Transforming Performance with

Insights Discovery & Motivational Maps

As someone who already uses Insights Discovery, you understand the power of self-awareness in improving team dynamics, leadership, and performance. But what if you could go one step further, beyond **how** people behave, to understanding **why** they behave that way?

Discovery Insights®

Motivational® Maps

BLUEGNU CONSULTING

Why use Insights Discovery and Motivational Maps Together?

Let's look at a simple performance triangle:

Direction/Goals

People need clarity on goals, objectives, and success measures to know where they are going. Organisations are usually pretty good at over-valuing this!

WHAT

Behaviour - Insights Discovery

Insights helps people to be more self aware and conscious of how their behaviour affects both their work, and the people that they work with. Using Insights helps us to know how:

- people prefer to work
- to build great relationships
- they prefer to make decisions
- they get things done
- why some teams 'gel' and some don't

Organisations have been leaning into the 'How' more and more since the 1990s.

"Why Bother" - Motivational Maps

Without motivation, nothing happens. Motivational Maps measures how engaged people feel, and what sustains their effort over time. **Why do people bother?** It comes down to their personal Motivation!

- Why do people make the choices they do?
- Why do they feel engaged, or not?
- Why do their priorities shift over time?
- Why do they feel excited by some goals?

Organisations have started to look at Motivation in partnership with the What and How more recently, knowing that this is the access key to true high performance!

HOW

WHY
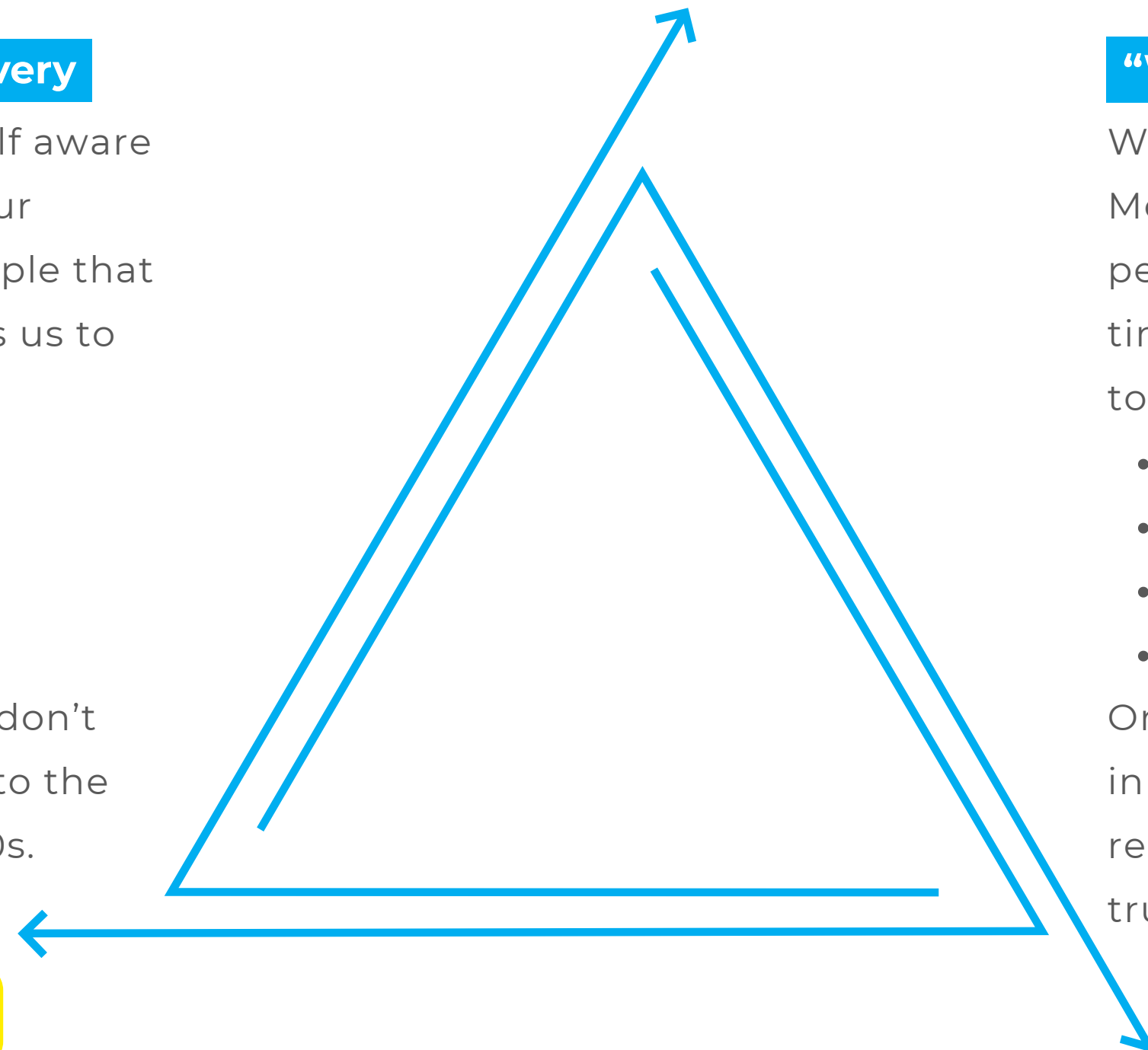
The Advantages of Combining the Tools

Your Map Identifies the "Why" Behind Behaviour
- Insights explains behavioural preferences but not *why* people behave that way
- Maps uncovers the drivers behind behaviour, helping leaders engage people differently - through their 'why'

Maps Tracks Whether Needs Are Being Met
- Insights describes preferences but doesn't measure whether someone is feeling fulfilled
- Maps measures how well motivators are being met, and offers strategies for increasing engagement

Maps Recognises That Motivation Changes Over Time
- Preferences can shift over time; Motivation changes more regularly, based on life stage and external factors
- Regularly reviewing motivation helps teams stay aligned, ensuring they are best 'fuelled' for success

Avoids "Boxing People"
- A limitation of psychometric tools is that people may feel labelled or fixed into a 'type'
- Using both, you gain a nuanced understanding. People feel seen, heard and understood for their uniqueness

Putting the 'human' back into leadership
- Insights is excellent for team dynamics and communication styles (behaviours)
- Maps reveals what fuels or depletes energy, helping leaders bespoke their style
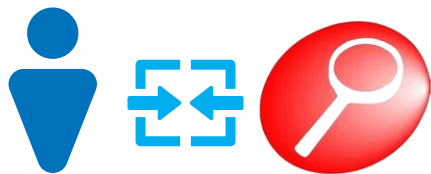
Applying Insights Discovery & Motivational Maps in Practice

By encouraging individuals to explore both of their profiles together, they can make sense of their unique combination of preference and motivation. **Here's just a few of examples of how this could work;** but these aren't the only combinations, there are lots of ways preferences and motivations can show up, and they don't always fit neatly into pairs.

How the tools can support each other:

Cool Blue Combined with Expert Motivator will prioritise acquiring skills and knowledge, possibly leading to qualifications, which brings depth of understanding to their role

Fiery Red Combined with Director Motivator will prioritise action-orientated work, winning, and getting results through decisiveness

Earth Green Combined with Friend Motivator will prioritise building deeply loyal, relationships and building team harmony
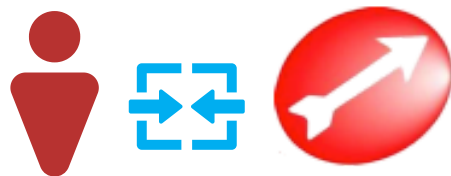
Sunshine Yellow Combined with Star Motivator will seek opportunities to be in the limelight and build a reputation alongside 'celebrities' in their sector
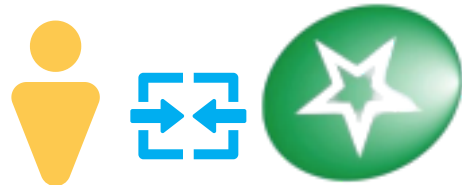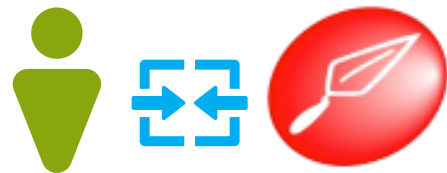
## When preferences and motivation are unexpected:

Cool Blue Combined with Searcher Motivator will regularly reflect on how they are making a difference and use evidence to reinforce their findings

Fiery Red Combined with Friend Motivator will call upon trusted individuals from their past to get stuff done
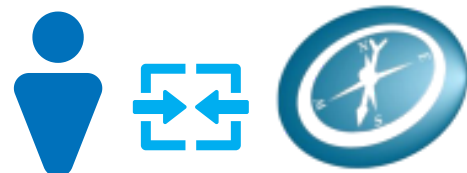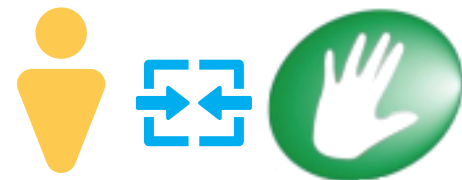
Earth Green Combined with Builder Motivator will prioritise working closely with their team to hit targets and deliver commercially-sound results
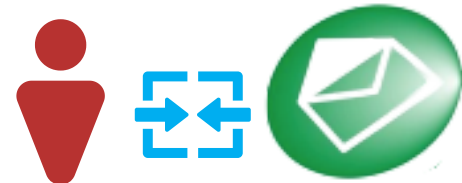
Sunshine Yellow Combined with Defender Motivator will prioritise stability. Celebrating 'what is' and downplaying the possibilities of 'what might be'

Why Consider Motivational Maps?

If, like most people leaders, you're responsible for unlocking potential, enhancing engagement, and ensuring teams perform at their best, then by adding Motivational Maps to your toolkit, you gain:

Deeper level of self-awareness and team understanding	A way to build on the investment you have already made in Insights Discovery	Frameworks for measuring and improving motivation across teams and the business	A proactive way to prevent disengagement before it impacts performance	A tool that aligns individual motivation with business strategy

> *Insights Discovery and Motivational Maps are a powerhouse combination!*
>
> *Using both together creates a richer, more dynamic understanding of people - not just how they behave, but what truly drives them. For organisations looking to build a high-performance culture where people feel valued, engaged, and motivated, this combination is a game-changer...*

Elaine Gosden, CEO, Blue Gnu

Fancy adding Motivational Maps to your toolkit?
Drop us an email admin@bluegnuco.com & we'll get you started on your journey.