



Keywords

Word	Definition
Achievement Motivation	The tendency to approach or avoid competitive situations.
Approach behaviours	Known as NACH, welcome competition and evaluation
Avoidance behaviours	Known as NAF, avoid competition and evaluation.
NACH	Need to achieve; approach behaviour. Welcomes competition.
NAF	The need to avoid failure; avoidance behaviour. Player avoids risk.

Achievement Motivation

Achievement Motivation is an interactionist approach – it depends on the situation.

When faced with a competitive situation we make decisions based on the relative strengths of each aspect of our personality. This can be expressed as:

Achievement Motivation = Drive to succeed – fear of failure

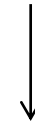
Summary of NACH / NAF characteristics

How much desire a player has to keep on trying to succeed. It looks at two personality dimensions identified by the sports scientist **Atkinson, 1964**.

A **need to achieve** personality approaches competition willingly and will risk failure to gain pride and satisfaction from success.

A **need to avoid** failure personality will avoid competition to protect pride and self-esteem.

Approach behaviour



Characteristics of **NACH**

- Task persistence
- Seek challenge
- Take risks
- Enjoy evaluation
- Not afraid to fail
- Value feedback
- Attribute success internally
- Confident
- Want to improve, be the best

Avoidance behaviour



Characteristics of **NAF**

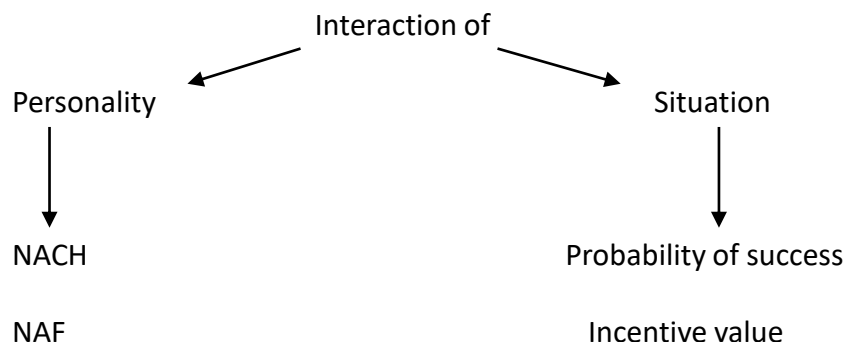
- Avoidance behaviour
- Dislike feedback
- Take easy option
- Give up easily
- Lack confidence
- Avoid 50/50 challenges



What determines the NACH or NAF approach?

Personality – Some performers will have the need to achieve; others will have the need to avoid failure. This personality can be innate or developed and those with the trait of approaching competition will try hard in most situations.

Situation – The performer has to gauge the probability of success in the task and the incentive gained from that success. What this means is that a task that is easy will probably be completed successfully but will offer little incentive value or pride. The success is given, but no sense of pride is achieved. Such an approach may be adopted by a person with the need to avoid failure.



To develop the need to achieve:

1. Reinforcement
2. Attribute success internally
3. Allowing success
4. Improving confidence
5. Goal setting

Achievement Goal Theory

Motivation and task persistence depend on the type of goals set by the performer and how they measure success.

Goals can be set to include an outcome which is based on beating others. It doesn't matter how the result was achieved as long as the goal is reached. If the performer succeeds then pride and satisfaction are maintained. But if the performer fails to get the result, then confidence can be lowered.

A task-related goal, however, is more concerned with the process of success, which is measured against the performer's own standards rather than against others, so that success can be achieved, regardless of the result and thus confidence maintained.

Box 6: Pathway

Previous knowledge: from teaching sequence

Future links: from teaching sequence

Careers: from curriculum narratives

Box 7: Cross curricular links