



# **Motivational Maps®**

## ***Analysis for John Smith john.smith@jsassociates.com***

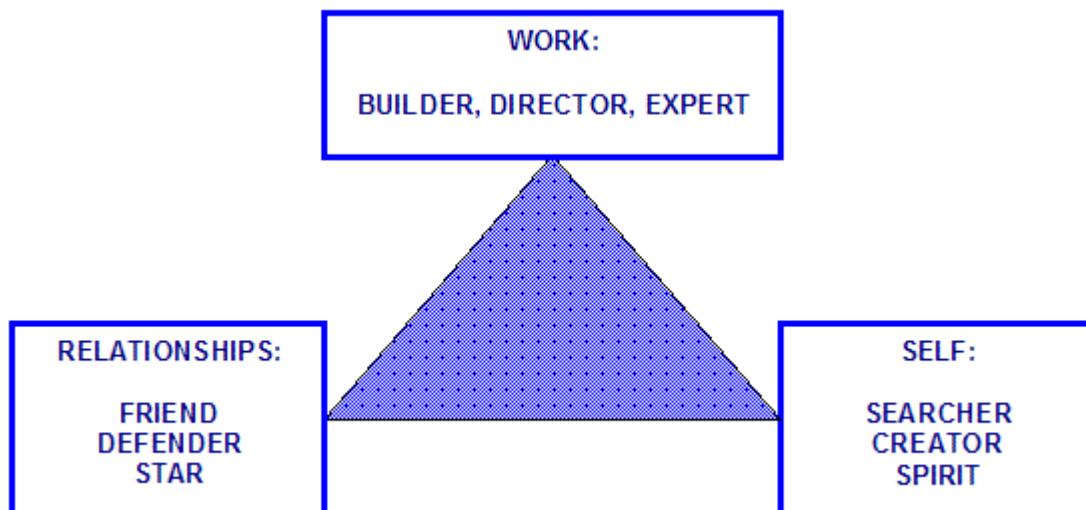
### **Introduction to MOTIVATIONAL MAPS®**

Your happiness and success at work is partly determined by whether or not your core 'motivations' are being met. These Motivations are not a conscious decision, but rather emerge from your self-concept, beliefs, expectations and personality. As with our purpose in life, we do not 'invent' motivations; instead, we detect them. It is vital to go with the grain of our Motivations.

There are nine Motivations and usually three of these predominate, although sometimes this can vary - two may stand out, or a cluster of more than three can emerge. Within your dominant three, there is one core Motivation - your work must fulfil this Motivation if there is to be any real satisfaction.

It is important to identify your Motivations and to work consistently at getting more of them at the workplace. However, it is also highly likely that what you want from work, you also want from the rest of your life as well. Thus it is that examining your Motivations is of fundamental importance.

The nine Motivations form three clusters of three. These clusters are 'tendencies' within the Motivational Mentoring® Life Triangle. Motivational Mentoring® places great emphasis on the 3 Elements of the Life Triangle.



These are broad groupings and are not water-tight. For example, the expert does not necessarily have to be 'expert' solely at work - though this is where the general focus is. Clearly, it is 'easier' in some senses to obtain satisfaction from work where the Motivations are all Work orientated: after all, work in most places is designed to produce money (the

Builder), power (the Director) and expertise (the Expert); obtaining friendship (the Friend), say, or meaning (the Searcher) is usually more problematic!

The challenge for all bosses is to produce the possibility of Motivating in all nine areas for all their staff. See our Motivational Reward Strategies for more ideas (and see the next page for info).

What are the Nine Motivations of Work?

You might want to begin by asking yourself, which of these you most identify with:

### **RELATIONSHIP TENDENCIES**

The Defender - wants security, predictability, stability

The Friend - wants belonging, friendship, fulfilling relationships

The Star - wants recognition, respect, social esteem

### **WORK TENDENCIES**

The Builder - wants money, material satisfactions, above average living

The Director - wants power, influence, control of people/resources

The Expert - wants expertise, mastery, specialisation

### **SELF TENDENCIES**

The Creator - wants innovation, identification with new, expressing creative potential

The Spirit - wants freedom, independence, making own decisions

The Searcher - wants meaning, making a difference, providing worthwhile things

Once you've done this, remember your Authorised Practitioner (if you have purchased this product directly on-line, then contact Motivational Maps - [info@motivationalmaps.com](mailto:info@motivationalmaps.com) - for more information about Authorised Practitioners) can give you further insight into the Maps, your results, your team results, and your organisational results. Plus - your Authorised Practitioner can also provide you with information about Motivational Appraisal Systems (MAS), and Motivational Reward Strategies (MRS). MRS pinpoints tools and techniques to help anyone motivate any combination of Motivators.

Now see the next page to discover what your Motivations really are.

Your primary motivator is The Searcher (S)



As a Searcher, your need is for meaning. The search for meaning suggests that what you want to do is or are things which are valuable for their own sake. You want to do activities that you believe in. This means that the things you do need to be important to you - not just because they make money or give status. You have to see the work as important and significant in its own right. Thus, should your activities become increasingly paper driven, this will seriously de-motivate you. Fundamentally, the searcher seeks to make a difference - to the quality of work and life. And it means one is looking for something 'better' - maybe, a 'cause' - than what one has now.

Where Searcher is your highest score, then you are good at identifying your own values - and looking for work that will enable you to embody them. You really want to contribute - and improve life's quality. The quest for meaning tends to make you insatiably curious - you want to see a bigger picture in the world and to go on questing for more information and ideas.

Your second motivator is The Builder (W)



As a Builder, your need is for material satisfactions, money and a high standard of living. High here means above the average - you tend to compare yourself with what others have got and want more. Decisions you make will be geared towards achieving more material success. For you money is a driver, and in its extreme form becomes the pursuit of wealth. This will mean you are fascinated by possessions and clothes and will spend much time reviewing your investments and worth, and all financial areas of your life. For you, therefore, a pay rise, bonus or performance-related pay is highly motivating - and so is promotion but only if it leads to more pay.

Your third motivator is The Creator (S)



As a Creator, your need is for creativity. This motivation is for innovation and to be identified with original output. In other words, you want your name on . the book, the CD, the product or even the service. You are somebody who breaks barriers - brings into existence what wasn't there before. So problems, challenges and the 'new' bring out the best in you and are highly motivating - solutions mean innovations. You tend to be optimistic and can persevere in adversity. Because you solve problems, you like and feel the need for play - there is a special 'play' buzz that people get who are creative. You want that buzz in your work - if it's not there, you're not happy.

Your lowest motivator is The Star (R)

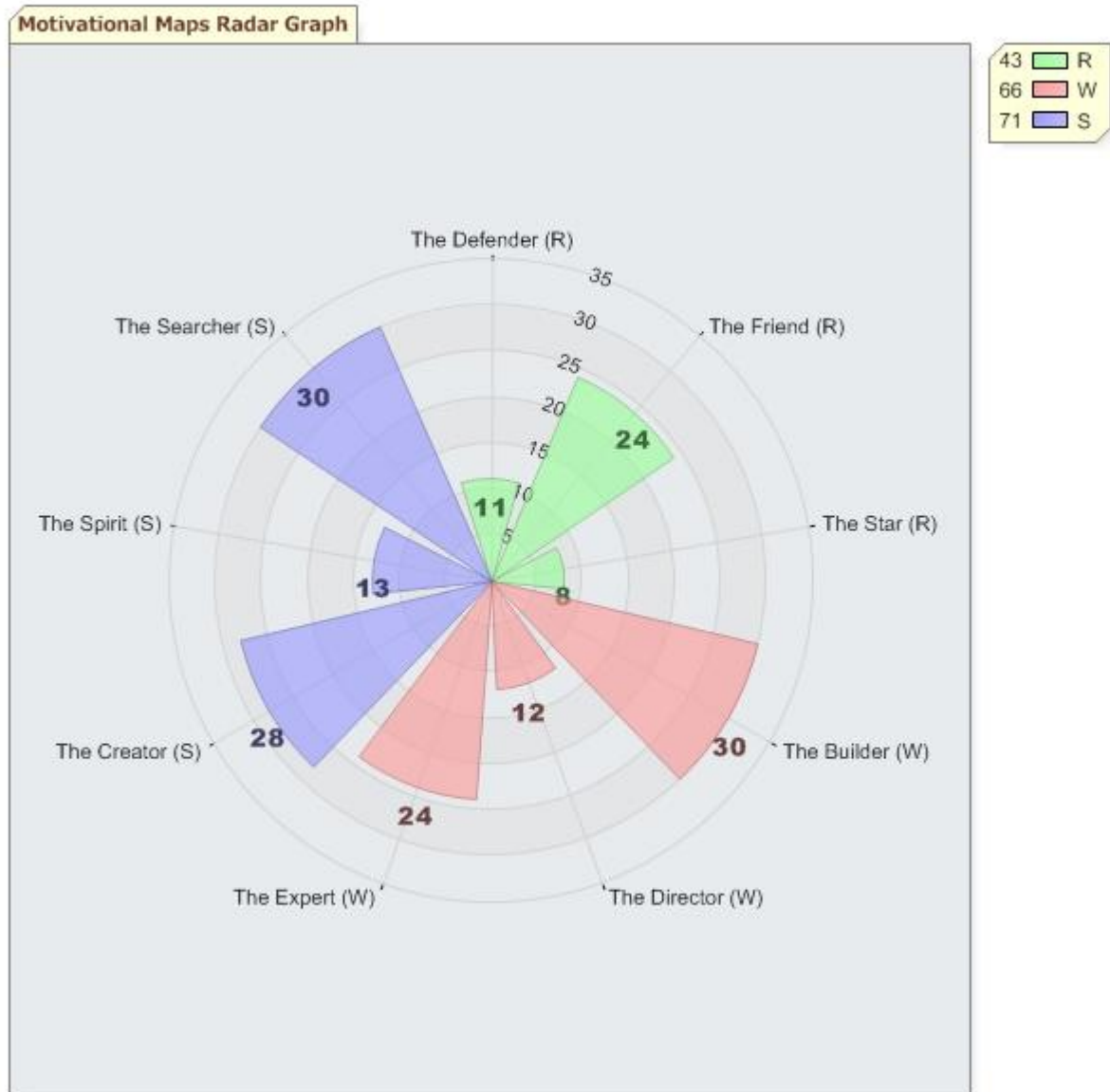


If Star is your lowest score, then the need to be admired and respected because of one's position is completely alien to you. Hierarchy and pecking order have little meaning or attraction to you. However, you must remember - this motivation is highly important to many other people - so avoid alienating them by slighting its importance to them.

### Motivational Maps® Radar Graph

The Radar Graph shows the strength of your Motivators measured against each other. A score of 30+ is a 'spike' - and extremely strong motivator. A score of 10 or less indicates a weak motivator, and below 5 can indicate some antagonism to the Motivator as a 'value' in others.

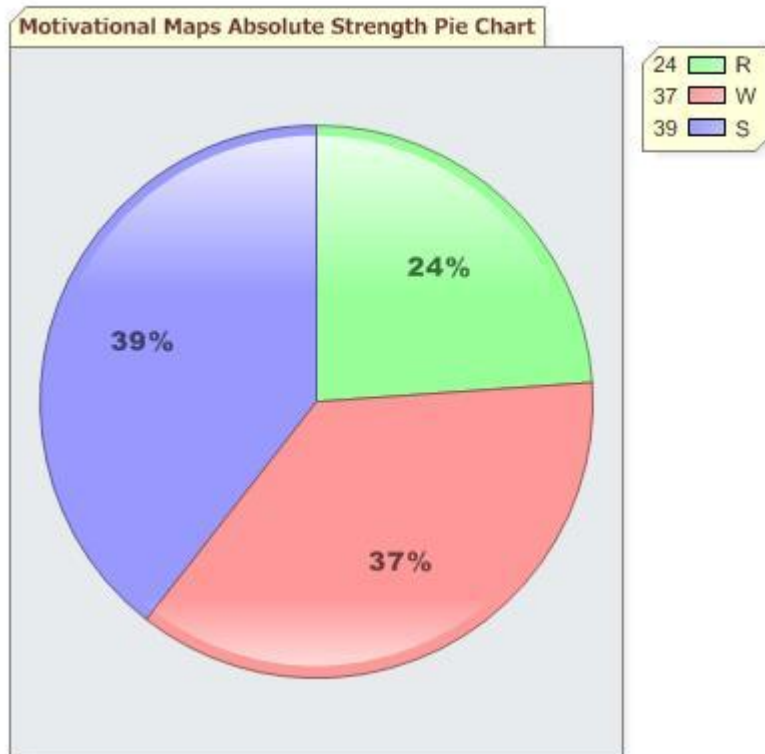
Bear in mind at all times: there is no 'better' or 'worse' Motivator or motivational score - only differences and fitness for purpose. Lower scores that are more closely clustered together suggest balance; spikes suggest extremes! Fitness for purpose determines what might be better in a given situation. Consult your Authorised Practitioner for more information about this.



Analysis Of Your Motivational Map® Tendencies - W,R & S

Map Type	Score	Absolute %	Relative %
R	43	24	41
S	71	39	68
W	66	37	63

## Motivational Maps® Absolute Strength Pie Chart

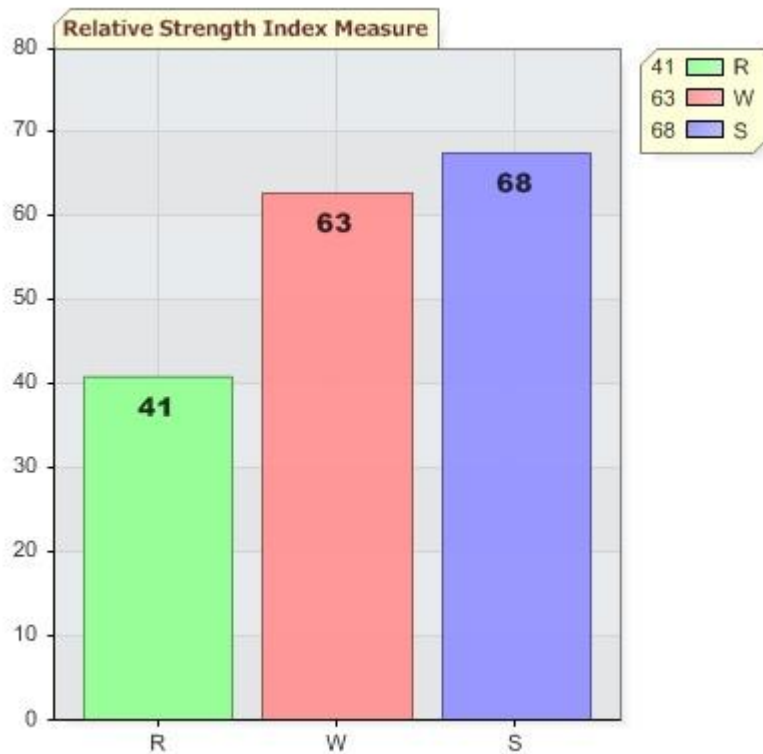


The Absolute Strength Index measures how important each Motivator cluster is set against the other two. Does one dominate? Is one especially weak? Is there a balance?

Looking at this chart should give you a good idea of what is really important to you about being motivated at work. If the distribution of the 3 colours is pretty even, then you are pretty balanced: you get motivated at work through relationships (R), through achievements (W), and through personal development (S), probably in equal measure. Does your work environment enable you to gain all these satisfying Motivators - or is it just one area in which it is focused?

On the other hand, if one colour dominates the picture, then looking at the Relative Strength numbers for your Motivators can be insightful.

### Motivational Maps® Relative Strength Bar Chart



The Relative Strength Index measures how important each of the three areas is measured against its own maximum intensity - which is 100%.

Scores of 70%+ tend to indicate a spike in one of the three areas.

If R is 70%+ your Motivation primarily comes from strong relationships at work (R)

If W is 70%+ your Motivation primarily comes from achieving your work-related goals (W)

If S is 70%+ your Motivation primarily comes from realizing your full potential at work (S).

#### Motivational Maps® Executive Summary

##### **Your primary motivator at work is: The Searcher (S)**

The key aspect of motivation for you is to seek - Praise, Regular Feedback and Quality of Life

##### **Your second motivator at work is: The Builder (W)**

The next aspect of motivation for you is to seek - Money, Bonuses & Perks and Material Success

##### **Your third motivator at work is: The Creator (S)**

The final aspect of motivation for you is to seek - Originality, Challenge and Recognition

## Extreme Map Motivators

These Motivating activities are not for everybody! But, they represent an extreme form of the Motivators in your top 3 profile.

Ask yourself - do these activities appeal to me? Can I do any of them? Can I - or is it appropriate to - get others (e.g. my boss, my company) to support my doing them?

**The Searcher (S):** take time out and visit mysterious, holy places of the world - do not be surprised - expect - to run into a past client or customer whom you have long forgotten, but who praises you for the difference you made to their life at a critical moment.

**The Builder (W):** bask in the limelight of having been a top performer at work, and having received an end-of-year award that wasn't cash - 2 tickets to somewhere or something glorious - enjoy parading the perk for a couple of days - then sell on E-bay for cash.

**The Creator (S):** decide to use your creative drive in a completely different field - write, paint, compose, create something entirely new - then market it with your name on the 'label'.

### A Typical Story for The Searcher (S)

*The Story below is NOT your story, but a typical story depicting the Searcher type. We have found some amazing co-incidences and parallels in people's experiences when they read these typical stories. When you read the story, take from it what is relevant to you, and discard what is NOT you. Ask, what in this story applies to me, what gives me more insight into myself?*

The Searcher can sometimes seem a strange paradox. There is almost a religious dimension to his quest - at root a quest for meaning. Meaning may be what The Searcher wants. Say that to any employer and they run a mile: we don't want a whacko or a philosopher on our staff, thank you very much! But that's the paradox: the seemingly 'nebulous' motivation for meaning has a curiously practical outcome. Namely, The Searcher will be passionate about making a difference. The Searcher knows that there's meaning there when he can clearly see that something has changed - some input that he has provided may have led to a superior output.

So, again paradoxically, The Searcher may often be considered by his manager as one of the most productive and important workers in the organisation. The Searcher may really make that difference.

However it was in The Searcher's last job that the power of making a difference was so clearly demonstrated on the shop floor. The Searcher had a responsible but somewhat repetitive job. His manager regularly praised him and this was good. He appreciated praise and this was necessary on a daily basis. But after a while even praise could not disguise the fact that he was bored and de-motivated.

His manager found the perfect solution. he booked a morning out to take The Searcher to visit a nearby organisation where the company product was in use. He spoke to several end-users; then received feedback from various members of staff about how the product performed and added value. What had become a disconnected and irrelevant activity - repetitive and boring - where making mistakes was not viewed as important, suddenly became a matter of huge urgency in The Searcher's thinking. He could see the end result of his efforts - and these were making a tremendous difference to a large number of other people. Motivation? It went through the roof.

Making a difference in his current role just extends the general theme of the last success: it's all about quality of life. When you make a difference, you improve the quality of life for others, or yourself, or both. In his current post The Searcher is ensuring that various objects arrive at their correct destination. And absolutely, you're right - ENSURING they go out is what The

Searcher is all about. Nothing gives The Searcher more pleasure than the odd email or even postcard from some manager, confirming arrival, and offering extra information as to the impact the object has made on the recipients. Fantastic!

Making a difference is its own reward, as The Searcher knows. You could be President, Prime Minister, CEO or even a Voluntary worker. As long as you're making a difference, improving the quality of life, and are sure you're doing it - good feedback - you'll likely be very satisfied. The Searcher usually is.

**Personal Motivation Audit**

**You are currently 82% motivated in your current role.**

THIS SCORE DOES NOT IMPLY ANY JUDGEMENT OF YOU - BE CLEAR THAT  
MOTIVATION IS INDEPENDENT OF YOUR PARTICULAR SKILL SET

The Motivational Audit Score is a snap-shot of how you feel your top 3 Motivators are currently being satisfied at work.

The aim of the Motivational Audit Score is to support you and your organisation in enhancing your motivation.

Your Authorised Practitioner of Motivational Maps® can assist you to develop and increase your motivation at work.

Motivational Maps® are best used in conjunction with an Authorised Practitioner. Motivational Maps® cannot accept liability for the consequences of the use of its reports and this includes liability of every kind for its contents.