

Deloitte.

2025 Global Human Capital Trends

MOTIVATION AT THE UNIT OF ONE

IN BRIEF

Understanding what inspires people to act can help organizations boost performance, spark innovation, and drive collective action for change. Yet few organizations are harnessing the power of motivation with intention and purpose. What's holding them back?

How can we motivate people to unleash human performance?

MOTIVATION, AGGRAVATION

60%

of workers

expect their organization to inspire them to perform their work

69%

of workers

are comfortable with organizations knowing more about them if it helps tailor communications and actions to their needs

78%

of workers

have clarity about what motivates them



33%

of workers

strongly believe their organizations and managers understand it

MAKE IT PERSONAL

Understand what moves us

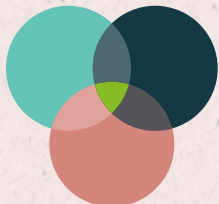
A combination of conscious and unconscious factors drive behavior:

Intrinsic motivations

- Achievement
- Making a positive impact

Extrinsic motivations

- Rewards
- Recognition



Emotions

- Hope
- Fear
- Joy

Workers' top three motivations



Moving target

38%

of workers

Say their primary motivation has changed over the last three years

LIVING THE TREND

Understand

- Use a multimodal approach to collect and analyze data
- Combine with other data where possible
- Turn data into insights on workers' motivations



Act

Co-create your use cases with workers:

- Why I work
- What I work on
- How / where I work
- Who I work with

Hyper-personalize by leveraging managers, providing modular choice, and using technology

Workers' unique motivations drive them to act the way they do. Your business is counting on it to drive better outcomes.

CREATE MORE VALUE FOR YOUR PEOPLE AND ORGANIZATION



Read the 2025 Global Human Capital Trends report

