

MOTIVATION IN MOTION

The Missing Engine

Connecting Motivators to the REBOOT Training Arc

The River Crossing · DANA · What Is A Duck? · War Today · Museum_X · The Value Cards

Project No. 2025-1-CY01-KA220-HED-000351980

The core idea

Values tell you what you stand for. Motivators tell you why you act. Both are invisible until something makes them visible. The REBOOT training sessions are designed to do exactly that. Each exercise creates the conditions under which motivators surface, collide, and become legible, sometimes for the first time. Motivation in Motion is not a standalone icebreaker. Used well, it is the diagnostic layer that runs underneath every session in the arc, and the bridge that connects the arc's final two exercises: Museum_X and The Value Cards.

MOTIVATORS

WHY you act

THE SESSIONS

THE mirror that shows both

VALUES

WHAT you stand for

The Motivation in Motion Exercise — Full Facilitation Guide

This exercise uses 11 motivator cards based on Steven Reiss's 16 Basic Desires model, adapted for AI ethics and professional development contexts. It can be run as Activity 2.0 (opening the entire arc) or as a bridge between Museum_X (2.5) and The Value Cards (2.6). Both placements are described below.

The Three-Step Mechanic

1 Order the Line (5 minutes, silent)

Lay all 11 cards face up on the table. Arrange them left to right from most to least important as a motivator in your current professional life. Left = what drives me most. Right = what drives me least. No discussion. No justification. Work from instinct.

2 Explain the Why (10 minutes, pairs)

Work with a partner. Walk them through your line from left to right. You must explain at least three choices that surprised you: one on the far left, one in the middle, one on the far right. Your partner may not comment, only listen. Then switch.

3 Push Up / Push Down (5 minutes, individual then full group)

From your line, physically push UP 2 cards above the line: these are your strongest active motivators, the ones that feel most alive in you right now. Then push DOWN 2 cards below the line: these are motivators you recognise but feel you currently lack or suppress. The 7 cards remaining in the line are your neutral field.

The Push Up / Push Down mechanic in full-group debrief

Ask each person to share one Push Down card with the group and finish the sentence: 'I push down [Motivator] because...' Do not allow elaboration or justification beyond one sentence. The facilitator collects the Push Down cards on a visible surface. The pattern across the group is the real data: if 8 out of 12 participants push down Freedom or Acceptance, that is a group portrait, not just an individual observation. Name the pattern without interpreting it. The group will do the rest.

Two Placement Strategies

Activity 2.0 · Opening the Arc

Run before any session. Creates a baseline self-portrait that participants carry through the entire arc. Ask them to keep their Push Up and Push Down cards face-down throughout the training and return to them only at the Value Cards session.

Best for: 2-day residential formats, cohorts who will stay together across all sessions.

Bridge 2.5→2.6 · Between Museum_X and Value Cards

Run after Museum_X and before The Value Cards. Participants have already been through 5 sessions. Their motivator line will not be the line they would have drawn at the start. The gap between the two is the learning.

Best for: single-day intensive formats, or any time the full arc is completed in one sequence.

The Connection Map: Motivators Across All Sessions

This table is the master reference. Each session activates specific motivators in participants, often unconsciously. Knowing which motivators are at stake in each exercise allows you to make the debrief conversation more precise.

Motivator	River Crossing	DANA	Duck?	War Today	Museum_X	Value Cards
Purpose	•	•		•	•	•
Acceptance	•		•	•		•
Power	•		•	•		
Status	•		•			
Order			•		•	
Curiosity		•	•	•	•	
Honor	•		•	•	•	•
Goal		•				•
Freedom	•	•		•	•	•
Mastery		•			•	•
Relatedness	•			•	•	•

How to read this table

A dot means the session creates conditions where that motivator is likely to surface. It does not mean you teach it or name it. It means participants whose primary motivator is in that row will feel the session more personally, and their responses will be shaped by it. This is what you are listening for in every debrief.

The Grand Synthesis: How Motivators Connect to Value Cards

The Motivation in Motion exercise and the Value Cards exercise are the only two exercises in the REBOOT arc where participants speak directly about themselves rather than through a fictional character (River Crossing), a tool (DANA), a concept (What Is A Duck?), an image (War Today), or an artwork (Museum_X). This makes them the most exposed, and the most transferable.

Push Up Motivator → Value Card Commitment

The push-up motivator is what already drives the participant. The Value Card commitment should be built on top of it, not in opposition to it. If a participant pushes up Curiosity, their commitment card should draw on values that curiosity naturally fuels: Creativity, Open-Mindedness, Honesty. Ask: 'What value does your strongest motivator demand of you when it comes to AI?'

Push Up Motivator	Value Cards it naturally fuels	Facilitator bridge question
Purpose	Integrity, Responsibility, Courage	What does your purpose demand of you when AI makes the easy path available?
Acceptance	Empathy, Compassion, Respect	What does the need to be accepted ask of you when AI renders some voices invisible?
Power	Responsibility, Justice, Courage	If you have the power to influence outcomes, what is your ethical obligation to use it?
Status	Humility, Honesty, Integrity	What does your desire for status ask you to give up when it conflicts with what is right?
Order	Self-Discipline, Perseverance, Faith	When AI disrupts the structure you rely on, which value keeps you steady?
Curiosity	Creativity, Open-Mindedness, Honesty	What does your curiosity owe to the people whose data it explores?
Honor	Integrity, Justice, Courage	Where did your sense of honor get tested in these sessions, and what did it ask of you?
Goal	Perseverance, Self-Discipline, Responsibility	When the goal is clear, which value protects the people on the path to it?
Freedom	Creativity, Courage, Responsibility	What does your freedom to choose your path owe to people who have fewer choices?
Mastery	Humility, Self-Discipline, Open-Mindedness	What does the pursuit of mastery ask you to remain open to?
Relatedness	Empathy, Loyalty, Gratitude, Compassion	When the connection you value is mediated by an algorithm, what does it ask of you to keep it real?

Push Down Motivator → The Growth Edge

The push-down motivator is not a weakness. It is an honest acknowledgment of what is currently underpowered in the participant's professional life. The Value Cards exercise's 'This challenges me' pile maps directly to push-down motivators. The facilitator's job is to connect the two without creating shame.

Facilitator script for the synthesis moment:

“Look at your push-down card. Look at your 'This challenges me' value card pile. Is there one value in that pile that your push-down motivator would unlock, if you let it? That is your growth edge. That is what your Commitment Card might be about.”

The 11 Motivator Cards — Facilitator Reference

Each card is shown with its REBOOT session connections, its AI ethics dimension, and a facilitator note on what to listen for when this motivator is active in the room.

PURPOSE

It acts as a compass, helping me navigate challenges and stay aligned with what truly matters to me.



Activated by

The River Crossing: the Husband thought he had purpose. DANA: the documentary you made had a purpose you had to define. Museum_X: every artwork in GNAM was made with purpose that outlasted its creator.

In the AI Ethics Context

AI systems can be given a purpose by their designers. They cannot question it, lose it, or find it again. Human purpose is different: it can be misaligned, recovered, betrayed, and renewed. This is why purpose-driven humans are irreplaceable in AI governance.

FACILITATOR NOTE

Participants who push up Purpose tend to be hardest on the characters in The River Crossing who acted without clear values. Watch for this tension.

ACCEPTANCE

Being accepted by others for who you are. Feeling safe to express yourself without judgment.



Activated by

What Is A Duck?: The exercise surfaces the anxiety of having your definition rejected. War Today: sharing your reaction to a conflict image risks judgment. The Value Cards: the face-down sort is designed for this, no one sees your piles.

In the AI Ethics Context

AI content moderation systems make acceptance decisions at scale: what speech is permitted, whose identity is recognised, whose voice is amplified. The desire for acceptance is precisely what makes algorithmic gatekeeping so powerful, and so ethically charged.

FACILITATOR NOTE

Participants who push down Acceptance often go silent in full-group debrief. Create the face-down and pairs structures specifically to protect them.

POWER

The drive to lead, decide, or influence outcomes. Feeling empowered to make a difference.



Activated by

The River Crossing: the Ferryman held the only real power in the scenario. He decided. DANA: the AI tool held production power; the participant held editorial power. What Is A Duck?: the power to define is the power to exclude.

In the AI Ethics Context

In AI deployment, power is distributed across developers, deployers, regulators, and users in ways that are often opaque. Participants with a strong Power motivator are often the most motivated to engage with AI governance questions, because they see clearly who the decision-makers are.

FACILITATOR NOTE

Power-motivated participants tend to dominate The River Crossing debrief. Redirect: 'You've identified who had the power. Now tell us what they were responsible for doing with it.'

HONOR

Living by personal principles and moral standards. Staying true to your inner compass.



Activated by

The River Crossing: Honor is the motivator most directly at stake in every character. DANA: producing honest content with AI tools is an honor question. War Today: the decision whether to share or withhold an image is an honor decision.

In the AI Ethics Context

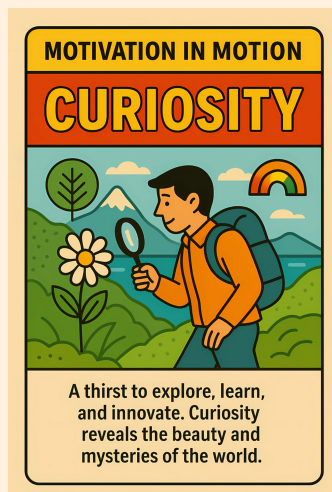
Honor is the motivator most aligned with AI ethics literacy. Participants who push up Honor are often the most troubled by the responsibility gap in AI deployment: they instinctively feel that someone should own this, and they are disturbed when no one does.

FACILITATOR NOTE

Honor-motivated participants often have the highest emotional response to War Today. Create space for this. It is not distress; it is integrity in action.

CURIOSITY

A thirst to explore, learn, and innovate. Curiosity reveals the beauty and mysteries of the world.



▶ Activated by

DANA: Curiosity is what made participants explore the AI tools rather than just using them. What Is A Duck?: The exercise is designed to reward curiosity over certainty. Museum_X: every artwork rewards the participant who stays with it longer than required.

▶ In the AI Ethics Context

AI systems are optimised for engagement, not curiosity. They give you what you are predicted to want, not what you have not yet imagined wanting. Human curiosity, the kind that follows the unexpected rather than the predicted, is one of the most important counter-pressures to algorithmic narrowing.

FACILITATOR NOTE

Curiosity-motivated participants often ask the most interesting questions in every debrief. Let them. They are modelling the epistemic posture the entire training is trying to cultivate.

GOAL

Being driven by clear targets and future vision. Motivation through achievement and progress.



▶ Activated by

DANA: The documentary output is the clearest goal-structure in the arc. The Value Cards: the Commitment Card is a goal statement. The River Crossing: Goal-motivated participants often find the exercise frustrating because it has no correct answer, which is precisely the point.

▶ In the AI Ethics Context

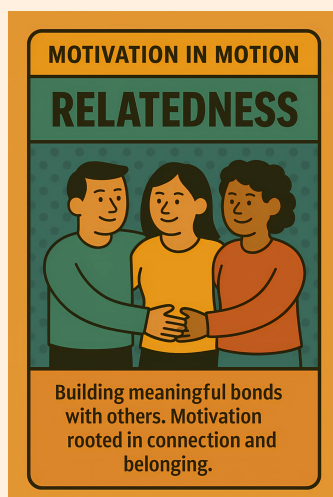
AI systems are goal-optimisation engines. They are extraordinarily effective at reaching specified goals, and completely indifferent to what is sacrificed on the way. Goal-motivated participants are particularly well placed to understand this, because they recognise the drive in themselves.

FACILITATOR NOTE

Goal-motivated participants push hardest for resolution in The River Crossing. Use this: 'You want a right answer. So did the Ferryman. What happened when he acted on that?'

RELATEDNESS

Building meaningful bonds with others. Motivation rooted in connection and belonging.



▶ Activated by

The River Crossing: The Woman's tragedy is a relatedness tragedy. Every character's failure can be traced to a broken or withheld bond. Museum_X: the artworks in GNAM carry a relatedness across time. The Value Cards: the constellation step is a relatedness moment.

▶ In the AI Ethics Context

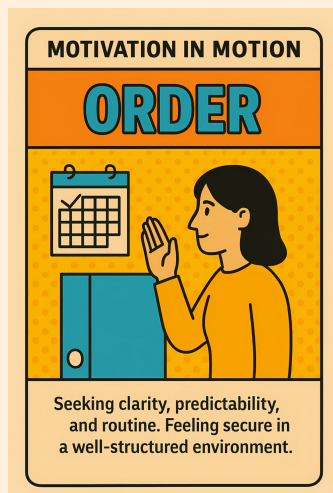
Social media platforms are relatedness-optimisation machines. They know that connection and belonging are primary human motivators, and they engineer for them to maximise engagement. Understanding this is essential to AI ethics: the platform is not connecting you. It is monetising your need for connection.

FACILITATOR NOTE

Relatedness-motivated participants are often the emotional barometers of the group. When they disengage, something important is being missed. Watch them.

ORDER

Seeking clarity, predictability, and routine. Feeling secure in a well-structured environment.



▶ Activated by

What Is A Duck?: The exercise deliberately disrupts the Order need: there is no stable definition. DANA: the AI workflow has steps but no predictable outputs. The Value Cards: the silent sorting step creates structure for Order-motivated participants in an otherwise fluid session.

▶ In the AI Ethics Context

AI systems can be experienced as both Order-producing (they categorise, predict, and structure) and Order-destroying (they automate roles, destabilise professions, and make outputs unpredictable). For Order-motivated participants, the ambivalence toward AI is often rooted here.

FACILITATOR NOTE

Order-motivated participants tend to find What Is A Duck? the most uncomfortable session. Name this directly: 'Some of you are uncomfortable with the fact that we have not resolved this. That discomfort is data. What does it tell you about where you feel safe?'

STATUS

Having a sense of importance in a group. Feeling that your role is meaningful and respected.

MOTIVATION IN MOTION

STATUS



Having a sense of importance in a group. Feeling that your role is meaningful and respected.

Activated by

The River Crossing: Every character's status is implicated in the story, especially the Ferryman, whose professional status gives him power and therefore responsibility. What Is A Duck?: Whose definition gets heard? War Today: who is given credibility as a witness?

In the AI Ethics Context

Status is one of the most powerful levers in AI-mediated environments. Recommendation systems amplify high-status voices. Content moderation penalises low-status ones. Participants who push up Status are often unconsciously aware of who gets heard and who does not, and can be powerful allies in AI justice conversations.

FACILITATOR NOTE

Status-motivated participants may resist exercises that equalise voice (anonymous sorts, face-down cards). Acknowledge this: 'These exercises are designed to make everyone's response equally visible. Notice how that feels.'

FREEDOM

The ability to choose your path and methods. Working without unnecessary restrictions.

MOTIVATION IN MOTION

FREEDOM



The ability to choose your path and methods. Working without unnecessary restrictions.

Activated by

DANA: Freedom is tested every time the AI tool makes a creative decision that the participant did not choose. The River Crossing: The Madman represents unstructured freedom, with consequences. Museum_X: every artwork is an act of freedom, claimed at personal cost.

In the AI Ethics Context

AI systems can expand freedom (automating constraints, opening access) and destroy it (surveillance, algorithmic control, automated gatekeeping). Freedom-motivated participants often have the most visceral response to AI governance questions, because they feel the constraint directly.

FACILITATOR NOTE

Freedom-motivated participants often resist the structured format of the exercises. Use this: 'You pushed down constraints. The Madman pushed down constraints. Where did that lead him, and where is it leading you?'

MASTERY

Pursuing excellence in what you do. Being motivated by growth and competence.



▶ Activated by

DANA: Mastery is most directly activated here. What does it mean to be excellent at a creative task when AI can produce a competent output in seconds? Museum_X: the GNAM artworks represent mastery accumulated across decades. The Value Cards: Mastery connects to Humility, Self-Discipline, and Perseverance.

▶ In the AI Ethics Context

AI poses an existential challenge to Mastery as a motivator in professional contexts. If a system can produce expert-level output without expertise, what is the value of the years spent achieving competence? Participants who push up Mastery are often most unsettled by AI, and most motivated to engage with it critically.

FACILITATOR NOTE

Mastery-motivated participants in DANA often produce the most carefully crafted documentaries. And are most troubled by them. "You made something excellent. How much of it was yours?"

Session-by-Session: What to Listen For

This section gives you the motivator subtext of each session. Use it to tune your listening during debriefs, not to tell participants what they are feeling.

The River Crossing (Activity 2.1)

Surface motivators: Power, Honor, Relatedness, Status, Acceptance.

The exercise maps perfectly onto the motivator structure: the Husband (Status + Acceptance), the Lover (Relatedness + Freedom), the Friend (Acceptance + Relatedness), the Ferryman (Power + Order), the Woman (Freedom + Purpose), the Madman (Freedom, unconstrained). When participants rank responsibility, they are often defending the character who shares their dominant motivator. This is the most diagnostically rich moment in the entire arc. Listen for it.

When Dust Settles / DANA (Activity 2.2)

Surface motivators: Curiosity, Mastery, Freedom, Goal, Purpose.

Participants with high Mastery are often most disturbed by AI co-creation. Participants with high Freedom are most energised by it. Participants with high Goal are most focused on the documentary output and least interested in the process. Participants with high Curiosity explore the tools most broadly. The debrief question that reaches all five: 'What motivated your choices in this exercise, and what would have motivated a different set of choices?'

What Is A Duck? (Activity 2.3)

Surface motivators: Power, Order, Curiosity, Acceptance, Status.

Order-motivated participants want a stable definition. Power-motivated participants want to control the definition. Status-motivated participants want their definition to be the accepted one. Curiosity-motivated participants are most comfortable with definitional instability. The exercise is designed to frustrate the first three and reward the fourth. Name this in the debrief.

War Today (Activity 2.4)

Surface motivators: Honor, Power, Acceptance, Freedom, Relatedness.

The ethical weight of War Today lands differently depending on dominant motivators. Honor-motivated participants feel the duty to witness. Acceptance-motivated participants worry about sharing a reaction that will be judged. Power-motivated participants focus on who controls the image and its narrative. Freedom-motivated participants are most alert to censorship and selective presentation.

Museum_X (Activity 2.5)

Surface motivators: Curiosity, Mastery, Relatedness, Purpose, Freedom, Honor.

The gallery is the motivator-safest environment in the arc: there is no right answer, no peer comparison, no performance pressure. It is deliberately designed to let quieter motivators surface. Participants who have been muted by Status or Acceptance concerns throughout the arc often find their voice in the gallery. This is the session to watch for the person who has been quiet all day.

The Value Cards (Activity 2.6)

Surface motivators: All 11, but especially Purpose, Honor, and Relatedness in the synthesis moment.

The Commitment Card is written under the influence of the participant's dominant motivators. A Purpose-motivated participant writes a different commitment than a Curiosity-motivated one, even if they choose the same Value Card. The motivator shapes the 'because' clause. This is the most important thing to understand about the synthesis: same value, different engine, different action.

Motivators explain the engine. Values explain the compass. The sessions show you both running at the same time. That is what the REBOOT arc is for.