



# FIND YOUR DRIVE

Motivations fuel our actions and decision-making, but few people know how to identify and tap into them. There are two primary types of motivations:

- 1. INTRINSIC:** Deeply personal values and beliefs.
- 2. EXTRINSIC:** Tangible rewards, such as pay, or consequences, such as punishment.

Intrinsic motivations are the most important and personal drives in a person's life. Extrinsic motivations are linked to what others expect of you and are therefore less significant. Numerous studies have shown tangible rewards actually undermine feelings of autonomy and decrease motivation.

Here are a few ways you can identify and grow your intrinsic motivations.

**MEDITATE.** Meditation allows you to let go of attachments and connect with your inner self.

**MAKE A LIST.** Depending who you ask, there are anywhere from 16 to 24 human motivations—things like freedom, accomplishment and security. One method for discovering what truly drives you is to rank a list of motivations from least to most important.

**TAKE A TEST.** Most personality tests identify characteristics and traits, not motivations. Characteristics and traits represent what you do; motivations are *why* you do what you do. One exception is the test at [Inside8.com](http://Inside8.com). Answer 22 questions to identify your top four to five motivations.

No matter what method you choose, knowing your motivations can be the difference between just getting by and thriving.

—Sean K. Murphy, social psychology practitioner and founder of [Inside8](http://Inside8)

## YOUECONOMY

# PAPER TRAIL

ARTIFACT UPRISING BRINGS SUBSTANCE AND STYLE TO PHOTO PRINTING.

We take a lot of pictures these days. It's estimated that, worldwide, humans will take a record 1.3 trillion digital snapshots in 2017. But rather than being preserved as prints, they disappear into our clouds and hard drives.

As photographers, sisters Jenna Walker and Katie Thurmes understood this. For many years, they ran a successful photography studio in Denver with Jenna's husband, Matt.

"We knew our clients weren't printing their photos, and they didn't like the available options for photo goods," Jenna says. "As photographers we understood the deep emotional connection we all have to our photos, and we wanted to protect that. We wanted to create things that were meaningful."

Therefore, in 2012, when they launched Artifact Uprising, a photo printing and product company, Jenna, Katie and Matt focused on quality and environmental

impact rather than volume. Fine-art prints are made using museum-quality printing on archival paper; cards and photo books include the option to print on 100 percent recycled paper; and wooden photo display products are beetle-damaged pine that would have otherwise been scrapped.

The company has seen more than 50 percent compound annual growth since its inception, and its Instagram account has more than half a million followers—five times more than Shutterfly. In 2015 the fast-growing startup was purchased by VSCO, a photo software company and community with a huge following of professional and amateur photographers.

**"We are in a time of unprecedented technological change,"**

Jenna says. "It's amazing and there are so many benefits, but at some point, technology will evolve again." What will we carry with us through that evolution?

—Alison Miller

