Understanding Sixteen Basic Desires and Modern Approaches to Agile Team Motivation: Case Study

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Abstract : Classical motivation theories hold that there are two kinds of motivation, intrinsic and extrinsic. Leaders are looking for effective motivation techniques, but frequently external influences do not work or, even worse, reduce team productivity. We see only the tip of the iceberg -human behavior. However, beneath the surface of the water are factors that directly affect our behavior -desires. Believing that employees need to be motivated, companies design a motivation system based on the principle: do it and get a reward. As a matter of fact, we all have basic desires. Everybody is motivated but to different extents. Following the principle "intrinsic motivation over extrinsic rewards", we need to create an environment that will support intrinsic motivation and potential of employees, and team, rather than individual work.