Drive: The Surprising Truth About What Motivates Us

- Money as reward
  - For some activities
    - Loss of intrinsic motivation
  - Deliver short-term boost
    - Like caffein
  - Can reduce long-term motivation
- People have an inherent tendency to
  - Seek out novelty and challenges
  - Extend and exercise their capacities
  - Explore, and to learn
- McKinsey & Co. estimates % of job growth in the US
  - 30% comes from algorithmic work
  - 70% comes from heuristic work
- Work
  - Routine work can be outsourced or automated
  - Artistic, empathic, nonroutine work generally cannot
  - Routine
    - Not-so-interesting jobs require direction
  - Nonroutine
    - More interesting work depends on self-direction
- Salary
  - Fair and adequate pay is essential
    - Takes the issue of money off the table
    - Ao they can focus on the work itself
- Creative problem solving
  - Solution isn't algorithmic
    - Following a set path
  - But heuristic
    - Breaking from the path to discover a novel strategy
- Outdated Motivation
  - Rewarding an activity will get you more of it
  - Punishing an activity will get you less of it

© Ivan Staroversky - www.StarOverSky.com