

Using Motivational Maps in recruitment.

Finding the right people to grow your organisation is vital for success. The right person, in the right role with the right support can produce outstanding results for your organisation. Conversely, a wrong hire can stall momentum, reduce team effectiveness and be a costly mistake.

Motivational Maps can be used in various ways through the recruitment process to maximise the chance of a strong hire who is positioned for success.

Identifying your ideal employee

Every organisation can identify their best performers and would ideally recruit more of the same! Creating a Motivational Map for these existing employees will identify if there are Motivators which are consistently high across the group and make them particularly suited for their roles. This information can then be used in creating job adverts which would appeal to other individuals who are motivated by the same things and would be attracted to the new positions.

For example, if the Motivational Maps demonstrated that the best performers shared a high Searcher Motivation which is driven by a need to make a difference and add value with the work they do then the wording of any job advertisement might include an invitation to join an organisation where your work really matters and makes a difference.

Working to differentiate your shortlist

Motivational Maps are designed to complement rather than replace any aspect of your rigorous recruitment process. A short list of candidates, especially, for a leadership or managerial position can be very close and Motivational Maps can provide additional information and help to differentiate your candidates.

Creating a maps for a candidate allows you to:

- **Identify whether there is a good match between the role requirements and their top motivators.**

For example, if you are advertising for a sales role with low salary but high commission and the candidate has a high defender motivation meaning they could be risk adverse and require stability to thrive then this apparent mismatch would be worth exploring

- **Understand the best questions to ask at interview.**

If someone is applying for a leadership role but has a low Director role so doesn't look to actively take charge then how do they lead and manage staff effectively?

If someone has a high Spirit Motivator and is driven by freedom and autonomy the what does it look like for them to work effectively as part of a team?

If someone has a high Friend Motivator and values strong relationships and connections then what does it look like for them to lead the team and make difficult decisions.

- **Understand how each candidate will fit with the team that they are joining**

This knowledge identifies how well each candidate will integrate into the team and creates clear strategies for this integration if they are successful.

Having the Motivational Map results for your successful candidate ensures that they begin their new role with increased self awareness and strategies to engage and motivates themselves at the start of their new role and also ensures that you can create the best possible environment for them to thrive.

To find out more please get in touch.

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