

Motivational Maps are simple, helpful and illuminating. By measuring emotional energy they support managers and teams to achieve greater productivity, and turbo-charge organisational progress.

Motivational Maps help businesses to ...

- Improve team performance
- Improve staff retention
- Positively influence sales, engagement and culture
- Provide a common language through which everyone can understand motivation
- Improve motivation levels (and therefore performance!)
- Provide cost-effective feedback for leaders

Motivational Maps helps individuals ..

1. See how well their current role is fulfilling their motivators
2. Achieve greater fulfilment from their work - or know where to find it!
3. Make career decisions in line with their motivators





So what is a Motivational Map?

The Motivational Map is an online self-perception inventory that crucially focuses on motivation rather than personality. The Map helps people understand motivation at a deeper level and what they can do with that knowledge to improve their own performance.

The Nine Motivational Preferences

Within the Motivational Maps model, there are nine Motivators. We help you to explore what your motivators are, why they are important and crucially - how satisfied you currently feel in line with your highest (and lowest) order motivators.

Relationship Motivators



The Defender
seeks security,
predictability,
stability



The Friend
Seeks belonging,
friendship,
fulfilling
relationships



The Star
Seeks recognition,
respect,
social esteem

Achievement Motivators



The Director
Seeks power,
influence,
control of
people / resources



The Builder
Seeks money,
material satisfactions,
above
average living



The Expert
Seeks knowledge,
mastery,
specialisation

Growth Motivators



The Creator
Seeks innovation,
identification with new,
expressing creative
potential



The Spirit
Seeks freedom,
independence,
making own
decisions



The Searcher
Seeks meaning,
making a difference,
providing worthwhile
things



Motivational Maps can be accessed 3 ways...

As an individual

Individual Motivational Maps identify your personal motivators. A Maps Practitioner can help individuals and managers to understand their profiles at a deeper level. Ideal for individuals, coaches and managers.

As a team within an organisation

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

As an organisation

Using **Motivational Maps in an organisation** can show how employees motivators appear. The Map provides information and insight at a deeper level than is traditionally ascribed to a 'staff survey'. Ideal for small to medium organisations, L&D/OD/HR teams, employee engagement professionals.

So imagine in the future if ...

- You fully understood what motivated each person within your team
- You knew how motivated your team members are and how to positively influence them
- You knew what to do about the motivation and performance of your team/organisation
- You could resolve conflict between team members and their motivators