

Social Movement Action Framework: Strategies to foster intrinsic motivation

Intrinsic motivation is comprised of three key components: autonomy, mastery and social connections with others. To foster the development of intrinsic motivation, adopt some of the strategies listed in the table below as part of your change plan.

Source of intrinsic motivation	Strategies	Examples
Being autonomous (having choice and control)	Collaborate in setting goals	<ul style="list-style-type: none"> Actively discuss with colleagues: <ul style="list-style-type: none"> feedback on a proposed change ideas on how to implement change their readiness to engage in change
	Use the right tone	<ul style="list-style-type: none"> Build trustworthiness by being transparent and openly acknowledging the benefits and challenges of a change. Be curious – seek to understand others’ perspectives. Ask, don’t tell. Value everyone’s ideas. Address resistance by asking questions to understand concerns.
	Offer or create choices	<ul style="list-style-type: none"> Offer people choices so they have autonomy in relation to the change. Ask individuals to offer suggestions of how something can get done to create other options.
Develop mastery	Highlight individuals’ competencies	<ul style="list-style-type: none"> Emphasize individuals’ strengths. Give praise for accomplishments.

		<ul style="list-style-type: none"> • Recognize efforts and provide constructive criticism, as indicated.
<p>Creating connections with others through social ties</p>	<p>Understand an individual's "why"</p>	<ul style="list-style-type: none"> • Ask individuals to describe why a change is important to them. • Share personal examples of why change matters with others as this can be motivating. From these examples, determine the shared values as a group.
	<p>Make it personal</p>	<ul style="list-style-type: none"> • Emphasize how the change can impact them personally and what they value about the change.
	<p>Be practical</p>	<ul style="list-style-type: none"> • Ensure that all actions that individuals can take to support the change are clearly described and are feasible. This will build motivation, transparency, trust and commitment.

SOURCES: Adapted from Bajnok et al., 2018b; Ben-Hur & Kinley (2016).