

Your Guide to Motivational Maps

Motivational Maps are unique in their simplicity, application and usefulness.

By measuring emotional energy they help overcome personal and career development issues, support managers and teams to achieve greater productivity, and strategically can turbo-charge organisational progress...

A person's happiness and success at work is partly determined by whether or not their core 'motivations' are being met. These motivations are not a conscious decision, but rather emerge from an individual's self-concept, beliefs, expectations and personality. As with our purpose in life, we do not 'invent' motivations, instead, we have to discover them.

Motivational Maps can help businesses:

- Improve team performance
- Reduce stress and sickness and enhance well-being
- Improve staff retention
- Recruit the best candidate for every position
- Leverage team performance and address motivational issues with team members
- Provide a common language through which everyone can understand what they want and align with team and organisational objectives
- Impact sales, engagement and culture
- Give management an overview of what is really going on with their employees
- Provide a cost-effective change management tool that actually maps the changes of the whole staff

The Nine Motivational Preferences

The Motivational Map comprises three cluster areas, each with three core motivations.

SEARCHER: seeks meaningful and purpose in work

SPIRIT: seeks freedom and autonomy

CREATOR: seeks new ideas, innovation and change

EXPERT: seeks learning mastery and specialisation

BUILDER: seeks money, competition and possessions

DIRECTOR: seeks power, influence and control of people and resources

STAR: seeks public recognition, respect and praise

FRIEND: seeks belonging and fulfilling relationships at work

DEFENDER: seeks security, stability and predictability

So what is a Motivational Map?

The Motivational Map is an ISO accredited online self-perception inventory that crucially focuses on motivation rather than personality. The Map (which takes roughly 10 minutes to complete online as a questionnaire), helps people understand motivation at a deeper level and what they can do with that knowledge to improve performance.

The answers from the questionnaire enable a Map Practitioner to identify which are an individual's top three motivators and also which is their lowest motivator; the thing that can be de-motivating in the workplace.

Within the dominant three, there is usually one core motivation and a person's work must fulfil this motivation if there is to be any real satisfaction. This means that we can identify what each person needs to experience in the workplace to feel motivated and fulfilled.

Following the completion of the map there is a full Motivational Map report and a feedback and coaching session to discuss the results and also look at specific strategies to maintain and improve motivation and energy in the workplace.

Individual Motivational Maps identify how strong each of the preferences are in relationship to each other. A Map Practitioner can help individuals and managers use that knowledge to improve their own career decisions and management skills.

Ideal for individuals and leaders

The Team Motivational Map demonstrates how motivated a team is. A Team map is created from the combined results of individuals in the team. A team leader can work with a Map Practitioner to understand the motivations of their team.

Ideal for SLT, team leaders and team members

Using Motivational Maps in an organisation can show organisations how their employees motivators appear against their values, mission and vision. The Maps provide information and insight at a much deeper level than is traditionally ascribed to a 'staff survey'

Ideal for senior management, L&D and HR teams

Mapping projects typically involve Mapping individuals in a team within an organisation. This is followed with feedback from the Map Practitioner to the manager. The reports contain valuable information for individuals/teams - the Map Practitioner can help individuals and managers understand the results in greater depth and recommend actions for them to take. The key benefit to using Motivational Maps is always enhanced performance, because motivation is intrinsic to high performance levels.

Motivational Maps enable you to:

Know you have the knowledge to always make good career decisions

Know what motivates each person within your team

Know how motivated they are and how to more positively influence them effectively

Do something positive about the motivation and performance of your organisation

Identify the sources and therefore resolve conflict between team members

Motivational maps can be accessed in three ways..

As an individual

As a team within an organisation

As an organisation

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