

Drivers of Relevance

Internal drivers	External drivers
Create security (have economic, social, and personal safety)	Social status (to feel respected as special within one's group)
Generate autonomy (be able to choose, control, and do something oneself)	Connection (to belong to or have affiliation with a person or chosen group)
Foster identity (believe and act like one's authentic self)	Worthiness (to matter to, be worthy of, and be accepted by others)
Establish a sense of mastery (get very good at something)	Mission (to be part of something greater than oneself)
Provide a deeper meaning (connect to personal, cultural, and spiritual beliefs)	Validation (to be right or to prove one's goodness or potential through a strongly held belief or an action, choice, or strategy one takes)