

Understanding Motivation: The key to increasing engagement, improving wellbeing and unlocking hidden potential



PLAIN SAILING
MOTIVATION

★ Enabling people to shine ★



When we are motivated we:

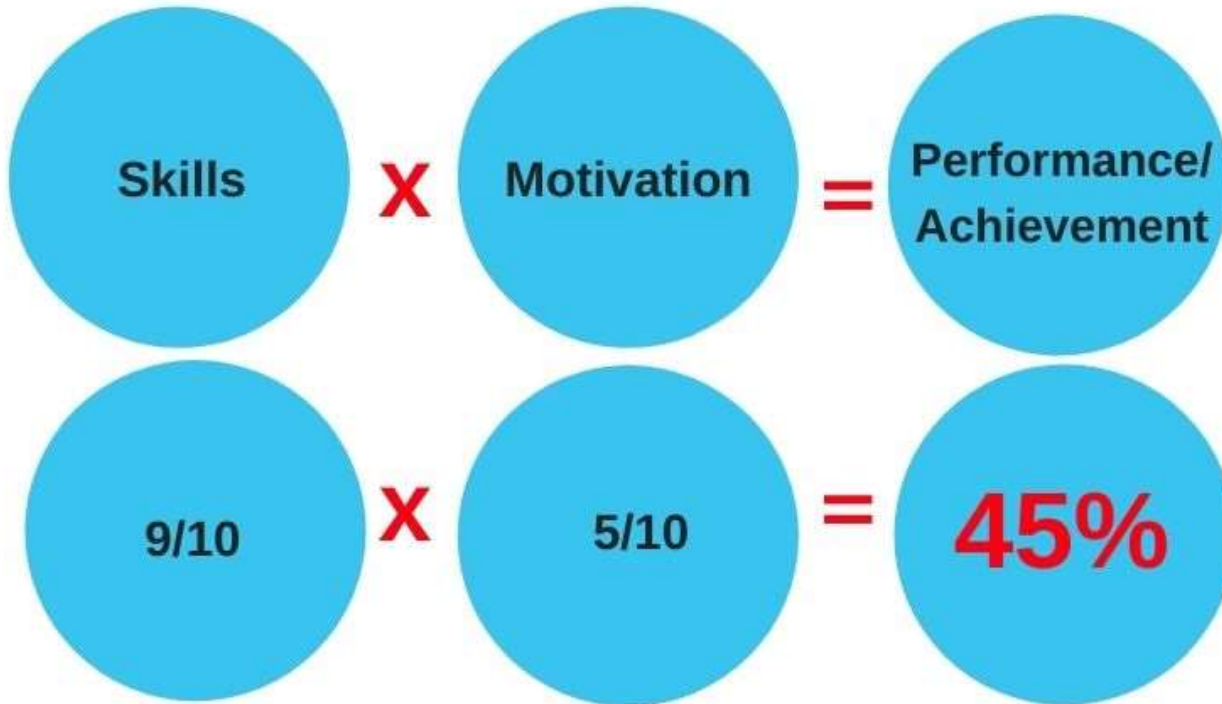
- Learn better
- Think faster
- Find creative solutions
- Achieve more

WE ARE ENGAGED

As well as the positive impact being motivated has on our mental health



@MotivatedEdu



Why is it important to understand what motivates us?

- Doing things that motivate you gives you energy, and supports your mental health
- Knowing what motivates someone enables us to provide the right support to them

THE 9 MOTIVATORS



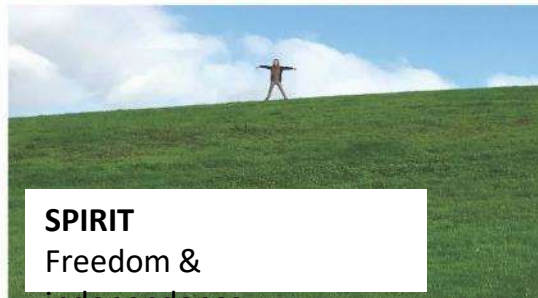
R



A



G



DEFENDER

*Seeks security, predictability
and stability*

VALUES

- High job security
- Clear roles, responsibilities
- Regular and accurate information
- Continuity & Loyalty
- Order & clarity
- Time to prepare

INCREASING MOTIVATION

- Clear & regular communication
- Continuity
- Support through periods of change
- Consider the risks of no change
- Regular review of progress
- Link goal achievement to security

FRIEND

Relationship

*Seeks belonging, friendship
and fulfilling relationships*



VALUES

- Feeling of belonging
- Nourishing & fulfilling relationships
- Collaborative environment
- Being liked & supported
- Being listened to
- Loyalty & continuity

INCREASING MOTIVATION

- Involvement & consultation
- Social events
- Personalised - use their name
- Mentors/coaches/projects
- Good social environment

STAR

Relationship

Seeks recognition, respect and social esteem

INCREASING MOTIVATION

- Opportunities for awards
- Involvement in projects
- Role models/mentors/coaches
- Clear progression opportunities
- Regular review of targets & goals
- Consult and ask their opinion

VALUES

- Social & public recognition
- Being noticed & held in high esteem
- Awards & certificates
- Clear hierarchy / pecking order
- Competitive opportunities
- Positive feedback

A person with long brown hair is seen from the back, aiming a bow at a target. The target is a circular bullseye with a yellow center, a red ring, and a blue outer ring. The person is wearing a red jacket. The background is slightly blurred, showing what appears to be an indoor archery range.

Achievement

VALUES

- Material and financial rewards
- Clear goals & targets
- Work that is visibly well rewarded
- Responsibility
- Competitive/targeted environment
- Above average standard of living

INCREASING MOTIVATION

- Clear career path & plan
- Regular review of progress
- Give them responsibility
- Training – learn more : earn more
- Money
- Material benefits

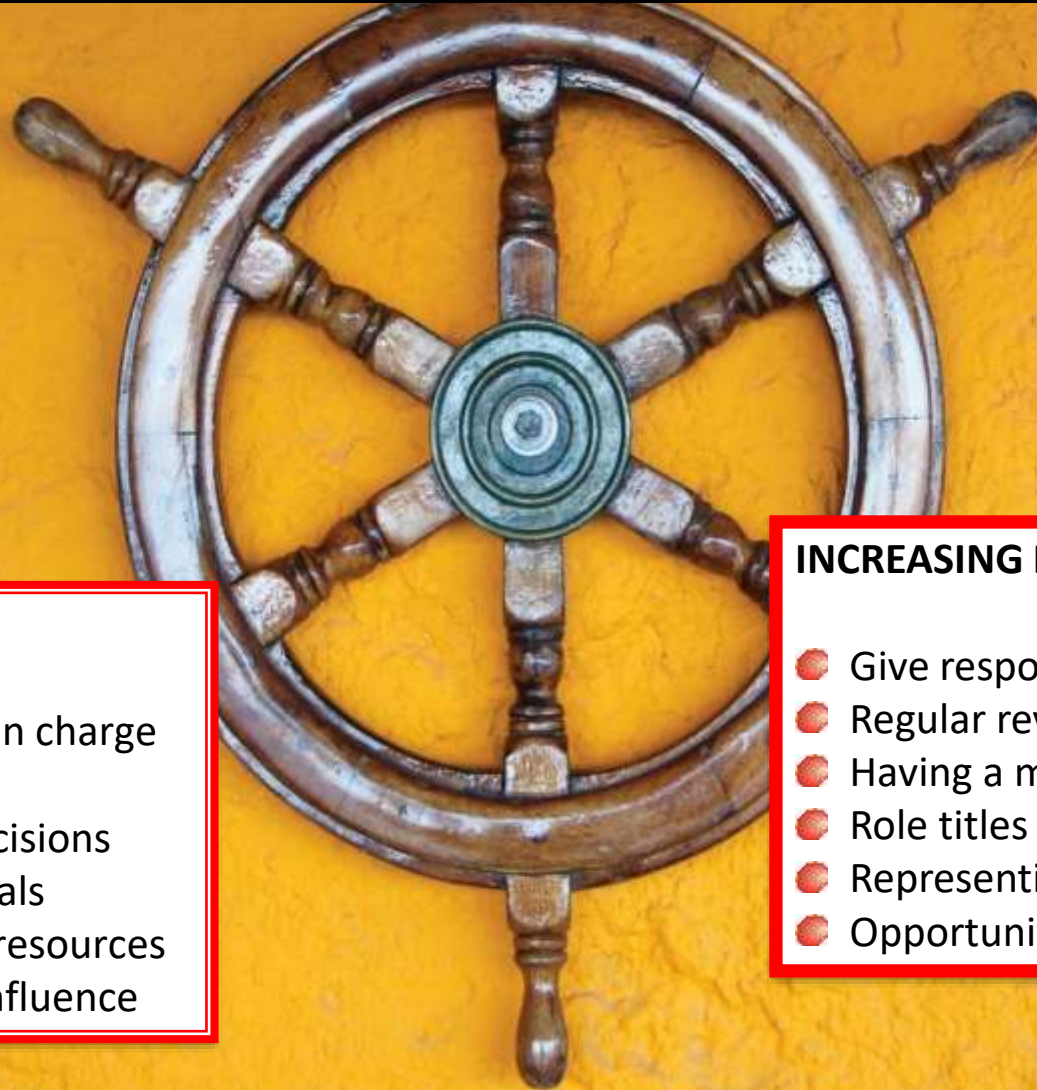
BUILDER

Goal orientated, competitive, material satisfactions

DIRECTOR

Achievement

*Seeks power, influence, control of people
and/or resources*



VALUES

- Being in control / in charge
- Being stretched
- Making critical decisions
- Clearly defined goals
- Having control of resources
- Responsibility & influence

INCREASING MOTIVATION

- Give responsibility / delegate
- Regular review of progress
- Having a mentor
- Role titles that reflect power
- Representing team
- Opportunity to deputise

A close-up photograph of a person's hands holding an open book. The book's pages are filled with text and a detailed illustration of a dragon. The person's left hand, adorned with a ring, is visible at the bottom of the frame. The background is dark, making the book and the person's hands the central focus.

Achievement

WAYS OF INCREASING MOTIVATION

- Training & Development
- Being guide or mentor to others
- Performance development plans & regular reviews of progress
- Having a mentor - skilled expert
- Training linked to promotion
- Ambitious targets

VALUES

- Opportunities to learn
- Specialising in areas of interest
- Opportunities to share expertise
- Realising own potential
- Contact with other experts
- Mastering their own work

EXPERT

Seeks expertise, mastery and specialism

CREATOR

*Seeks innovation, identification
with new, expressing creative potential*

VALUES

- Environment with change & variety
- Opportunity to solve problems
- Being original
- Creating something new/improved
- Ability to work alone / small groups
- Recognition of their creativity

WAYS OF INCREASING MOTIVATION

- Involvement in ideas generation
- Give problems to solve
- Objectives that need originality
- Limit routine & paper driven tasks
- Culture of change
- Rewards for innovation

Seeks freedom, independence, making own decisions

VALUES

- Working autonomously
- Making own decisions
- Having a choice
- Freedom & independence
- Awareness of the bigger picture
- Clear & specific goals



INCREASING MOTIVATION

- Limit responsibility
- Empower
- Give choice
- Reward with freedom & autonomy
- Set clear & specific goals

WAYS OF INCREASING MOTIVATION

- Feedback on how making a difference
- Link own goals to wider organisation/group goals
- Regular feedback & praise
- Avoid routine & paper driven tasks
- Provide with a mentor
- Involvement in significant projects

Growth










VALUES

- Meaning & purpose in what they do
- Significant & important work
- Making a difference
- Seeing the big picture
- Being listened to / consulted
- Change & variety

SEARCHER

Seeks meaning, making a difference, providing worthwhile things

Hot Buttons of Motivation

	Hot Buttons	Opportunities for Manager	Opportunities for Self
Searcher 	Meaning & Make a Difference	Praise & Regular Feedback	Demand quality feedback
Spirit 	Freedom & Independence	Provide autonomy & empowerment	Renew your vision
Creator 	Innovation & Change	Rewards for innovation	Problem solve through innovation
Expert 	Expertise & Mastery	Training & Development	Seek training & learning
Builder 	Money & Material Satisfaction	£££'s & Material Perks	Re-set your goals
Director 	Power & Influence	Responsibility & Influence	Request more responsibility
Star 	Recognition & Respect	Awards & Status	Work on visibility
Friend 	Belonging & Friendship	Support & Involvement	Be a friend
Defender 	Security & Predictability	Communications & Continuity	Seek clarification

Example Team Chart

Team Maps enable leaders to be able to determine whether the energies of the team are harmonised with mission, whether there are internal conflicts that need addressing, and finally how to provide rewards that motivate the team: each report contains at least 11 actionable ideas. In short, they enable the team to perform at a higher level.

Team Data Table

Top Motivator
Second Motivator
Third Motivator
Lowest Motivator

Team Motivation Score: 72%
 Change Index Score: 70
 RAG: 31-29-40

Name	Searcher	Creator	Expert	Spirit	Friend	Defender	Star	Director	Builder	Motivation Audit			
										%	1	2	3
M	26	21	23	22	15	15	19	24	15	95%	10	9	8
A	33	30	21	21	9	10	23	24	9	90%	9	9	9
N	29	22	19	18	23	19	13	17	20	65%	7	6	5
S	23	19	24	28	19	20	11	15	21	39%	2	7	6
A	27	17	21	21	21	26	22	16	9	59%	9	1	2
A	26	21	25	16	22	18	19	17	16	90%	9	9	9
C	30	34	23	13	13	11	25	13	18	75%	7	10	3
M	27	21	24	20	23	22	14	15	14	70%	7	7	7
C	27	16	23	21	23	29	14	13	14	67%	7	6	7
B	32	25	22	25	22	14	18	13	9	74%	8	6	8
Total	280	226	225	205	190	184	178	167	145	72%			

What I offer...

- Speaking engagements: blending engaging personal narratives with powerful actionable insights, I share my expertise with corporate and educational audiences across the world.
- Coaching packages: using my toolkit of techniques to help uncover emotional blocks, I guide individuals and groups through a journey of discovery, releasing the motivational energy and knowledge to achieve their goals.
- Training workshops: tailored to meet the unique needs of your organisation, I help your team build understanding of each other's motivation, increasing cooperation, team dynamics, productivity and happiness.
- **Motivational Maps® Licensed Practitioner Training:** Providing HR leaders, recruiters, coaches, and sales professionals with the expertise to use Motivational Maps® and understand how motivation influences behaviour. This training provides delegates with an in-depth understanding of individual and team Motivational Map® reports to accurately measure and analyse motivational drivers, enabling HR leaders, recruiters, coaches, and sales professionals to tailor strategies that enhance engagement, performance, and overall workplace satisfaction.



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MOTIVATION

Connect with us



@MotivatedEdu



Sarah Stones



Plain Sailing Motivation

sarah@plainsailingmotivation.co.uk

www.plainsailingmotivation.co.uk