

# Mysteries of Motivation

## The Iceberg Model of Human Behavior

The Iceberg Model of Human Behavior provides a clear understanding of *why people do what they do*. What are most observable about human beings are their words and actions – *their behaviors*. Human behavior (the tip of the iceberg) is primarily motivated by three internal motivators – *attitudes, needs and values*.



Attitudes are the driving force – it’s how we think. It is our habits of thinking that influence our choices. For example, you may not feel like getting up early one morning, but you make a conscious choice to do so to meet a commitment. This choice may be motivated by your values (“I should make a contribution today”) or your needs (“I need to earn money to provide for my family today”) - the listings below show how those motivations differ.

Emerson reminded us: “The ancestor to every action is a thought.”

Values Motivated Behavior	Needs Motivated Behavior
<ul style="list-style-type: none"> <li>• What we should do</li> <li>• What is right or reasonable</li> <li>• What is most meaningful</li> <li>• What we or others expect of us</li> </ul>	<ul style="list-style-type: none"> <li>• What we would do</li> <li>• What is comfortable or easiest</li> <li>• What works</li> <li>• What is most natural for us</li> </ul>