THE "BICEPS" FRAMEWORK OF MOTIVATION





Belonging

- Community: A feeling of friendship and closeness with a group, or being part of a tight community of any size.
- Community well-being: People are cared for; The whole group feels happy and healthy.
- Connection: Feeling kinship and mutual understanding with another person.

Improvement

- Progress: Your daily work creates progress towards an important goal for the company, your team, or your career/ life.
- Improving the lives of others: You see how your work helps improve things for others.
- Personal growth: Learning/ seeing fast growth in yourself in skills that matter to you.





Choice

- Choice: Having flexibility, the chance to have more control over key parts of your world.
- Autonomy: Having clear ownership over a domain where you can do as you wish, without asking for permission.
- Decision-making: The ability to make decisions about the things that matter to you

Equality/Fairness

- Access to resources (money, time, space, etc.) feels fair/ equitable.
- Access to information feels fair: All groups/ people have access to information that is relevant to them.
- Equal reciprocity: You support each other equally.
- Decisions are fair and everyone is treated as equally important.



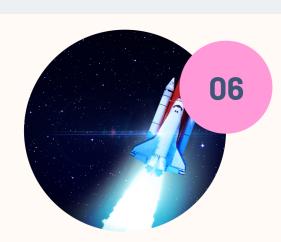


Predictability

- Resources: There's enough certainty about resources (money, personnel hours, space) so you can focus on your job or goals.
- Time: There's certainty about when things will occur / when you can prepare for them.
- Future challenges: You can anticipate and thus can prepare for future challenges.
- **Direction:** Goals, strategy, and direction stay consistent and don't change too often/fast.

Significance

- Your work feels like it has a clear sense of purpose.
- You see how you or your work fit into a positive goal or mission.
- You feel part of an important, positive movement or group.



Learn more at:

