
A guide to Motivational Maps

A simple yet powerful and cost effective tool that will help increase engagement, make recruitment more effective and superpower your teams



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So what are they and why should you care?

You know that if your people are happy and engaged, they will perform better. You may have used engagement surveys to measure the level of engagement in your organisation and they will have given you and the teams a great steer on what the organisation needs to do to improve. And you may have taken some great steps towards that.

What I find interesting is that despite all of this great work that organisations are doing, the needle on engagement has not changed much. The 2017 Gallup report on engagement still says that 70% of employees in the US are not engaged (similar numbers elsewhere) and Deloitte in their Human Capitals Trend report for 2017 say that “companies are now focussing on the entire employee experience rather than narrowly focussing on engagement and culture”, implying that what is being done is still not working.

In my experience working in engagement, there still remains two key questions:

1. How do I get “this” person to engage?
2. How do I get my people to take responsibility for their own engagement.

Motivational Maps are a uniquely simple tool that will help you answer both those questions.

By measuring emotional energy, they help overcome personal and career development issues, support managers and teams to achieve greater productivity, and strategically can turbo-charge organisational progress.

This does not mean that what is being done is not valuable, it is not an either or. What I am saying is that for your efforts to be truly successful, there is an element missing and Motivational Maps can bridge that gap.

So what is it?

The Motivational Map is an ISO accredited online self-perception inventory that crucially focuses on motivation other than personality. And when we talk about motivation we mean the energy that drives people and therefore you can equate that to what engages them. It takes all of 12 minutes to complete online and not only enables people to understand what motivates them at a deeper level, but will also help them decide what to

do with that knowledge in order to improve their own performance as well as the teams' and the organisations'.

Each individual who completes a map will receive a personalised report by return and will either have feedback from a map practitioner or will have access to an online course that will enable them to work through their map on their own.

There is a team map available for the manager and the leaders of the organisation could also have access to an organisational map.

So now you will have the opportunity to look at engagement at an individual, team and organisational level and take action appropriately.

9 key motivators and 3 clusters

It's that simple

From www.motivationalmaps.com



Three clusters:

Relationship motivators - linked to the past, an individual's motivations primarily come from sustaining relationships and from the depth and intensity of these relationships. These motivators are highly geared to "feeling".

Achievement motivators - linked to the present, an individual's motivations primarily come from achieving complete satisfaction from work and all it offers by way of challenge. These motivators are predominantly about "thinking".

Growth motivators - linked to the future, an individual's motivations primarily come from realising their full potential and being all they can be. These motivators are related to "knowing" which is intuitive and direct.

This will also enable you to see how risk averse or change friendly your people, teams and organisation as a whole is.

How to use them

Individuals, teams and the organisation

Individual Motivational Maps identify how strong each of the preferences are in relationship to each other. A Map practitioner can help individuals and managers use that knowledge to improve own career decisions and management skills. Ideal for individuals, coaches and managers

Team Motivational Maps demonstrate how motivated a team is. a team Map is created from the combined results of individuals in the team. A team leader or manager can work with a Map Practitioner to understand the motivations of their team. Ideal for leaders, coaches, consultants and trainers.

Using Motivational Maps in an organisation can show them how their employees motivators appear against their values, mission and vision. The Maps provide information and insight at a much deeper level that is traditionally ascribed to a “staff survey”. Ideal for senior management, L&D/OD/HR teams, engagement, change and strategic consultants, coaches and trainers.

Motivational Maps can help your organisation:

1. Improve team performance
2. Reduce stress and sickness and enhance well-being
3. Improve staff retention
4. Recruit the best candidate for every position
5. Leverage team performance and address motivational issues with team members
6. Reduce conflict
7. Impact sales, engagement and culture
8. Provide a common language through which everyone can understand what they want and align with team and organisational objectives
9. Give management an overview of what is really going on with their employees
10. Provide a cost-effective change management tool that actually maps the changes of the whole staff.

How we can work with you to move the needle on engagement and motivation

Increase personal motivation

- Individual Motivational Maps
- Debrief - face to face or virtual to put an action plan together
- Online module for individual to work through to understand their map and put an action plan together

Increase Team Motivation

- Team Motivational Map
- Session with the manager to help manage team and individual motivation
- Work with individuals as above
- Half a day team workshop to raise everyone's understanding and gain commitment to work together to create the environment for all to succeed.

Organisational motivation and culture

- Create ONE TEAM - Reduce silo mentality and working by mapping all the teams and working with them to increase understanding
- Help teams put action plans together that foster collaboration
- Identify gaps in motivation that prevent you being as successful as you would like

Recruitment, Retention and Outplacement

- Improve organisational fit and therefore reduce turnover by identifying cultural fit in the organisation at an early stage
- Inform interview process by including the maps at second stage interview
- Give managers invaluable information about new starters so that they can engage them from the very start
- Enable candidates to find out for themselves if your organisation is a good fit
- Enable those that leave you to find out where to go to next by using maps in exit interviews.

We can licence people in your organisations to use the Maps so that you don't have to rely on us to provide the ongoing feedback. We can also provide relevant skills for those people you select to use the maps:

- Coaching
- Interviewing

Want to try it out?

If you want to find out more, the best way to do it is to try an individual map out for yourself.

To do so, email Sonia at sonia@valueu.com and put in the header “Let me try out a map”. We will then get back to you with details of how to do it and we will schedule a call with you to go through your map and discuss how you can best use it in your organisation.

I guarantee that you will be surprised by the quality of the information you receive and the quality and usefulness of the conversation that you have as a result.

Go on, try it out!

"I approached Sonia for help when staff morale seemed a little low and leadership style was questioned. As well as sound advice and support Sonia also suggested Motivational Maps, to find out what motivates the staff. Staff carried out a Motivational Map and Sonia put together an afternoon programme to work with the team on the outcomes. Despite working with most of my staff for 17 years I learnt things about them that I had no idea about. I would highly recommend this to anyone looking to improve team engagement and performance. Sonia's passion and ability to lead a team through training is amazing. We now have a team that understand themselves and each other, are full of motivation, plus have the tools to keep working with them. We are delighted with the result and look forward to working with Sonia again."

Helen Molloy, Forum Jewellers, Broadstone



valuing your organisation, your people and you

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(Sonia Gavira is a Licensed Practitioner of Motivational Maps owned by Motivational Map Ltd)