

Introduction

The four-drive model of employee motivation is a holistic way to look beyond typical financial workplace rewards. It is an innovative and unique approach for organizational leaders, and each drive is necessary to understand motivation in the workplace. Executives typically concentrate their energy on the need for their employees to achieve by offering incentives, benefits, and higher base pay. However, the three additional drives in this theory combine with achievement to perform an integral role in employee motivation. Thus, this design presents a model for informed managers to boost worker engagement.

Source: <https://bertmartinez.com/understanding-the-4-drive-model--theory-on-employee-motivation/>

Combining Drives to Meet Needs

While each of the four drives features elements that guide workplace interactions to maximize employee motivation, leaders should offer chances for employees to meet these four components. The drives themselves provide a comprehensive analysis of human motivation that cannot be broken down into further structural elements. Accordingly, managers can start the process of satisfying each of these drives by utilizing existing systems and processes. Enhancements to those practices can improve business functions and support employees striving to meet their goals. The four drives include:

1. Acquire and achieve

This area focuses on acquiring resources, status, and possessions, which means that leaders should optimize extrinsic incentive programs around this drive. For instance, recognizing outstanding performance by offering perks frequently generate as much motivation for enhancing career paths as financial rewards. In other words, achievement awards and titles can boost engagement significantly.

2. Bond and belong.

Understanding that employees thrive on developing relationships inside the organization and with clients is essential. Employees need to create connections, perceive a fit with the corporate culture, and engage with others. Nevertheless, systems, processes, and rules can prevent this, so it is essential that opportunities for connecting and interacting with team members are available.

3. Create and challenge.

Employees perform better when they are engaged and learning on the job. Motivation centers around attaining mastery, learning, improving, and creating. Creating challenges for employees provides opportunities to learn and grow.

4. Define and Defend

An organization's reputation, moral bearing, and company culture all influence workplace motivation. Those who are driven to protect their status, relationships, and ideas also need to clarify their purpose in the company. The business can activate the define and defend drive inclusively, but usually it's smaller sub-groups within the business that drive it.