

By understanding my motivators and setting clear expectations, I am far more effective in delivering both personal and business objectives. The Team Map helped us understand each other much better.

Member of Maintenance Department of John Lewis

## Case Study Aspirin deliver Maps to the John Lewis Partnership

### Background

John Lewis is the UK's largest department store retailer and part of the John Lewis Partnership (JLP), which is based on its founder's vision of a successful business powered by its people and its principles

### Approach

Motivational Maps were used to engage the department in embracing changes in the strategy and in providing an essential people centric element to its annual conference. All attendees completed a Map and were involved in discussions and exercises around their motivators. This empowered them with knowledge of how their motivation influences their behaviours and choices, and how to manage and feed their motivation.

The conference provided the opportunity to consult the department about the proposed new vision, strategy, performance objectives and benchmarks which Aspirin Business were developing with the department's managers.

This project continued over a number of years to incorporate Leadership Coaching for the Operations Managers and their successors.

### Business goal

Like most organisations, JLP wanted to grow whilst maintaining their profit margins. This would require maintaining the headcount and creating efficiencies. Aspirin Business Solutions were asked to help the Maintenance Department incorporate new branches, alongside new waste and energy efficiencies, whilst maintaining quality, compliance and headcount.

### Results

The project has been a commercial success. The increase in productivity has saved the Department in the region of £500,000 via saved salary and associated employment costs.

The Motivational Maps have been fundamental in creating long-lasting and significant changes in attitude and behaviour. The OMMs and BMMs have created more control over their attitude, behaviour, strategy and how they approach their roles

[www.aspirinbusiness.com](http://www.aspirinbusiness.com)

Discover the difference Motivational Maps can make in your organisation

Contact your Motivational Maps Practitioner

