

BENNETT PERFORMANCE GROUP
Experts at Building Inspiring Organizations

The Difference Between Motivation and Inspiration

Sometimes we all need a kick in the pants. Motivation has its place. But when it comes to maintaining the energy to achieve notable goals, there's nothing like inspiration. This table describes the difference.

Motivation	Inspiration
<u>External Source</u> <ul style="list-style-type: none"> • Reward • Recognition • Comparing individual performances 	<u>Internal Source</u> Need to make an impact. To know that our work is part of a more important, higher goal
<u>Short Term</u> Lasts as long as the reward is there	<u>Long Term</u> Encourages resilience and perseverance in order to achieve the meaningful outcome
<u>Self-oriented</u> Outcomes matter to the individual, sometimes to the detriment of the collective	<u>Service-oriented</u> Outcomes matter to those being served – promotes partnership
<u>Short-lived</u> No sustainable internal energy – it comes from outside the person	<u>Enduring</u> A deep and enduring connection to a source of energy – it comes from the hearts and minds of people
<u>Situational</u> Source of energy is linked to specific circumstances	<u>Adaptive</u> Source of energy transcends situations and adapts in order to achieve the deeper outcome
<u>Hokey</u> Relying on campaigns, slogans, exhortations	<u>Straightforward</u> Forgoes time and money-wasting campaigns to use resources to achieve the deeper goal
<u>Competitive</u> Typical motivational techniques pit person against person – contests, productivity comparisons, rewards and recognition	<u>Collaborative</u> Inspiration is built upon a goal we all want to achieve, a goal bigger than any one of us that requires all of us to bring our abilities to the game
<u>Denial</u> Ignores obstacles in the organization in an attempt to push through limitations	<u>Honesty</u> Requires an honest examination of organizational obstacles to remove blockages
<u>Requires “buy in”</u> Motivation is typically described as something that has to be “sold”	<u>Freely Chosen</u> Inspired people require no convincing – they are driven to do what they do because it is their passion