

LA VÉRITÉ SUR CE QUI NOUS MOTIVE de Daniel Pink

instinct de survie

motivation 1.0

motivation 2.0

motivation 3.0

This section illustrates the evolution of human motivation. It starts with 'instinct de survie' (survival instinct) represented by icons of a person running, a brain, and a hand holding a heart. 'motivation 1.0' is shown with icons of a hand holding a heart, a piggy bank, and a family. 'motivation 2.0' includes icons of a checklist, a person at a computer, a factory, and a person with a red 'X' over their face. 'motivation 3.0' features icons of a person climbing a ladder, a person with a plant growing from their hand, and a person with a red 'X' over their face. A central yellow box contains the text 'DANIEL PINK LA VÉRITÉ SUR CE QUI NOUS MOTIVE' with a carrot illustration.

aimer son travail ↔ se reposer, s'amuser

3 besoins psychologiques

extrinsèque

Intrinsèque

This section details the three psychological needs: '1. autonomie' (autonomy), '2. maîtrise' (mastery), and '3. finalité' (purpose). It also distinguishes between 'extrinsèque' (extrinsic) motivators, represented by icons of money, a calendar, and a person at a desk, and 'Intrinsèque' (intrinsic) motivators, represented by icons of a person climbing a ladder, a person with a plant growing from their hand, and a person with a red 'X' over their face. A central yellow box contains the text 'DANIEL PINK LA VÉRITÉ SUR CE QUI NOUS MOTIVE' with a carrot illustration.

1. autonomie

2. maîtrise

3. finalité

Flow

This section illustrates the three psychological needs: '1. autonomie' (autonomy), '2. maîtrise' (mastery), and '3. finalité' (purpose). It also includes the concept of 'Flow', represented by icons of a person with a plant growing from their hand, a person with a red 'X' over their face, and a person with a red 'X' over their face. A central yellow box contains the text 'DANIEL PINK LA VÉRITÉ SUR CE QUI NOUS MOTIVE' with a carrot illustration.