

Supercharge Your Motivational Maps Impact in 2024



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Supercharging Motivational Maps in 2024

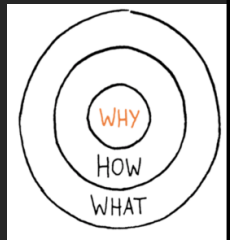
- How to get the fundamentals right for success: Why, How and What.
- What's working well for other practitioners.
- Creating your success for 2024.



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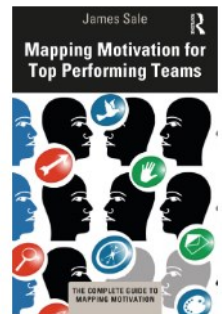
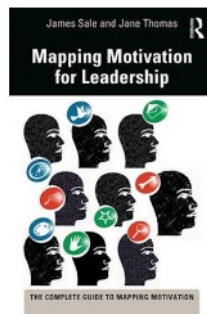
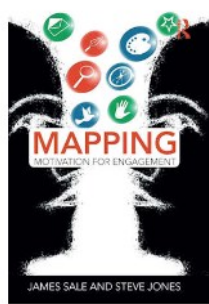
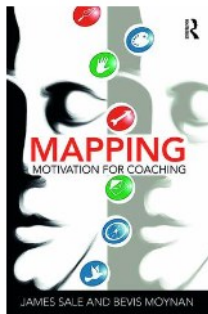
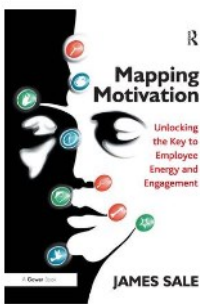
WHY?

Do individuals, teams and organisations need Motivational maps in 2024?



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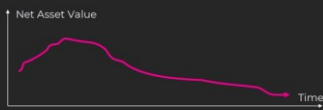
Motivational Maps



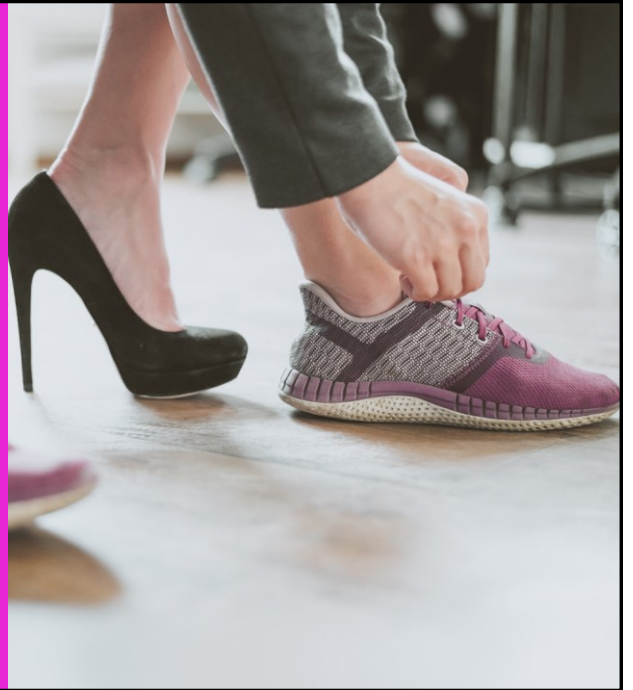
4

What do I really want now?

Outcome if **motivation** is not addressed



17 Days Sickness per year—Public
 7 Days Sickness per year—Private
 Average cost £750 per day in lost productivity and cover.
(Source: CBI)



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Why motivation?

Shift in the world of work

The Covid-19 pandemic was a **watershed moment for the world of work**. What has emerged is not just a superficial shift of working at one place versus another, but a conceptual shift from just 'turning up to work' to **getting more from less**. It's a shift from looking like one is being productive—at one's desk, responding to emails, attending meetings—versus actually **being productive with one's time**. If this shift sticks, it could be a positive move away from 'presenteeism' and towards something more dynamic that also **gives employees more freedom, autonomy, and 'work/life balance'**.

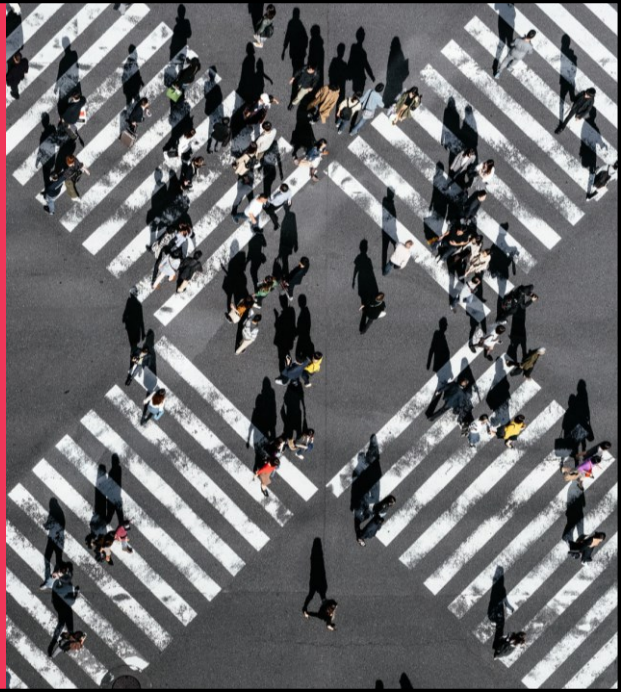


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The war for talent (attraction and retention)

Increasingly, employees are voting with their feet and there's much more job rotation. With traditionally office-based employees being forced to work from home during the pandemic, it gave them the opportunity to work with greater flexibility—and many workers are beginning to value this above all other reasons for being with an organisation. Contrary to popular opinion, the evidence is overwhelming that **money and material gain are not the main intrinsic drivers for many employees**. So, it's not a case of pay them and they'll come or stay.

Employee churn and the ensuing lost productivity has a cost—both financially to the organisation and emotionally to those who must perform extra duties when someone leaves. Therefore, a **focus on creating an effective and inclusive employee experience is certainly a competitive advantage in both attracting and retaining talent**. Organisations focus attention on **attracting and retaining customers to maximise revenues**—and so they need to for employees too.



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"It doesn't make sense to hire smart people and tell them what to do.

We hire smart people so they can tell us what to do."

Steve Jobs

Trust and empowerment

The pandemic has accelerated changes to how people are led and managed. **A shift has already begun from command and control to trust and empowerment**. As per Steve Jobs' famous quote, "It doesn't make sense to hire smart people and tell them what to do. We hire smart people so they can tell us what to do." Although some employees do like to be directed in how to approach and undertake their duties, the majority prefer to

be given some guidance and then allowed to get on with the task in-hand. Mojo supports this shift, firstly by **helping organisations understand what every employee needs to be satisfied at work, and then by providing a framework for improving employee motivation and satisfaction**. When employees are motivated, they do not need to be micro-managed as **they will be intrinsically happy and productive**.

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Health and wellbeing

The pandemic laid clear the issues for organisations when employees go off sick in large numbers. As well as the impact upon the individual employee, the knock-on effects of absence can be huge. This can include drops in productivity and customer service levels and increases in stress for colleagues who must perform more tasks to cover the absence. (Which could lead to them going off sick.)

Like employee churn, sickness has an emotional and financial cost. **If employees really are your 'best asset' then surely you will strive to look after them?**

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The Benefits of Motivation



- 30% higher productivity
- 21% greater profitability
- 41% less absenteeism
- 10% higher customer ratings



Highly engaged employees are **50%** more likely to **outperform** their performance targets.

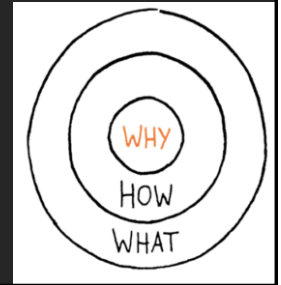
The best companies at engaging people achieve **4.5 times** the revenue growth. Hay Group



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HOW?

do other practitioners use maps effectively?



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Which Motivators are Most Important to You?

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

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David



| Motivator | Position | Score | PMA (/10) |
|-----------|----------|-------|-----------|
| Builder | 1 | 36 | 9 |
| Expert | 2 | 33 | 9 |
| Creator | 3 | 29 | 10 |
| Spirit | 4 | 23 | 2 |
| Searcher | 5 | 20 | 9 |
| Defender | 6 | 16 | 1 |
| Friend | 7 | 10 | 8 |
| Star | 8 | 9 | 7 |
| Director | 9 | 4 | 1 |

PMA Score 92%

Cluster Importance

| | |
|------------------|------|
| Relationship (R) | 19 % |
| Achievement (A) | 41 % |
| Growth (G) | 40 % |

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Reading an Individual Map

| | |
|----|---|
| 1 | How Motivated is this person? PMA Score |
| 2 | What's the primary source of their motivation? Look at Clusters – is it Growth, Achievement or Relationships. <i>(what are they missing out on – less than 33%)</i> |
| 3 | Identify Top 3 Motivators and Bottom Motivator – use simple descriptors <i>e.g. purposeful, creative and wealthy.</i> |
| 4 | What is their range of scores? |
| 5 | Do they have any extreme motivators – i.e. 30 and over, or 10 and below? |
| 6 | Do they have any internal conflicts (e.g. within the Top 3, e.g. searcher and defender) or polarity reinforcers (between the Top 3 and the lowest motivators)? |
| 7 | How motivated are they in each of their top 3 motivators? (PMA / 10) |
| 8 | Identify the primary way to boost their motivation , i.e. Which of the top 3 motivators has the lowest PMA / 10 score? |
| 9 | Are there any gaps in the PMA of their other motivators , e.g. motivator 7 may have a PMA / 10 score of 3 – which is 3 / 10? |
| 10 | Tell the story using all of the above information. And check if this fits with their job and what's going on for them? |

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Motivation Action Plan (MAP)

Name Date of Discussion

| Motivator | Score | Target Score | Time Frame | Action | Further Support |
|-----------|-------|--------------|------------|--------|-----------------|
| | | | | | |
| | | | | | |
| | | | | | |

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Motivation Action Plan (MAP)

Name Date of Discussion

| Motivator | Score | Target Score | Time Frame | Action | Further Support |
|---|-------|--------------|------------------------------|---|--|
| Spirit Being able to prioritise my own workday/work variety of work locations/desks | 6 | 8 | By 1 st March '24 | Inform my manager of my work priorities and agree check in points in advance Use hot desking more | Agreement from my manager |
| Searcher Feel like the work I do makes a difference to the lives of others | 7 | 9 | By 1 st March '24 | Schedule more team sessions using a coaching style to see improvements being made and doing more lessons learnt sessions. Collect more impact and reach figures | Ask Policy Team for impact and reach figures |
| Expert Learning new things and finding ways to share them | 9 | 9 | Ongoing | Put CPD events in diary and keep to them Share my learning with my colleagues more | Agreement from my manager |

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| | | |
|---|--|---|
| <p>Defender</p> <p>Clear, accurate and regular communications, especially of good news Perks that tap into security e.g. healthcare, pensions Continuity and routine Support through periods of change Reduce ambiguity and surprises Regular reviews of progress Assurance and reassurance Link goal achievement to security Tidy office spaces Short, medium and long term goals Focus on employability Update knowledge and skills Know how contributions affect organisational results Reward and value loyalty Stress team values and cooperation</p> | <p>Director</p> <p>Responsibility / delegation Regular reviews of progress Mentor, coach, training Role titles that reflect power Representing department Opportunity to deputise Ability to make critical decisions about how things are done Management and leadership career structures Formal and informal power Opportunity to control resources Getting quality feedback External career consultants Shadowing of more senior people</p> | <p>Creator</p> <p>Involvement in ideas generation Problems to solve Original objectives Limit routine and paper-driven tasks Culture of change Rewards for innovation Involvement in 'the new' Play Sabbaticals Mind storming to solve problems Creative techniques to generate ideas at team meetings A stimulating environment</p> |
| <p>Friend</p> <p>Involvement and consultation Social events Personalised approach Mentors / coaches / projects Collaborative, not competitive, environment Consider 'how does it affect the people here?' Value loyalty and continuity Listen Staff committees Good work / life balance Childcare, flexible and part-time working Promote strong team ethics Open plan / open door environment Public support Peer-to-peer rewards</p> | <p>Builder</p> <p>Material benefits - pay rises, bonuses, performance-related pay Above average salary Promotion - if it leads to more pay Clear career path, plans and goals linked to financial rewards Regular review of progress Responsibility Training: learn more - earn more Competitions with good prizes Perks, knick-knacks, gadgets, discounts The latest technology Demonstrate financial astuteness Make sound economic decisions Reduce waste, increase efficiency</p> | <p>Spirit</p> <p>Share company visions and values Delegate responsibility Empowerment Avoid micro-management Reward with freedom and autonomy Set clear and specific goals Opportunities to make key decisions Foster an MD or Chief Exec mindset Allow informality e.g. dress down Limit 'b'lish' Encourage entrepreneurialism Bolster self image Increase scope of decision-making Allow control over how to use time Working from home</p> |
| <p>Star</p> <p>Opportunities for prestige, awards, medals, perks, good publicity Involvement in projects Role models / mentors / coaches Clear career progression with opportunities for promotion Regular reviews of targets and goals linked to high visibility rewards Start with the end in mind Business cards Competition Visible perks linked to position / role Opportunities to 'shine'</p> | <p>Expert</p> <p>Training and development Guide or mentor to others PDAs and regular review of progress Having a mentor - skilled expert Training linked to promotion Ambitious targets Opportunities to achieve and demonstrate technical mastery Opportunities to teach others Coaching skills Continuous learning and up-skilling Excellent induction programme Plan learning opportunities ahead eLearning packages for 24/7 learning Opportunity of attend courses, seminars, conferences Opportunities to meet with other experts</p> | <p>Searcher</p> <p>Feedback on how making a difference Link own goals to wider organisational goals Regular feedback and praise Avoid routine and paper-driven tasks Mentoring Involvement in significant projects Include in the bigger picture Identify intrinsic value Express confidence in their future activities Create a stimulating working environment Testimonials and endorsements Equipment and materials that are fit for purpose Develop a team culture</p> |

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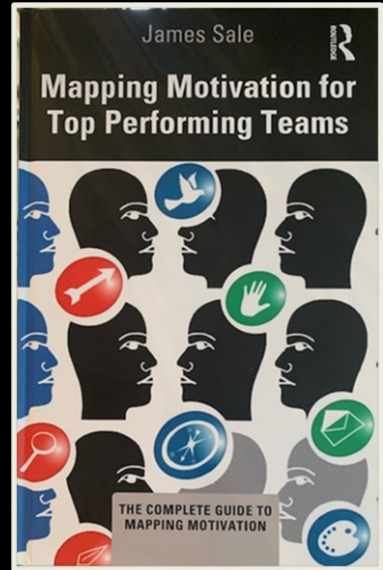
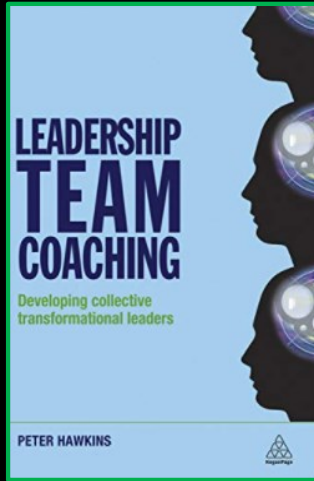
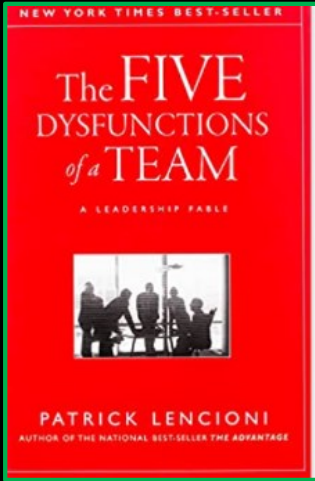
The impact and triggers for motivation

Any team or organisation facing these challenges or looking to make improvements in these areas will be interested in maps. Motivational map users call it 'A game changer', 'Transformational' and 'Powerful'.

- Employee engagement
- Employee productivity
- Employee motivation
- Employee resilience
- Employee wellbeing
- Employee voice
- Employee trust and empowerment
- Hybrid and remote working
- Diversity and inclusion
- Customer experience
- High performance culture
- Talent attraction
- Talent retention
- Change and transformation
- Continuous improvement
- Learning and development
- Human centred approach
- Empathetic leadership

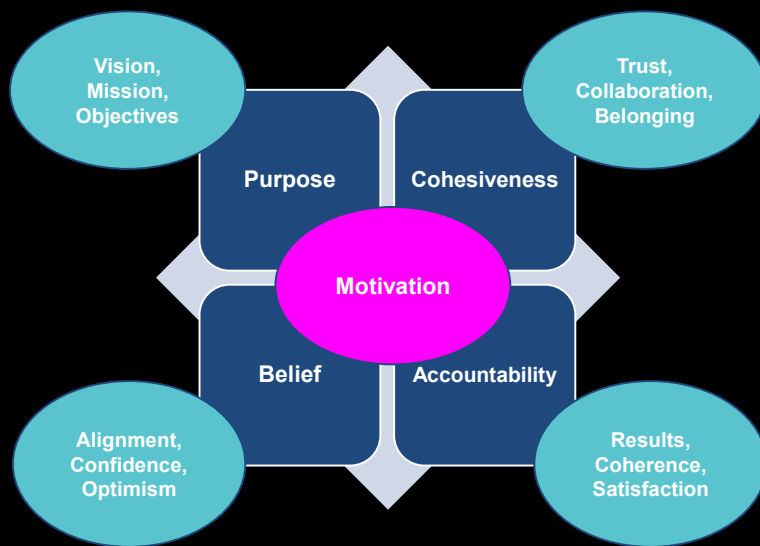
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Motivating Teams



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Motivating Teams



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Motivational Map Team Profile for

December 2023

Purposeful ■

Commercial ■

Insightful ■

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Team Data Table

| |
|------------------|
| Top Motivator |
| Second Motivator |
| Third Motivator |
| Lowest Motivator |

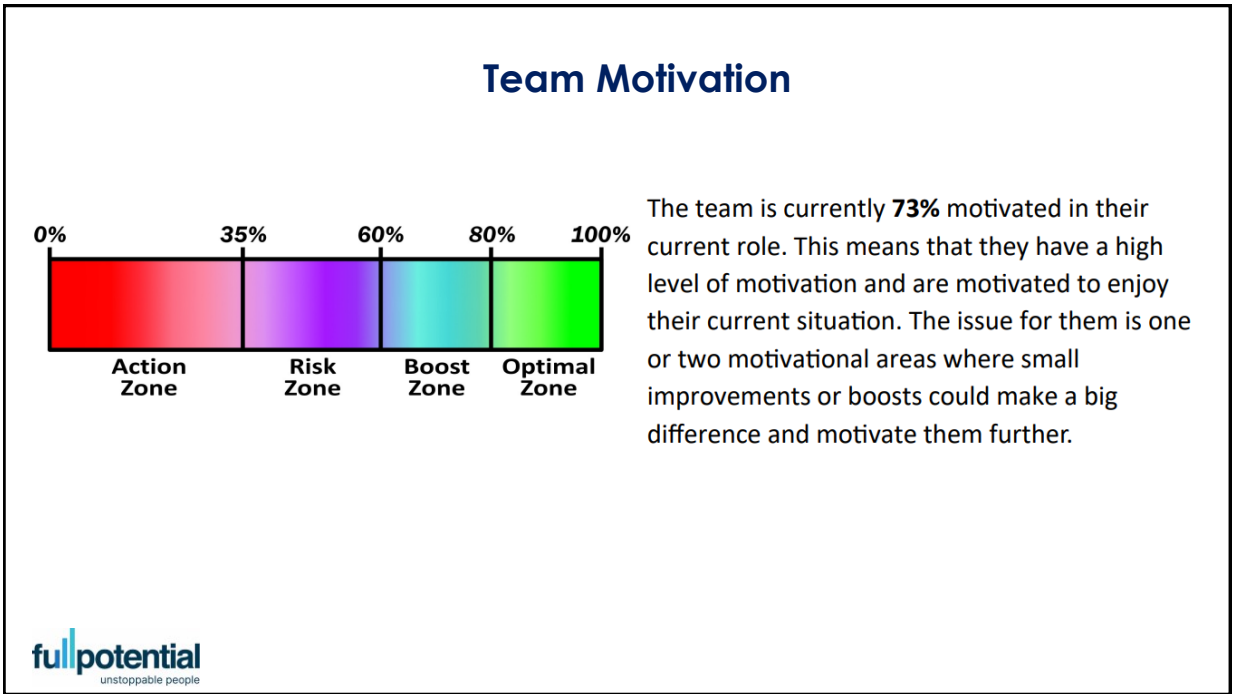
Team Motivation Score: 73%

Change Index Score: 77

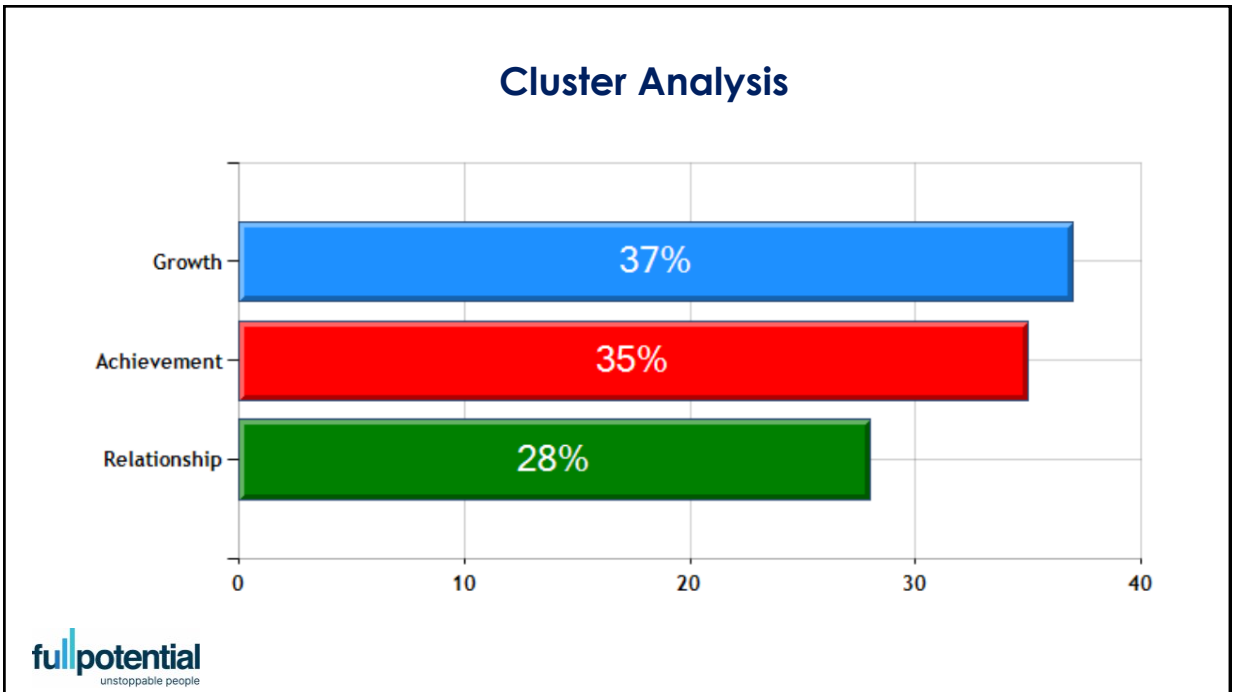
RAG: 28-35-37

| Name | Searcher | Builder | Expert | Spirit | Creator | Defender | Friend | Star | Director | Motivation Audit | | | |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------------|---|----|---|
| | | | | | | | | | | % | 1 | 2 | 3 |
| Jo: | 25 | 39 | 14 | 14 | 21 | 17 | 14 | 15 | 21 | 81% | 9 | 6 | 9 |
| W | 32 | 15 | 21 | 25 | 27 | 9 | 12 | 17 | 22 | 76% | 8 | 7 | 7 |
| Dz | 28 | 20 | 26 | 31 | 22 | 20 | 13 | 12 | 8 | 87% | 8 | 10 | 9 |
| Bc | 24 | 21 | 25 | 26 | 26 | 9 | 23 | 7 | 19 | 83% | 9 | 7 | 8 |
| Lir | 27 | 24 | 20 | 32 | 18 | 18 | 21 | 11 | 9 | 70% | 7 | 7 | 7 |
| Ta | 27 | 22 | 24 | 11 | 17 | 23 | 19 | 22 | 15 | 54% | 5 | 6 | 6 |
| Ba | 18 | 18 | 29 | 18 | 12 | 27 | 25 | 17 | 16 | 75% | 8 | 6 | 9 |
| Dz | 30 | 35 | 30 | 17 | 18 | 23 | 13 | 9 | 5 | 72% | 7 | 7 | 9 |
| All | 14 | 35 | 25 | 30 | 21 | 20 | 10 | 14 | 11 | 83% | 9 | 7 | 8 |
| Jai | 25 | 35 | 14 | 26 | 15 | 23 | 19 | 17 | 6 | 51% | 4 | 7 | 6 |
| M | 15 | 38 | 23 | 14 | 16 | 25 | 18 | 19 | 12 | 77% | 8 | 7 | 8 |
| All | 32 | 13 | 25 | 27 | 18 | 20 | 12 | 15 | 18 | 54% | 5 | 6 | 6 |
| M | 23 | 17 | 24 | 22 | 24 | 22 | 16 | 15 | 17 | 70% | 7 | 7 | 7 |
| Ni | 24 | 25 | 19 | 14 | 25 | 18 | 19 | 17 | 19 | 62% | 6 | 7 | 5 |
| Ni | 26 | 29 | 29 | 17 | 16 | 20 | 19 | 11 | 13 | 89% | 9 | 9 | 8 |
| Ci: | 33 | 11 | 30 | 17 | 28 | 12 | 20 | 13 | 16 | 89% | 9 | 9 | 8 |
| Total | 403 | 397 | 378 | 341 | 324 | 306 | 273 | 231 | 227 | 73% | | | |

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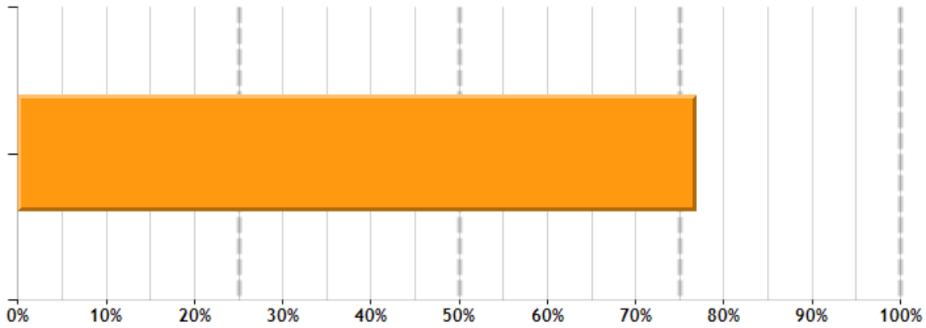


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Change Index

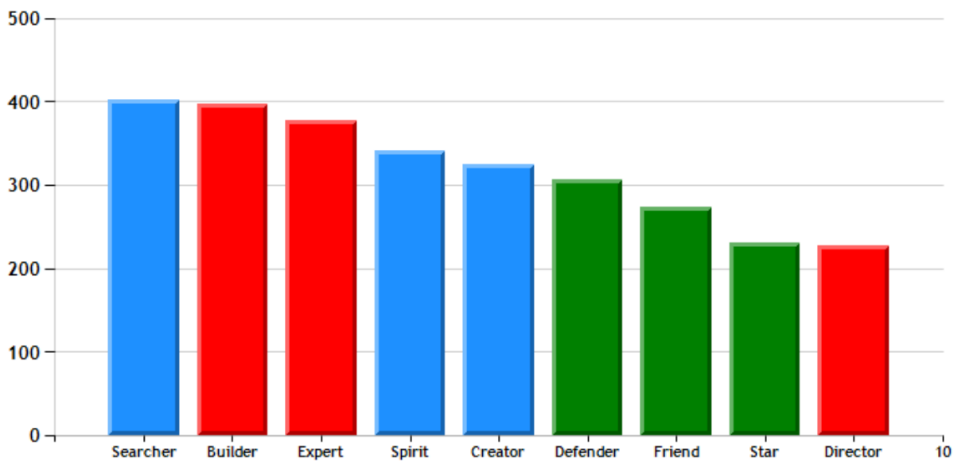


Your team has a change index score of 77% meaning that this team has a very positive attitude to change and is very risk friendly. They will tend to want to move at a very fast pace with a focus on effectiveness and outcomes. People and things need to 'work' – results are paramount.

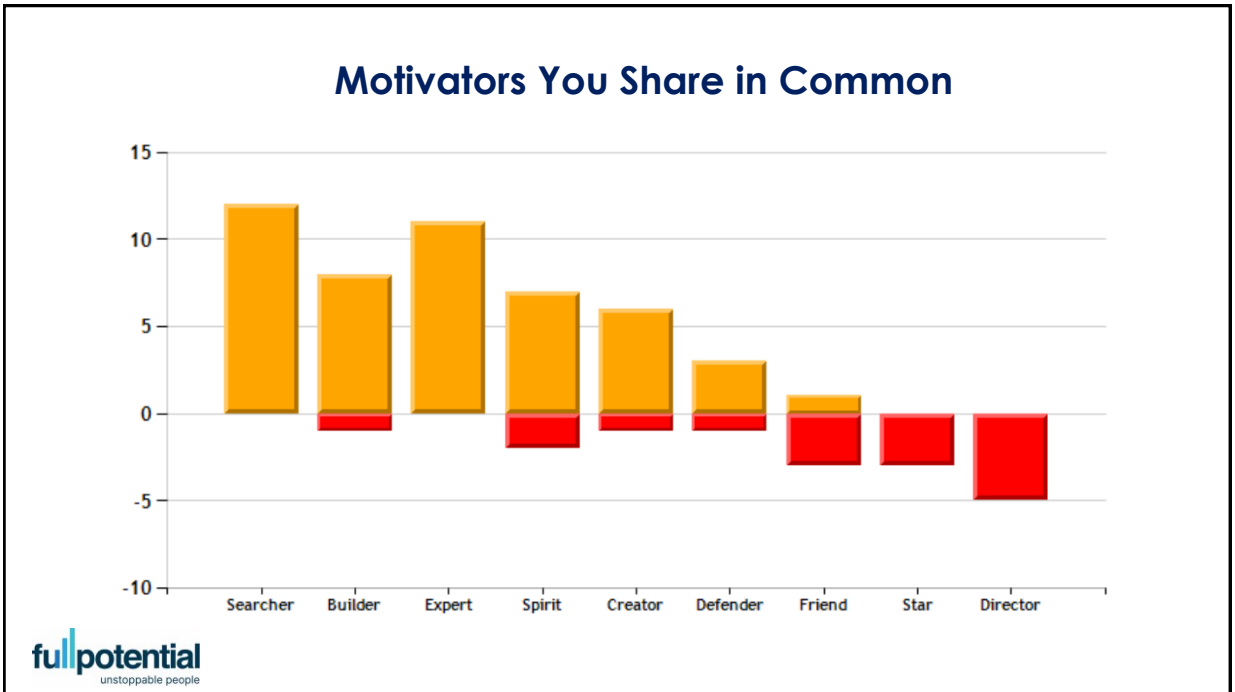


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Team Motivators



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What actions will you take to boost and sustain high motivation?

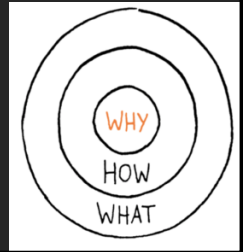
How can your motivators fuel your goals in 2024?

fullpotential
unstoppable people

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WHAT?

is success for you with Motivational maps in 2024?



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2024 Events

fulpotential
empowering people
www.fulpotentialgroup.com
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| | |
|------------------|---|
| January | <ul style="list-style-type: none"> • FPG MM Community • 25 January 2024 – 17.00 to 18.00 GMT |
| February | <ul style="list-style-type: none"> • FPG MM Community – Steve Jones – Selling Motivation • 21 February 2024 – 17.00 to 18.00 GMT |
| March | <ul style="list-style-type: none"> • Global MM Community • 04 March 2024 – 17.30 to 18.30 GMT |
| April | <ul style="list-style-type: none"> • FPG MM Community – Kate Turner – CREATE Motivation • 18 April 2024 – 17.00 to 18.00 BST |
| June | <ul style="list-style-type: none"> • Global MM Community • 03 June 2024 – 17.30 to 18.30 BST |
| September | <ul style="list-style-type: none"> • Global MM Community • 09 September 2024 – 17.30 to 18.30 BST |
| October | <ul style="list-style-type: none"> • FPG MM Community – Bevis Moynan- NLP Coaching Motivation • 17 October 2024 – 17.00 to 18.00 BST |
| December | <ul style="list-style-type: none"> • Global MM Community • 02 December 2024 – 17.30 to 18.30 GMT |

Next Full Potential
 and Hungarian
 Maps
 Certifications start
 February 2024



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