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HUMAN DRIVE

What makes us buy. What makes us buy in.

WHY UNDERSTANDING HUMAN DRIVE IS CRITICAL:

- Unprecedented Change
- Digital Revolution
- Expectation Inflation
- Good ≠ good enough
- Business Modelification
- We fight human nature
- We are all a little delusional
- Design beats Discipline

1. THE NEED FOR IDENTITY CONGRUENCE

All human behavior is driven by identity. So, rather than simply telling people what to do, we'd do better to give them a sense of who they can be. Identity sets your purpose, creates zeal, internalizes discipline and drives innovation.

2. THE NEED FOR VALUES ALIGNMENT

A culture is built on the meaning we attach to experiences that become values. Are they aligned? Are they shared? Where are the conflicts? How do you make what's important to you, important to me? How do you drive change by aligning with values rather than infringing on them.

3. THE NEED FOR SOCIAL CONNECTION

Human beings are a social species, so we are driven by a need for connection, even to fit in and desire conformity. But this can also be a trap. So don't tolerate tolerance - embrace difference enthusiastically. Seek an open process that allows ideas to be shared across business units and silos. The more diverse and collaborative we are, the higher our collective IQ and the greater the sense of buy in and shared identity.

4. THE NEED TO BE ACKNOWLEDGED

We all like to think that we're special, that we count, that we're more than just a number, more than simply taking up space. One of the most powerful questions you can ever ask of another human being is, "What do you think?" Not only does this acknowledge the presence of another, it also recognizes their capacity to contribute something of value.

5. THE NEED TO CREATE & INVENT

We are all creators and see to find expression in what we originate either with our minds or through our hands. But creativity is more than the process of inventing and innovation it also creates a sense of ownership and engagement.

6. THE NEED FOR NARRATIVE MEANING

Culture and meaning are formed by the actions we take and the ensuing stories that we tell. Stories are the most fundamental building block of human verbal and written communication - they inform our values, our beliefs and also our sense of who we are as individuals and culturally.