
True Motivation Factors

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True Motivation Factors

- X and Y generations
- The candle problem
- Difference between what science say and what people do
- How to be one step ahead?

Generation Y

- Starts from 1980's
- Pursuits their passion
- Not that money motivated
- WHY people
- Don't want to work
- Want to have fun and enjoy
- Confident
- Combines lifestyle with work

Generation Y

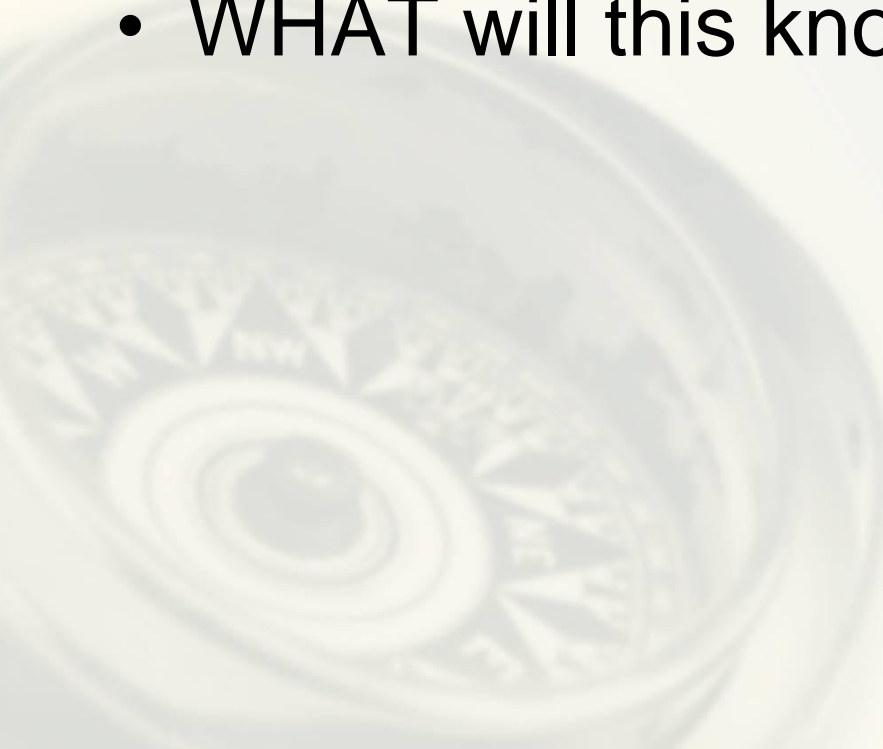
- WHY we need to know?
- HOW can it help?
- WHAT will this knowledge give us?

Characteristics of Generation Y

- Diverse
- Lifestyle-centered
- Techno-savvy
- Civic minded
- Connected 24-7
- Self-confident
- Service-minded
- Environmental
- Educated
- Entrepreneurial
- Bored by routine
- Opinionated
- Success-driven
- Optimistic

The candle problem

- WHY we need to know?
- HOW can it help?
- WHAT will this knowledge give us?



The candle problem task

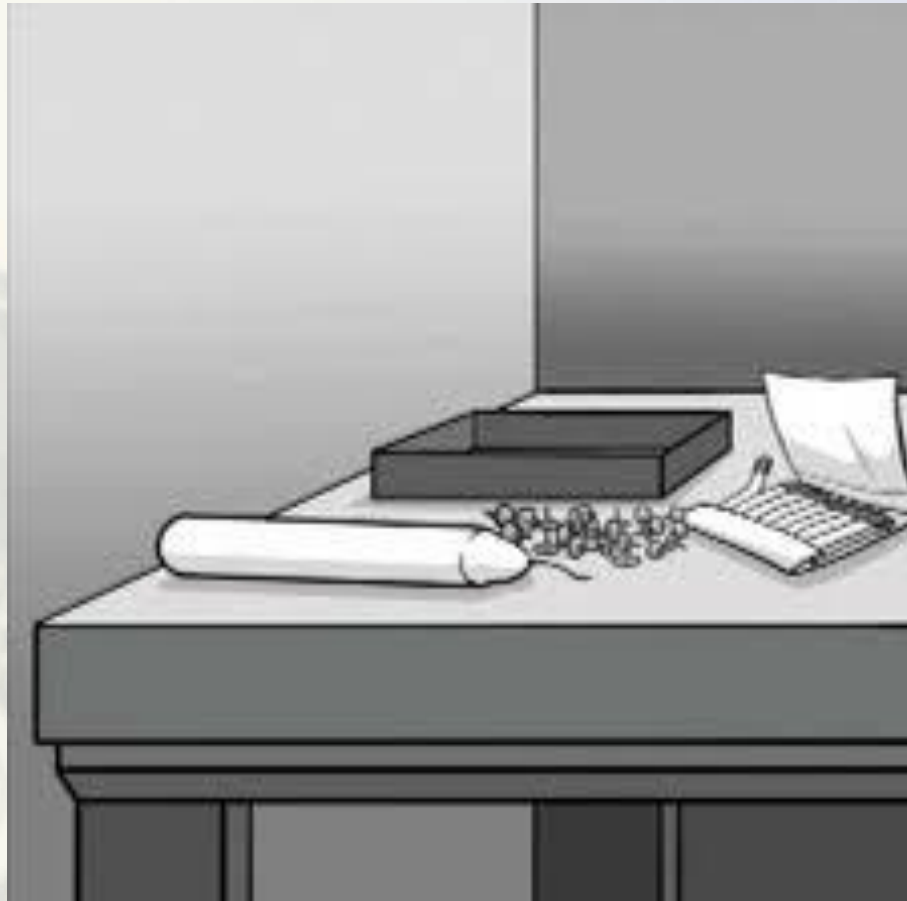
How to fix a lighted candle on a wall in a way so the candle wax won't drip onto the table below. To do so, one may only use the following along with the candle:

- a book of matches
- a box of thumbtacks

The candle problem

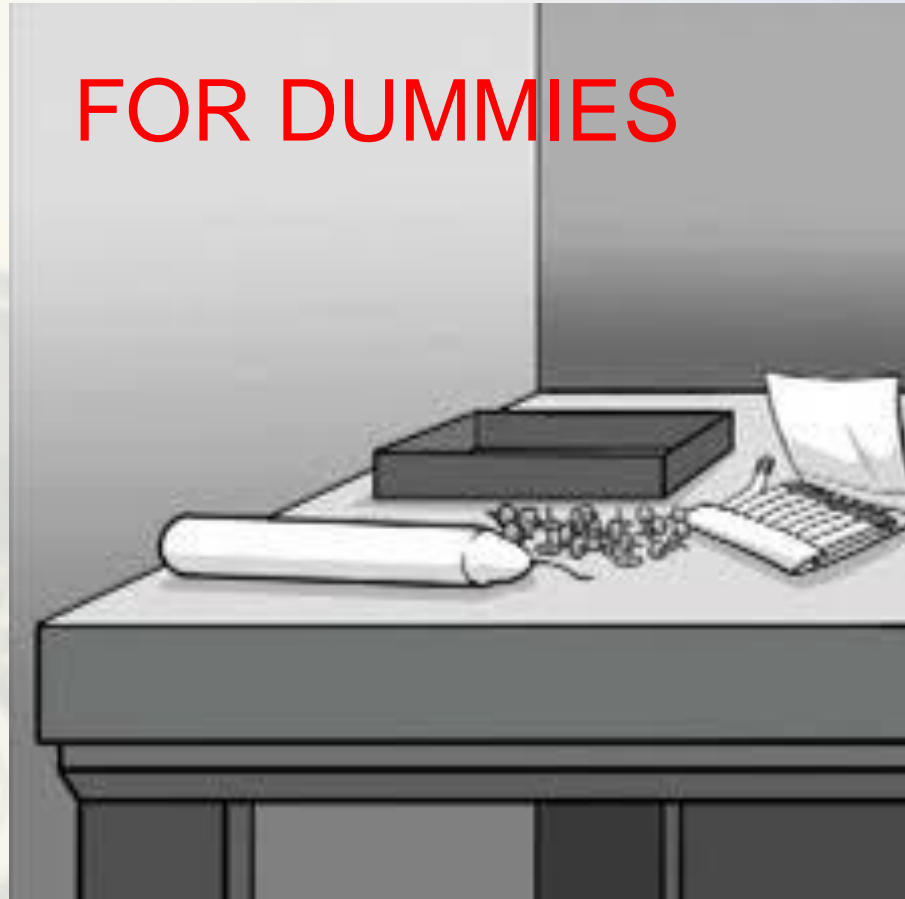


The candle problem



The candle problem

FOR DUMMIES



Incentives + Mechanical skills = Better Performance

Incentives + Cognitive Skills = Poorer performance

**There is a difference between what
science say and what business do**

Being one step ahead

- Friendly environment
- Passion
- Purpose
- Autonomy
- Mastery

The candle problem solution

