

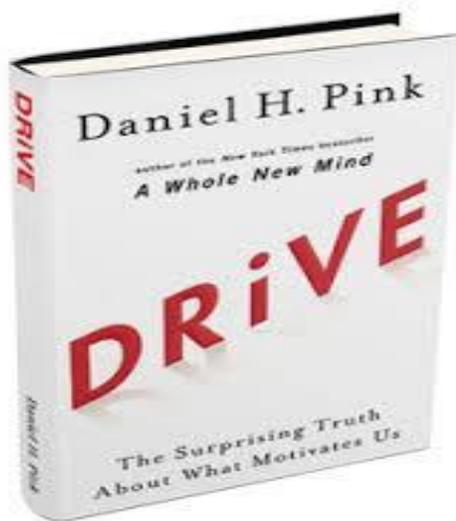


Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Research Study “The surprising truth about what motivate us”

Applicability of Denial Pink’s Concept of Motivating Employees in Local Context



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Dated: 11th February, 2018

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EXECUTIVE SUMMARY

Human beings have a biological drive. We also have another long recognized drive: to respond to rewards and punishments in our environment. But in the middle of the twentieth century, a few scientists began discovering that humans also have a third drive i.e. “intrinsic motivation.” For several decades, behavioral scientists have been figuring out the dynamics and explaining the power of our third drive. The first human operating system i.e. Motivation 1.0—was all about survival. Its successor, Motivation 2.0, was built around external rewards and punishments. That worked fine for routine twentieth-century tasks. But in the twenty-first century, Motivation 2.0 is proving incompatible with how we organize what we do, how we think about what we do, and how we do what we do.

Daniel Pink is a modern writer on business & management, with a strong focus on the changing nature of work and the workplace. His book - Drive: **The Surprising Truth about What Motivates Us** - was published in 2009 and very quickly became a bestseller with its focus on the importance and effectiveness of three intrinsic elements to motivation at work

The author assesses human behavior in two broad categories.

Type I behavior: A way of thinking and an approach to life built around intrinsic, motivators. It is powered by our innate need to direct our own lives, to learn and create new things, and to do better by ourselves and our world.

Type X behavior: Behavior that is fueled more by extrinsic desires than intrinsic and that concerns itself less with the inherent satisfaction of an activity and more with the external rewards to which that activity leads.

The author has dwelled upon years of research and laboratory experiment in various countries i.e. India, Israel, America etc. and has come to conclusion that there are “3 key motivators for enduring performance i.e. autonomy, mastery and purpose (innate need to direct our own lives, to learn and create new things, and to do better by ourselves and our world, inherent satisfaction. We have conducted a survey in a local company International Industries (Ltd) to find employees perception & work approach towards three key motivation variable proposed by Daniel H Pink. After analyzing the responses of all the sampled employees targeted for this research, we can deduce employees’ way of thinking and approach towards work is influenced by intrinsic motivation variables i.e. autonomy, mastery and purpose (innate need to direct our own lives, to learn and create new things, and to do better by ourselves and our world, inherent satisfaction on the sample of employees tested.