

Value Matrix

What's Your Motivation?

The two factors that determine the motivational ability of our values are *obligation* and *awareness*. Awareness means that you consciously or purposely value something. Obligation means that you feel committed to value something.

	No Obligation	Obligation
No Awareness	I. DO VALUES Accessible Convenient Natural	II. LEARNED VALUES Familial Societal Cultural
Awareness	III. SHOULD VALUES Purpose Principles Plans	IV. MUST VALUES Legal Occupational Financial

	No Obligation	Obligation
No Awareness	I. HABITS	II. BELIEFS
Awareness	III. GOALS	IV. RESPONSIBILITIES

For our *beliefs* and *responsibilities*, which drive actions we feel obligated to do, the incentive must be effective enough to trigger an action. This means the “what” has to be effective enough, depending on whether a person is internally or externally motivated.

MOTIVATION = **Distinct Incentive (What?)** + **Responsibility** → **Response**

MOTIVATION = **Indistinct Incentive (What?)** + **Belief** → **Response**

NO MOTIVATION = **No Incentive (What?)** + **Obligation** → **No Response**
(Internal/External) (Belief/Responsibility)

For our *goals*, which represent conscious actions to which we have no obligation, the motive must be strong enough to both trigger and sustain an action. This means the “why” has to be big, or strong, enough.

MOTIVATION = **Goal** + **Strong Motive (Why?)** → **Response**

NO MOTIVATION = **Goal** + **Weak Motive (Why?)** → **No Response**