



“Motivation is the thing that starts the fire.”

Case Study Christopher Lawrence

<http://www.changemylifecoaching.ca>

INTRO

Christopher is a Motivational Maps Business Practitioner, Life Leadership Coach, Entrepreneur, Change Coach, Certified Master Coach Practitioner (CMCP) and trainer, and founder of Change My Life coaching.

TOP MOTIVATOR: SEARCHER



Christopher Lawrence's journey to the Maps was intriguing and indirect. “I started a little life-coaching business. Just me originally. I guess I was like everyone else out there trying to run a life-coaching business! I had always wanted an assessment of some kind but I wasn't too keen on what was out there. I wanted something that was a little more holistic, a little bit more on the emotions and feelings side. The last thing I needed was another personality test.”

Soon, Christopher got the opportunity to complete a Map and “I fell in love with it and said: ‘I want in’.” The Maps were a unique selling point for Christopher's life-coaching business, to the point where he used Maps as a lead-generator to get clients through the door: “I would advertise ‘Discover your top three motivators today!’ People would reach out, we'd go through the assessment, then do coaching with me.”

Since the early days, Christopher's business, Change My Life, has grown tremendously. “I don't use that advertisement anymore,” he says. “But although we have other tools, we still use the Maps with 80 – 90% of our clients. We use them corporately as well.” Running such a large organisation, however, requires not only expertise in dealing with clients but also management of increasing numbers of internal staff, including other coaches. “One thing I equate it to is that it's like the chef who opens the restaurant. They open the restaurant and then they're trying to run it: front of house, back of house, the kitchen and all the financials. But I realised I am a chef in this kitchen! I would much rather keep my hand in. I do enjoy some of my entrepreneurial tasks, but I needed someone to actually run the operation day-to-day. That's why I brought on my business partner Kyle Kallou.”

Christopher says that he loves working with clients, so for him the “entrepreneurial tasks” are a means to getting to do more of what he loves: “cooking in this kitchen for lack of a better analogy!” He also uses the Maps internally. “We brought another business on. We use the Motivational Maps as part of a precursor to starting a business. We also use it through periods of change.” There's a clear sense that Christopher has a philosophy of practice-what-you-preach. If an organisation is going to coach with Maps, then they have to use them themselves!

“My current top three motivators are Searcher, Spirit, Expert. Typically I would have Searcher, Spirit, Creator,” Christopher says, which immediately sparks curiosity. Searcher as the immovable top motivator is fairly common among coaches, as it is the desire to make a difference to other people. But it is intriguing that other aspects of his profile change so significantly. “We're working on ten different initiatives. It's a little bit crazy! So my motivators have changed. Right now, my number four is Defender. Weird! It's normally in the bottom three for me. It's actually choking out Creator. I think it has to do with the fact we're pushing so many initiatives. Me thinking: Jeez, I hope something works!”

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can make to your business



This deft self-analysis leads to two important points. Firstly, that our motivators outside the top three can tell us something really important. We have to look at the Map holistically. Secondly, that even our top motivators are not fixed and can change if we are going through transformative circumstances. With ten initiatives on, Christopher's Creator motivator is being met in abundance (perhaps even overloaded), so it has dropped in terms of priority. It will be interesting to see if "order" is restored once the initiatives are completed and the profile resumes a more typical alignment.

This goes to show that one of the most valuable aspects of the Maps, in terms of significance, meaning, and insight, as well as financially, are that the Maps are an ongoing process of discovery, not a one-off. If we can build Maps into our culture and practice, rather than doing it as a one-time initiative, imagine the insight we can obtain and provide, and the difference we can make.

TOP TIP

"It's not just about your job, it's about your whole life. It's never just about your job. 80% of the reason people walk through the door is because of their career or job, but when they leave they're saying: 'You changed my life'."

"We build the rest of the day around our careers. We bookend our lives around our career. It's the time in our life when we have the most decision-making ability, so you better find some connection!"



"Motivation is the thing that starts the fire. Without motivation there's nothing that starts the fire. Motivation doesn't necessarily keep the fire going... but it starts it. So it's important that we check in on it. It's a lot of things, but it's also an emotion. How you are emotionally driven."

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Christopher also has a book published: *GO BEYOND PASSION: DISCOVER YOUR DREAM JOB*

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