

THE "BICEPS" FRAMEWORK OF MOTIVATION



01



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.

02



03



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.

04



05



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.

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