

Ichiro as a Role Model:  
Internal Standards versus External Standards



1

Internal Standard = How you ran the race  
External Standard = What place you came in

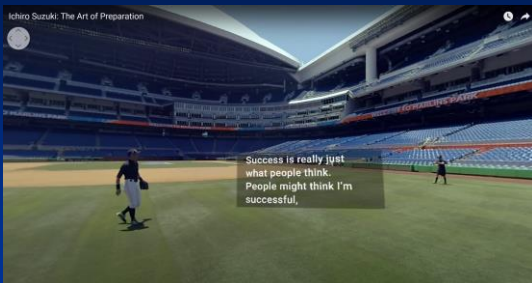
Process:  
"I tried hard"

Outcome (Results):  
"I came in first!"



2

External Standard: "Success is what other people think" (3:43)



3

Extrinsic Motivation

Motivated to perform an activity to earn a reward or avoid punishment

Intrinsic Motivation

Motivated to perform an activity for its own sake and personal rewards



Extrinsic Motivation <-> External Standards:  
Intrinsic Motivation <-> Internal Standards

4

### INTRINSIC VS. EXTRINSIC MOTIVATION: WHY WE DO WHAT WE DO

Because of the interest and enjoyment in the task itself

- Enjoyment
- Purpose
- Growth
- Curiosity
- Passion
- Self-expression
- Fun

Because of the outcome that will result by doing the task

- Promotions
- Pay raises
- Bonuses
- Benefits
- Prizes
- Winning
- Perks

5

#### Intrinsic Motivation

#### Extrinsic Motivation

6

#### Intrinsic motivation (from within)

- Autonomy
- Mastery
- Purpose

#### Extrinsic motivation (from outside)

- Compensation
- Punishment
- Reward

7

#### Summary: Relationship between Process & Internal Standards

Process: You set standard  
"I tried hard"

Internal Standard:  
How you ran the race

Outcome: Others set standard  
"I was 1st!" "I was last!"

External Standard:  
What place you came in  
"Success is what others think"

8