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Motivation: An Asset that generates Action
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Motivation: An Asset that generates Action

Motivation is a complex concept with many facets that permeates every aspect of our lives, both personal and professional. In a world where daily challenges are increasingly insidious, understanding the dynamics that push individuals to concrete action becomes fundamental.

In this article I want to explore the crucial role of motivation in work and life in general, analyzing how it affects the achievement of planned and expected results. In particular, I would like to highlight the importance of motivation as an Asset and essential element in the environment of Managers and Management Teams.

Motivation can be defined as the set of factors that induce a person to perform certain actions to achieve pre-established goals. It can be intrinsic, originating from personal interests and passions, or extrinsic, fueled by external rewards such as recognition and economic incentives.

The key to effective action is often the synergy between these two forms of motivation. When an individual finds meaning and satisfaction in their tasks, their productivity and commitment tend to increase exponentially.

In the workplace, motivation translates into greater efficiency and creativity. Motivated teams tend to collaborate better, share ideas and solve problems more effectively. This is particularly important for managers, who must not only lead but also inspire their teams. A motivated manager is able to convey enthusiasm and determination, creating a work environment in which people feel valued and involved.

Motivation is essential for achieving planned and expected results. Setting clear and meaningful goals is a key step in activating motivation. When people see a direct link between their effort and the achievement of those goals, they are more likely to be passionate about their tasks. Performance planning and monitoring can further incentivize this process, allowing managers to celebrate successes and face challenges with a proactive mindset.

An often underestimated aspect is the importance of motivation within a Management Team where leadership is not just a matter of authority, but above all the ability to motivate empathetically and involve the members of your Team. Managers must be able to recognize and enhance individual talents, creating a climate of trust and mutual respect. Only in this way can you build a united team, ready to face the challenges of the market with determination and creativity. As underlined at the beginning, motivation can be Intrinsic or Extrinsic based on specific characteristics:

Intrinsic Motivation: This form of motivation comes from internal factors, such as passion, interest and personal satisfaction. It indicates a desire to learn, grow and improve. For example, an artist might paint not only to sell his work, but to express himself and his inner world.

Extrinsic Motivation: In this case, the impetus for action comes from external factors, such as rewards, recognition, and financial incentives. An employee may work hard to receive a bonus or promotion. Although extrinsic motivation can be effective in the short term, it is often not enough to ensure long-term commitment.

Motivation, moreover, has deep psychological roots and can be influenced by various factors.

Motivational Theories try to explain how and why people motivate themselves. Among them, Maslow's Theory of Needs suggests that people are motivated to satisfy basic needs (physical, safety, social, esteem and self-actualization) in a specific hierarchy. Only when the lower needs are satisfied, people can focus on the higher ones.

Other theories such as **Self-Determination** highlight the importance of three basic psychological needs: autonomy, competence and relatedness. When these needs are satisfied, people tend to be more motivated and engaged in their activities.

Goal Theory which suggests that specific and challenging goals lead to higher performance than vague goals. The key is the clarity and challenge of the goals themselves.

Motivation and Management Team

A motivated team is a winning team. Motivation not only improves individual productivity, but also creates a **collaborative culture**. When team members feel motivated, they are more likely to share information.

Open communication in the Team is essential for solving problems and innovating. Supporting each other in a motivating environment encourages solidarity among members who help each other to achieve common goals. Facing challenges and difficulties thus becomes an opportunity for growth rather than an insurmountable obstacle.

Managers have a crucial role in cultivating motivation within their teams. Some effective strategies include:

Set clear goals: Goals should be specific, measurable, attainable, relevant and time-bound (Smart). This helps team members understand exactly what is expected of them.

Provide Constructive Feedback: Regular feedback helps team members understand their progress and identify areas for improvement. It is important that feedback is balanced, highlighting both strengths and opportunities for growth, including visual charts that show personal and team results achieved and achievable.

Recognize and reward successes: Celebrating achievements, even small ones, strengthens motivation. Recognition can come through formal awards, but even simple words of appreciation can make a difference.

Promote training as a bonus: Investing in the professional growth of the Team not only increases their skills, but also shows that the company believes in them and cares about their future.

Motivation and Coaching

Coaching is an effective tool to fuel motivation and a valid support to the personal and professional development process that aims to improve performance. Motivation for Coaching is fundamental, in fact a coach works to stimulate people to explore potential, face challenges and overcome obstacles.

Effective Coaching in a Management Team is based on several key factors starting from setting specific goals, maintaining focus and monitoring progress. A good relationship between coach and Management Team creates a safe environment where Managers can express themselves freely and receive constructive feedback.

The coach uses specific listening techniques to deeply understand the needs and aspirations of the Management Team, thus facilitating reflection and awareness. Working together on an action plan helps to implement concrete changes and stay motivated in pursuing one's goals.

Coaching in practice guarantees and strengthens the Asset, in my opinion the most important, which is the human factor, not limiting itself only to promoting excellent performance, but aims to build long-term skills and resilience. This approach promotes and brings out particular emotional skills, necessary in situations under pressure of high stress.

In summary, Coaching can be highly effective, if conducted in a supportive and accountable context, fostering the personal and professional growth of the Management Team.

Customer Motivation

Motivation is a topic that obviously also concerns the recipients of a Company and not only the action of its Management Team. I am referring in particular to the motivation to purchase services or products that can vary according to factors that influence both types of purchase. In this article I would focus in particular on the motivation to purchase services that is based on psychological, social and emotional needs, as well as rational ones. Some reasons that drive customers to purchase services are:

Need to Satisfy a Need or Desire

For example, some people buy financial consulting services to better manage and increase their finances, to save time and get tangible results in a short time.

Perceived Value and Benefits

Perceived value can be linked to the competence, reliability and experience of the service provider. A customer who perceives a high level of competence and useful service will have a stronger motivation to pay for that service.

Emotions and Desire for Wellbeing

Services often also respond to emotional needs. A client might choose a personalized counseling service to feel safer and more fulfilled in the perspective of a higher social positioning.

Social Factors and External Influences

Social influence is equally important. People may choose to buy a service because their friends or family, their competitors recommend it or have tried it with satisfaction, or they are influenced by industry trends.

Convenience and Ease

Convenience for services is important. The availability of computerized services (see also use of AI) and the possibility of booking appointments online increases the motivation to purchase, as customers are increasingly looking for solutions that simplify their lives and reduce their downtime.

Experience and Involvement

Experience is key because people are motivated to buy when they experience high-quality, satisfying, personalized services. A satisfied customer is a business multiplier.

Rational Factors

Rationality may be involved by the need for a well-organized concrete result and the guarantee that the service provided will solve specific problems.

Safety and Reliability

Motivation to purchase services is also influenced by trust in the provider. Reviews, reputation, a well-known client portfolio and successfully completed projects and guarantees of quality standards are essential, especially when it comes to professional services.

Motivations to purchase services can be a combination of rational and emotional factors, and are influenced by experience, practical needs, desires and social dynamics. Recognizing and understanding these motivations helps create effective strategies to stimulate interest and encourage engagement with new Customers.

Factors That Fuel Motivation

Motivation is not a constant, it varies based on different factors including the **work environment. Positive** , which promotes collaboration, support between colleagues and can significantly increase motivation. On the contrary, a toxic or too competitive environment can demotivate.

Another factor is **Leadership** that has a direct impact on team motivation. A charismatic and inspirational leader can boost morale and commitment, while authoritarian leadership can generate resistance and disinterest.

Not to be overlooked is the **Corporate Culture** that plays a crucial role in shaping motivation. A culture that celebrates risk and innovation encourages employees to be more proactive and creative.

Very important is **Work-Life Balance** , basically the ability to balance work demands with personal life. Employees who feel supported in maintaining a healthy balance tend to be more satisfied and motivated.

No less necessary is **Personal Growth** which helps to increase motivation to achieve professional goals, new skills and knowledge leading to an improvement in the sense of self-esteem and fulfillment.

Finally, Innovation **and Creativity** , which in a motivated team help generate extraordinary ideas. Motivation stimulates creative thinking, allowing you to face challenges in new and original ways.

Conclusions

In short, motivation is a fundamental element that cannot be ignored and that guides the concrete action of people. It not only encourages the achievement of planned and expected goals, but it is also the engine that fuels productivity and creativity within a working environment.

Motivation is a key element for success, both personally and professionally. Understanding its dynamics allows you to create more productive work environments. Motivation is a crucial element that permeates every aspect of life and work. Understanding its origins and the factors that influence it is essential to create a stimulating environment.

For Managers, understanding and nurturing motivation in their Management Teams is one of the most important and rewarding challenges. Investing in motivation is not just a strategy to achieve results, but a commitment to creating a positive work environment, where each individual can express their potential to the fullest.

The task of nurturing motivation in your teams is essential to building a resilient corporate culture. In an ever-changing world, where challenges and opportunities follow one another, motivation remains the most powerful tool to face the future with determination and optimism.

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