

# Your Guide to Motivational Maps 1

Motivational Maps are unique in their simplicity, application and usefulness. 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...

## Motivational Maps can help businesses...

- 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) Impact sales, engagement and culture
- 7) Provide a common language through which everyone can understand what they want and align with team and organisational objectives
- 8) Give management an overview of what is really going on with their employees
- 9) Provide a cost-effective change management tool that actually maps the changes of the whole staff

## The Nine Motivational Preferences

**SEARCHER:** meaningful and purpose in work  
**SPIRIT:** freedom and autonomy  
**CREATOR:** new ideas, innovation and change  
**EXPERT:** learning mastery and specialization  
**BUILDER:** money, competition and possessions  
**DIRECTOR:** power control and greater influence  
**STAR:** public recognition and praise  
**FRIEND:** fulfilling relationships at work  
**DEFENDER:** security and stability



## So what is a Motivational Map?

The Motivational Map is an ISO accredited online self-perception inventory that crucially focuses on motivation rather than personality. The Map (which takes 12 minutes to complete online), helps people understand motivation at a deeper level and what they can do with that knowledge to improve performance.

## Motivational Maps helps individuals...

1. Make good career decisions
2. Determine how their motivation is likely to change
3. See how well their current role is fulfilling their core career drivers
4. Develop leadership and coaching skills
5. Achieve greater fulfilment from their work

Did you know...?

# 64%

*of employees leave their boss rather than the job.*

*Forbes, 2014.*

1

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

2

The Team Motivational Map demonstrates how motivated a team is. A Team map is created from the combined results of individuals in the team. A team leader can work with a Map Practitioner to understand the motivations of their team. Ideal for leaders, coaches/ consultants, trainers

3

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

*Mapping projects typically involve Mapping individuals in a team within an organisation. This is followed with feedback from the Map Practitioner to the manager. The reports contain valuable information for individuals/teams - the Map Practitioner can help individuals and managers understand the results in greater depth and recommend actions for them to take. The key benefit to using Motivational Maps is always enhanced performance, because motivation is intrinsic to high performance levels.*

**Motivational Maps can be accessed in three ways...**

- As an individual
- As a team within an organisation.
- As an organisation

## So imagine in the future if...

- You knew you had the knowledge to always make good career decisions...
- You knew what motivated each person within your team...
- You knew how motivated they were and how to more positively influence them effectively...
- You could do something positive about the motivation and performance of your organisation...
- You could identify the sources and therefore resolve conflict between team members...

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