



Book Review

Daniel Pink's (2009)

Drive: The Surprising Truth About What Motivates Us

If you don't already know who Daniel Pink is, check out his TED talk on YouTube and you'll quickly become a fan. Beside being introduced to Pink, you'll get an idea of the thoughts that lead to his new book. In *Drive: The Surprising Truth About What Motivates Us*, Dan makes the case that our old understanding of how to motivate followers is not sufficient in today's world. More accurately, how our understanding is sufficient, but most leaders are not applying what we understand properly.

The book is divided into three parts. Part One builds a case first against the commonly used "Carrot and Stick" mindset of motivation that if you want something done well you need to reward it. Pink cites various scientific studies and examples of how providing incentives is not only ineffective, in some instances it can even reduce a followers enjoyment of the task that they are being incentivized to complete. Part Two outlines the three elements of motivation, not according to common sense or trial and error, but according to what the research says. These elements are

autonomy, mastery and purpose. If leaders want to motivate followers, Pink argues, they need to build these elements into the work that the followers are doing. Part Three provides a instruction on how to build in these elements. It gives leaders a "Toolkit" for those seeking to implement this new understanding of motivation.

Very few business books actually speak to the science behind organizational or leadership theories. Those few that do are rarely appealing to a mass audience. *Drive* is different. In *Drive*, Pink not only presents the solid science of organizational motivation but he does so in a way that captures the readers attention

and answers the question, "What do I do next?" Although it was released in late December, *Drive* will be the must read for 2010.

