Motivation Matrix

Please download the PDF from your browser and open in Acrobat Reader for interactive functions

INTRINSIC

- INTRINSIC

How do you feel if you don't do it?

+ INTRINSIC

How you feel when you do it?

NEGATIVE

POSITIVE

- EXTRINSIC

What external threat do you avoid?

+ EXTRINSIC

What external reward do you get?

EXTRINSIC

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