

# CHECKLIST

## 10 motivations to learn

### 1. Being Curious.

This is a natural drive toward learning we have from birth. This innate curiosity has been encouraged to a greater or lesser degree in all of us. Some people will want to learn about everything, and their motive is pure and simple – it is curiosity.

### 2. Fear/Self-protection driven.

In times of rapid change, many people realise that to keep their job, they must continuously develop new skills. Consequently, some people maximise learning opportunities not because they see intrinsic value in learning, but because they want to insulate themselves against change.

### 3. Purpose driven.

Some people come to work for something to do, while others are there because they want to do something. There is a big difference here, as some people will see work as a passion or a calling. Listening to this inner call, they are then motivated to learn anything that will bring them closer to their purpose.

### 4. Reward or profit driven.

Certainly, there are people who are motivated by financial gain. In some fields, the more you learn, the more you earn. In some professions, a person who achieves a qualification will gain a higher salary. Also, some companies may give promotions when certain educational requirements are met. Thus, some people can be motivated to learn because of a tangible reward.

### 5. Painful / negative experiences.

Anyone who has worked for a number of years has probably at some time worked with a difficult boss. This negative experience can actually be a profound learning experience, as by observing the behaviours of the difficult person, you can learn how not to behave. You can convince yourself, that their ways are not going to be yours

### 6. Fun.

Learning can indeed be fun. Everyone needs a little play in their lives, and learning can be a way to have that. Increasingly, games are a part of learning programs - children learn through play, so why not adults?

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## CHECKLIST

### **7. Unfulfilled expectations.**

This is a powerful motivator for learning. When expectations aren't met, our goal, and the current reality do not match, and so we will then make an effort to bring the two into alignment through learning.

### **8. For future focus.**

People who work in a rapidly developing industry that is changing at a rapid pace and want to stay in that industry, must invest in learning now, if they want to be a real part of that future. Learning and change are directly linked, as learning brings changed behaviour.

### **9. Legislation.**

New laws require training and are another way to motivate through fear. Whenever a particular skill is made mandatory, this then becomes a motivation for learning.

### **10. Enjoyment.**

Some people simply love learning. To them, learning is a pleasure in itself. It leads to self-esteem and confidence. It energises and stimulates. So, they will get as much learning as they can.