

Creativity Management and Motivation Management

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Content:

Creativity and motivation are positively correlated. The more motivated an individual, the more likely he or she is to engage with a problem and expend energy generating ideas.

The first rule of motivation management is to ensure that you have the right people on board. The right people should already be motivated – the trick is to not de-motivate them.

The second rule of motivation is to differentiate between intrinsic and extrinsic motivation.

If people are intrinsically motivated, satisfaction is gained by achieving a solution to the problem itself.

If people are extrinsically motivated, satisfaction is achieved by the gaining of an ulterior motive – status increase, material reward and so on.

Up to a critical threshold, some extrinsic motivators like material reward and status increases enhance intrinsic motivation.

Other factors than enhance motivation include: task feasibility, distance to ideal self, degree of perceived fun, degree of self-determination, recognition from peers (status benefits) and degree of competency expansion.

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Kal Bishop is a management consultant based in London, UK. His specialities include Knowledge Management and Creativity and Innovation Management. He has consulted in the visual media and software industries and for clients such as Toshiba and Transport for London. He has led Improv, creativity and innovation workshops, exhibited artwork in San Francisco, Los Angeles and London and written a number of screenplays. He is a passionate traveller. He can be reached at <http://www.managing-creativity.com>

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