

Social Movement Action Framework Worksheet: Strategies to foster intrinsic motivation

To support the development of intrinsic motivation, it can be helpful for change agents to adopt strategies to foster this type of motivation.

Source of intrinsic motivation	Strategies	Examples
Being autonomous (having choice and control)	Collaborate in goal setting	<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, and 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 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. Recognize efforts and provide constructive criticism, as indicated.

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Creating connections with others through social ties	Understand an individual's 'why'	<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.
	Make it personal	<ul style="list-style-type: none"> • Emphasize how the change can impact them personally and what they value about the change.
	Be practical	<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).