



# **DRIVE™** - Increase motivation and engagement

Complimentary to  
Klang Chinese Chamber and  
Industry Members

## Synopsis:

**DRIVE™** is based on the award winning and New York Times best selling work of Daniel H. Pink. **DRIVE** looks at what truly motivates and engages us and how we can use that knowledge to work smarter, perform better and live a more fulfilling life.

When it comes to motivation, there's a gap between what science knows and what business does. Our current business operating system-which is built around external, carrot-and-stick motivators-doesn't work and often does harm. We need an upgrade. And the science shows the way.

This new approach has three essential elements:

- **Autonomy** –the desire to direct our own lives;
- **Mastery**-the urge to get better and better at something that matters
- **Purpose**- the yearning to do what we do in the service of something larger than ourselves.

The research and basis of the **DRIVE™** concept is circling around the working environment today. The digital technology and fast paced environment has gave birth to a new working environment. Generation Y is also a by-product of the digital era we are in today. As such, it is time to upgrade and use the latest tool in managing these group of employees.

## Topics for discussion

- The Surprising Truth About Motivation
- The Three Elements of Motivation



Presented by

**Ms Koo Lily, Associate Trainer  
for Selangor Human Resource  
Development Center**

*Lily is the Director of mq Training, Coaching and Consulting, a Malaysia company providing structured and holistic approach aiming to assist individuals and corporates in accelerating performance. With the company tagline of "Leading Change from Mind to Muscle, to Mastery" Lily specializes in COACHING executives, senior managers, and managers to translate their strategic vision and plans into tangible results. Lily is specially trained in Neuro-Semanticsâ Meta-Coaching®, a coaching approach developed by Michelle Duval involving the Meta-States, the Matrix Model and the Axes of Change. Lily is also the Associate Trainer for other training companies in her specialized field in coaching, i.e. SQ Centre Malaysia, Selangor Human Resource Development Centre (SHRDC), OOTB1, LQ Goodman, and TouchPointS Consulting.*



Date : 20 February 2014 ( Thursday)

Time : 1.00 pm—3.00 pm

Venue: Selangor Human Resource Development Centre  
Block 2, Pusat Perniagaan Worldwide , Jalan  
Tinju 13/50, Seksyen 13, 40100 Shah Alam