructions:**

1. Divide the participants in groups, if required
2. Provide an introduction to the environment that you want to work on e.g. a new service or a specific thematic area that people are being in touch with
3. Depending on the quantity of stakeholders and users to be analysed, you can ask all groups to work on the same personas or user groups or split them among the groups
4. Give enough time to each group to discuss and detail all the different motivational aspects for the user groups
5. Have a final discussion with all participants together where the groups present their results and reasoning to each other to then exchange and discuss their work



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Template

Motivation → ↓ Persona	 Incentive	 Achievement	 Social Acceptance	 Fear	 Power	 Growth
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