



# Motivational Insights™

## *Managing Motivation*

### The Key to Individual, Team & Organisational Success

Performance at work is a combination of our skills and our level of motivation. We know that even the most skilled and experienced person cannot be a peak performer if they are not motivated.

So what is it that motivates us to get up in the morning and do a great job? (and it's not simply money!)

The truth is that there is a complex mixture of motivators at play within us all, and most of us are not totally aware of what they are... So what chance do we have of working out what is important to our staff, colleagues and our bosses?

If we could understand how each of us ticks – how valuable could that be to you, your team and your organisation?

## *Benefits of Motivational Insights™*

Motivational Insights™ are quick and easy to use and interpret for employees and managers alike; and by applying the results in a variety of ways benefits include:

- Better Management of Teams
- Improved Communications
- Increased Productivity
- Increased Profits
- Increased Staff Motivation
- Increased Staff Attendance
- Increased Staff Retention
- Improved Bottom Line
- Better Recruitment

In short, a happier, more productive workplace!



## *The Basic Motivations of Work*

Motivational Insights™ describes NINE basic motivators; *Defender, Star, Friend, Builder, Director, Expert, Creator, Spirit, and Searcher*; they attract us differently and we all have them in various quantities.

The question is how can we work out the formula for every person in our team, the work place or even ourselves?

Motivational Insights™ is the answer.

## *How Motivational Insights™ Work*

Discovering your Motivational Insight™ is easy - either on-line or paper based. The 36 questions take less than 20 minutes to answer and online results are available instantly. Concise, insightful descriptions, combined with clear and easy to interpret graphics, make Motivational Insights™ reports accessible and user friendly.

The initial report identifies your top 3 motivators and also your lowest motivator. It contains a clear description of what you are looking for in your work, the way you like to be managed and rewarded and what will demotivate you or just leave you cold.

The report gives you tips and insights into your motivation and whether your current role is satisfying your basic work related needs.

And there's more - the **Motivational Audit** qualifies how motivated an individual is in his or her current role and what you can do to help them become more motivated. We call this *Job Enrichment* and here we can train managers how to allocate tasks, build job descriptions and get the most out of their teams.

*learning excellence, positive engagement...*

*'Perhaps for the first time,  
you will start to understand  
what it is that motivates each  
member of your team.'*

### *Motivational Insights™ Background & Uses*

Following five years of research, James Sale searched to develop a psychological tool to gain insight into human motivation. His challenge was to invent a tool that was quick and easy to use and interpret for employees and managers alike. Motivational Insights™ achieves this.

Motivational Insights™ has been used on hundreds of people in all types of organisation: Business, Education and the Public Sector.

People love doing the Motivational Insights™ questionnaire and can't wait to get the results. It quickly becomes part of the language of the organisation and results in much better communication and collaboration.

Our challenge to people who have doubts is simply to

### *For Managers & Teams*

Analyse complete teams or the whole business to determine the dominant motivators for the team and for the business as a whole.

Help managers or business owners understand and determine appropriate policies and actions for managing and motivating the team and the business.

### *For the Senior Management Team*

Understanding your own motivators and those of other senior managers, partners or directors, results in improved communication, easier decision making, improved strategy, policy and planning and provides a sound basis for succession planning.

### *For Sales Teams*

Research proves that money is not the top of the motivations list for most of us – even salespeople. So what is? The answer of course is that we differ. Motivational Insights™ can tell you the common motivators for your team and the primary motivators for each individual.

By tailoring training and incentives precisely to team needs key motivational drivers are addressed. Motivational Insights™ is the basis of the Motivational Selling™ process, which addresses the psychology of both buyer and seller behaviour as well as their skill set. Most sales training programmes focus on sales skills and techniques.

Motivational Selling™ recognises that motivation is the key to peak sales performance and provides a holistic process resulting in greater levels of success.

### *Become a Licensed Motivational Insights™ Practitioner*

Whilst the course is two days we recommend you speak to one of our team. The interpretation of Motivational Insights™ leads on to other skill-set recommendations to manage, coach and motivate!

#### **Who should consider this course?**

HR Directors / Managers  
Recruitment Specialists  
Business Consultants / Owners  
Sales Directors / Managers  
Any Manager of a Team

*Making a Difference  
with Motivation...*

*learning excellence, positive engagement...*