

NEW YORK TIMES BESTSELLER

"Provocative and fascinating." —MALCOLM GLADWELL

Daniel H. Pink

author of *A Whole New Mind*

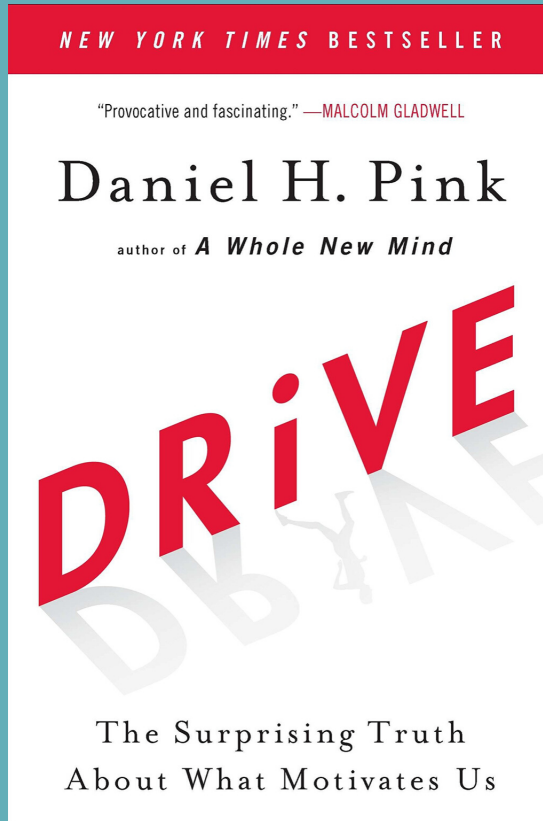
**DRIVE**

The Surprising Truth  
About What Motivates Us

# ZACK'S FIVE FAVORITE QUOTES AND LESSONS

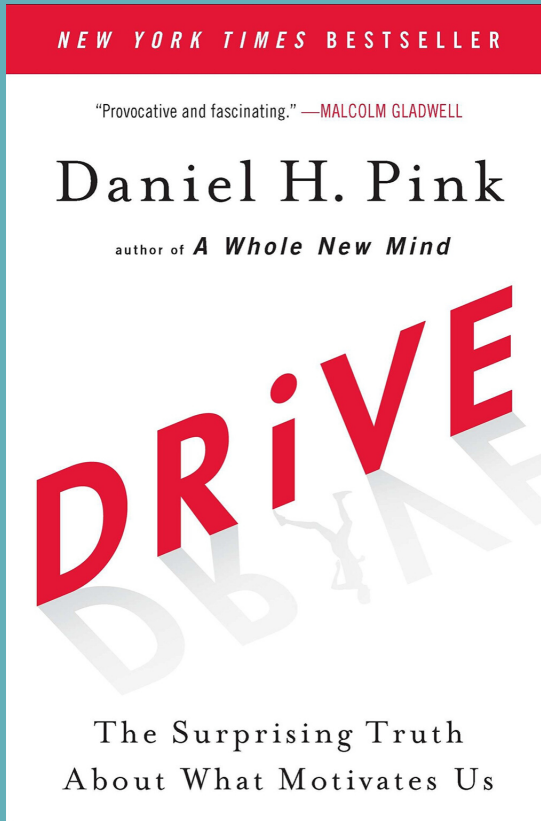
## Drive

Daniel H. Pink



## Downside of rewards as motivation:

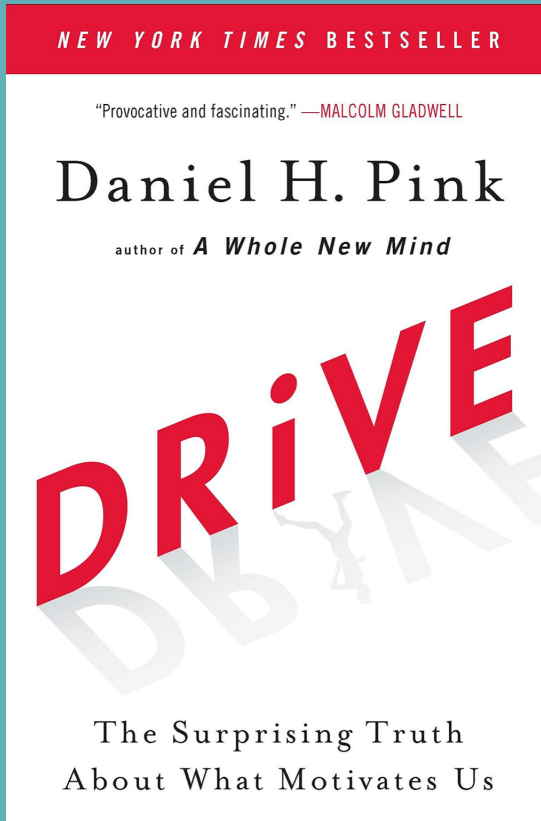
When people use rewards to motivate, that's when they're **most demotivating**. Instead...we should focus our efforts on creating environments for our innate psychological needs to flourish.



## Importance of task autonomy:

*Autonomy over task has long been critical to [a person's] **ability to create**. And good leaders (as opposed to competent "managers") understand this in their bones.*

Pages 95–96



## Supporting and encouraging progress:

*The single greatest motivator is “making progress in one’s work”. The days that people make progress are the days they feel most motivated and engaged. By creating conditions for people to make progress...organizations can **help their own cause and enrich people’s lives.***

Pages 127-128

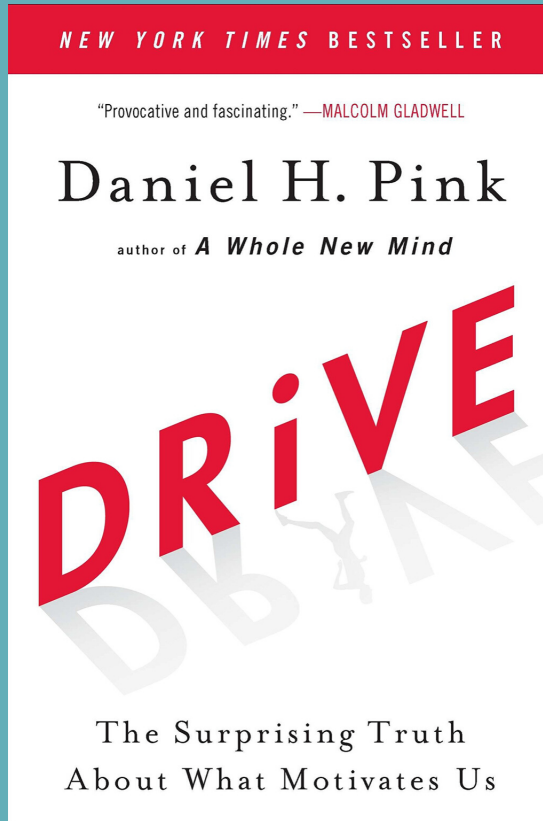


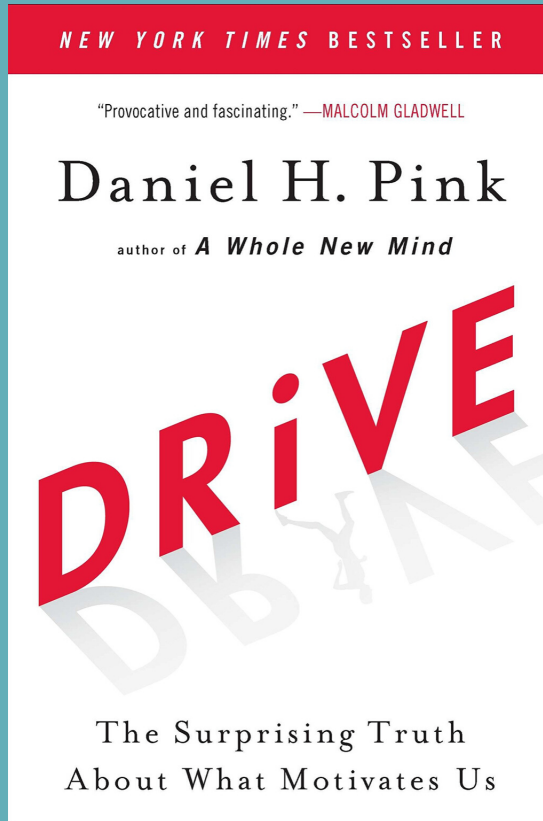
## The secret to high performance:

*Science shows that the secret to high performance isn't our biological drive or our reward-and-punishment drive, but our third drive - our **deep-seated desire** to direct our own lives, to extend and expand our abilities, and to make a contribution.*

Pages 144-145

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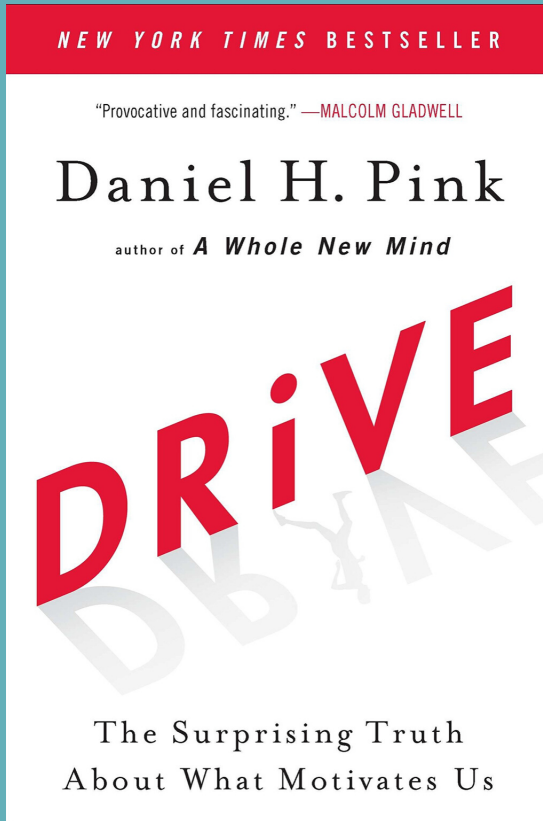




## Own voice > Validation from others:

*The richest experiences in our lives aren't when then we're clamoring for validation from others, but when we're **listening to our own voice** – doing something that matters, doing it well, and doing it in the service of a cause larger than ourselves.*

Page 145



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