



# Keeping yourself motivated

2025

# Contents

What is Motivation? .....	1
Types of Motivation .....	1
Why is Motivation Important?.....	2
Components of Motivation .....	2
Tips to Improve Motivation .....	2
Questions to Consider .....	3
Conclusion: Understanding and Enhancing Motivation .....	3

## What is Motivation?

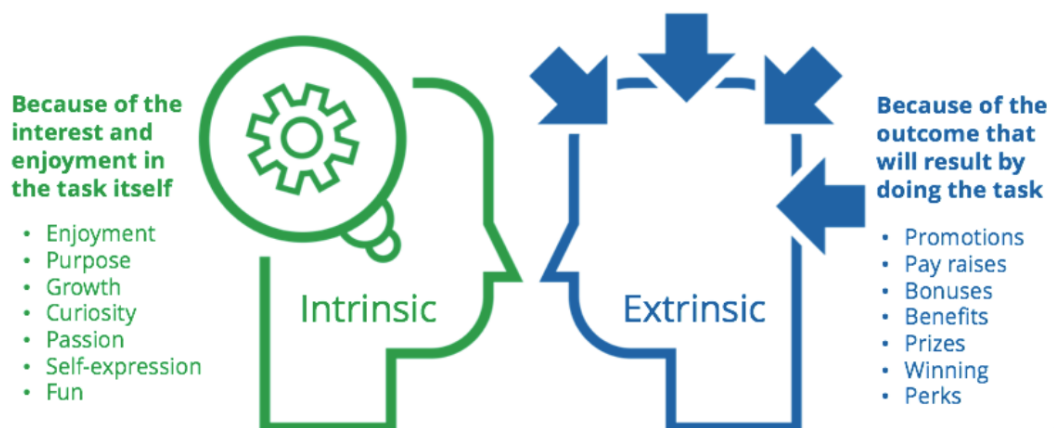
The term "motivation" describes why a person does something. It is the driving force behind human actions. Motivation is the process that initiates, guides, and maintains goal-oriented behaviours. For instance, motivation is what helps you lose extra weight, or pushes you to get that promotion at work. In short, motivation causes you to act in a way that gets you closer to your goals.

## Types of Motivation

We can be motivated to complete tasks for different reasons, the two main types of motivation are frequently described as being either extrinsic or intrinsic.

- **Extrinsic** motivation arises from outside of the individual and often involves external rewards such as trophies, money, social recognition, or praise.
- **Intrinsic** motivation is internal and arises from within the individual, such as doing a complicated crossword puzzle purely for the gratification of solving a problem.

## INTRINSIC VS. EXTRINSIC MOTIVATION: WHY WE DO WHAT WE DO



## Why is Motivation Important?

Motivation serves as a guiding force for all human behaviour. So, understanding how motivation works and the factors that may impact it can be important for several reasons.

Understanding motivation can:

- Drive you to act
- Help you feel more in control of your life
- Improve your overall well-being and happiness

## Components of Motivation

These different elements or components are needed to get and stay motivated. There are three major components of motivation: activation, persistence, and intensity.

**Activation** is the decision to initiate a behaviour. An example of activation would be enrolling on an apprenticeship program.

**Persistence** is the continued effort toward a goal even though obstacles may exist. An example of persistence would be completing assignments even though you are tired from staying up late the night before.

**Intensity** is the concentration and vigour that goes into pursuing a goal. For example, one student might coast by without much effort (minimal intensity) while another student studies regularly, participates in classroom discussions, and takes advantage of research opportunities outside of class (greater intensity)

## Tips to Improve Motivation

If you're feeling low on motivation, there are steps you can take to help increase your drive. Some things you can do to develop or improve your motivation include:

- Adjust your goals to focus on things that really matter to you.
- If you're tackling something that feels too big or too overwhelming, break it up into smaller, more manageable steps.
- Improve your confidence, gaining more confidence in yourself and your skills can impact your ability to achieve your goals.
- Remind yourself about what you've achieved in the past and where your strengths lie. This helps keep self-doubts from limiting your motivation.

## Questions to Consider

1. What intrinsic motivations do you have in your workplace/completing your apprenticeship?
2. What extrinsic motivations do you have in your workplace/completing your apprenticeship?

## Conclusion: Understanding and Enhancing Motivation

Motivation is the driving force that propels us toward achieving our goals. By understanding what motivation is, the different types (intrinsic and extrinsic), and its critical importance in shaping our actions and decisions, we can better harness its power to improve our lives.

Motivation is influenced by key components such as desire, persistence, and effort, all of which contribute to sustained progress. To improve your motivation, focus on strategies like setting clear goals, breaking tasks into manageable steps, and celebrating small achievements. Finding your “why” and aligning your actions with your values can also help sustain long-term motivation.

By applying these principles and strategies, you can build the mindset and habits needed to stay motivated and achieve your personal and professional aspirations.

## Further Resources

Visit our learner portal for Information, advice and activities to help prioritise your wellbeing during your apprenticeship programme, including workload management, handling stress, and external support services. [Apprentice learner's portal](#)

### Reminder:

For safeguarding support please contact [safeguarding@qa.com](mailto:safeguarding@qa.com) for further advice and support or make a referral via these links:

- [Staff/Employer/Peer Referral](#)
- [Learner Self-Referral](#)
- [Low level & Behavioural Concern](#)

