

The task-based work that was so common previously, the work where you can write down the instructions and pay someone to execute them, is gone or going away. The work that we have to do today is creative, intellectual and requires emotional intelligence. In order to build organizations that enable this type of work, we need a model that recognizes that the people that we want are intrinsically self-motivated; that they come to work to achieve a particular purpose, to master a craft, and require autonomy to thrive.

The transition toward more intrinsic **movitaion** in the workplace will not happen overnight. The purpose of this paper is to help you think about your organization, and see it through the lens of the extrinsic/intrinsic motivation paradigm. I also hope to help those organizations that are struggling to be **successful** in the new world of work **within old** world of work mindset begin to take steps forward.

Many managers, and even many CEOs, don't have the choice to transform their organization overnight. But taking steps forward may be exactly what they need to demonstrate and then ultimately harness the power of intrinsic motivation.

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