

Achieve your goals and help others reach theirs...

---



---

the business of motivation  
info@motivationalmaps.com  
01202 513043  
www.motivationalmaps.com



# Introducing Motivational Maps Ltd

- Motivational Maps, a unique on-line self-perception inventory, draws together research into Maslow's Hierarchy of Needs, Edgar Schein's Career Anchors, & materials from the ancient but modern personality profiling tool, the Enneagram
- The result is a diagnostic instrument that works on an individual, team & organisational level to produce an astonishingly accurate account of where the 'energies & emotions' are being directed, and how strong they are
- World's No 1 authority on Motivational Mapping & its application-rich set of tools – Reward Strategies, Management Development, Appraisal, Leadership & Team Building
- Understanding how people are incentivised and optimised means – the Map – are now increasingly being used in Charities, Education, Public Sector & Corporates across the world

the business of motivation  
info@motivationalmaps.com  
**01202 513043**  
www.motivationalmaps.com



# Who Are Motivational Maps Ltd?



JAMES SALE

Top motivators:  
Creator, Spirit, Expert

CREATOR OF  
MOTIVATIONAL MAPS

Background in: writing,  
training, mentoring and  
public speaking



LINDA SALE

Top motivators: Builder,  
Spirit, Creator

ADMINISTRATOR

Background in:  
teaching, and creative  
development



JAMES WATSON

Top motivators: Spirit,  
Director, Builder

SOFTWARE  
EXPERT

Background in: Large  
and small scale  
software  
development, IT  
Consultancy and  
Customer Service &  
Support



ROB BREEDS

Top motivators:  
Creator, Searcher,  
Expert

USER EXPERIENCE  
SPECIALIST

IBM Master Inventor  
Background in:  
marketing, sales,  
book publishing and  
software  
development

the business of motivation

[info@motivationalmaps.com](mailto:info@motivationalmaps.com)

01202 513043

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



# Theory Behind Motivational Mapping

- **One of the problems of dealing with motivation is that it is ‘invisible’ –**  
*It is a need, a want, a desire, a drive, an internal energy*
- **This invisible ‘energy’ has 3 sources within the human psyche:**  
*Our personality, our self-concept, our expectation*
- **In order to make it visible we need a diagnostic based on a new ‘language’ & ‘metric’**  
*Maslow’s Hierarchy deals with our Needs*  
*Schein’s Career Anchors express our Competence,*  
*Motives & Values*  
*The Enneagram defines our true personalities*

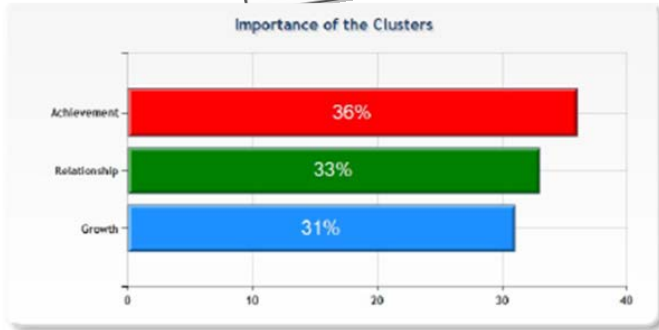
From these sources and others deriving from them, James Sale spent 5 years synthesising their ideas to create Motivational Maps. The model he has created precedes, although is extremely close to, contemporary models such as Daniel Pink’s ‘Drive’ (2009); Pink, however, has no diagnostic to establish and use in an organisational setting.

the business of motivation  
info@motivationalmaps.com  
**01202 513043**  
www.motivationalmaps.com



# The Reports

Individual Report  
Team Report

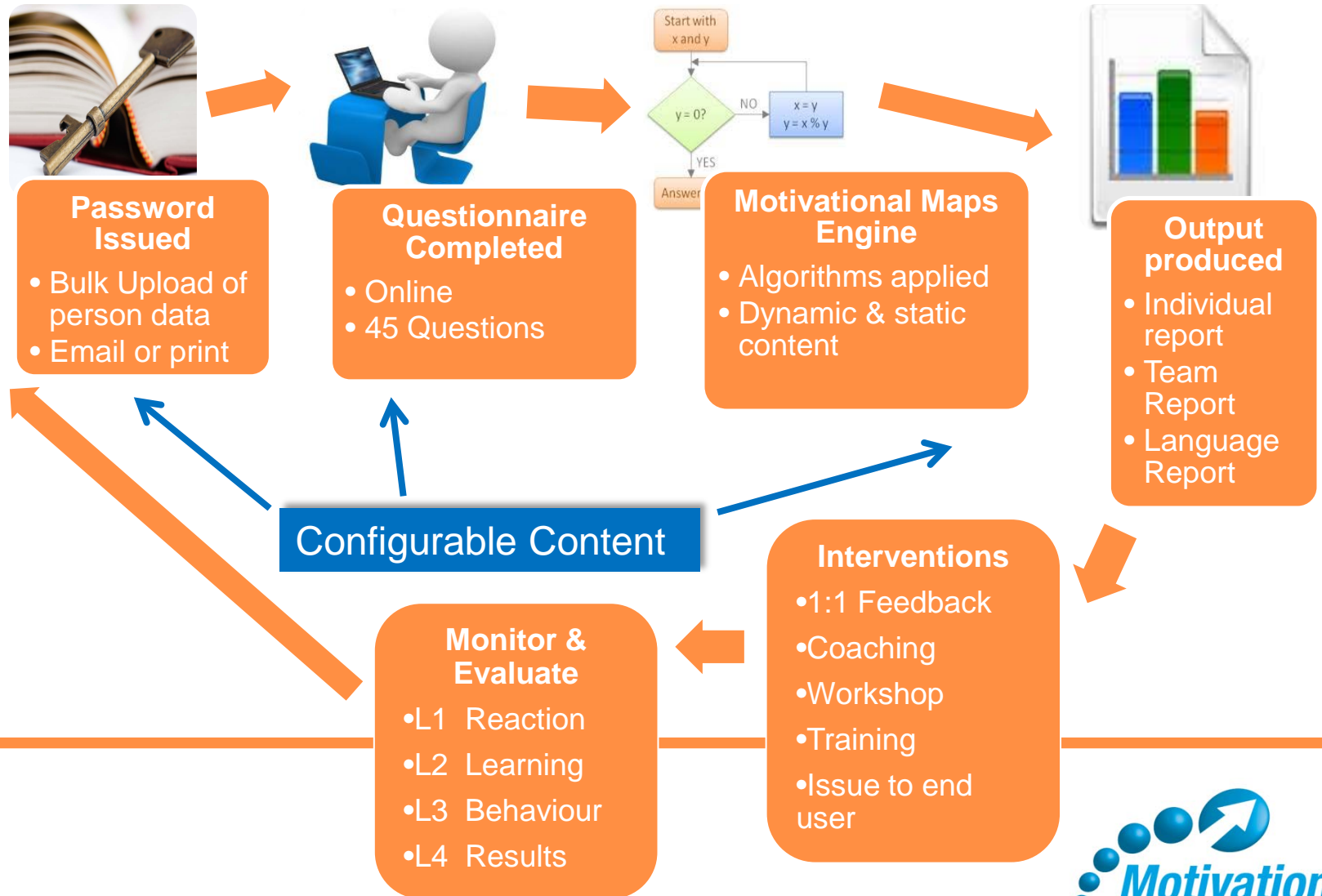


<p><b>Relationship Motivators</b></p> <ul style="list-style-type: none"> <li> <b>The Defender</b> Seeks security, certainty, stability</li> <li> <b>The Friend</b> Seeks belonging, friendship, rewarding relationships</li> <li> <b>The Star</b> Seeks recognition, respect, social esteem</li> </ul>	<p><b>Achievement Motivators</b></p> <ul style="list-style-type: none"> <li> <b>The Builder</b> Seeks money, material rewards, above average living</li> <li> <b>The Director</b> Seeks power, positions of authority, control of people / resources</li> <li> <b>The Expert</b> Seeks knowledge, expertise, specialism</li> </ul>	<p><b>Growth Motivators</b></p> <ul style="list-style-type: none"> <li> <b>The Creator</b> Seeks to be original, identifies with new, creative ability</li> <li> <b>The Searcher</b> Seeks meaning, making a difference, providing useful things</li> <li> <b>The Spirit</b> Seeks freedom, independence, making own decisions</li> </ul>
--	--	---

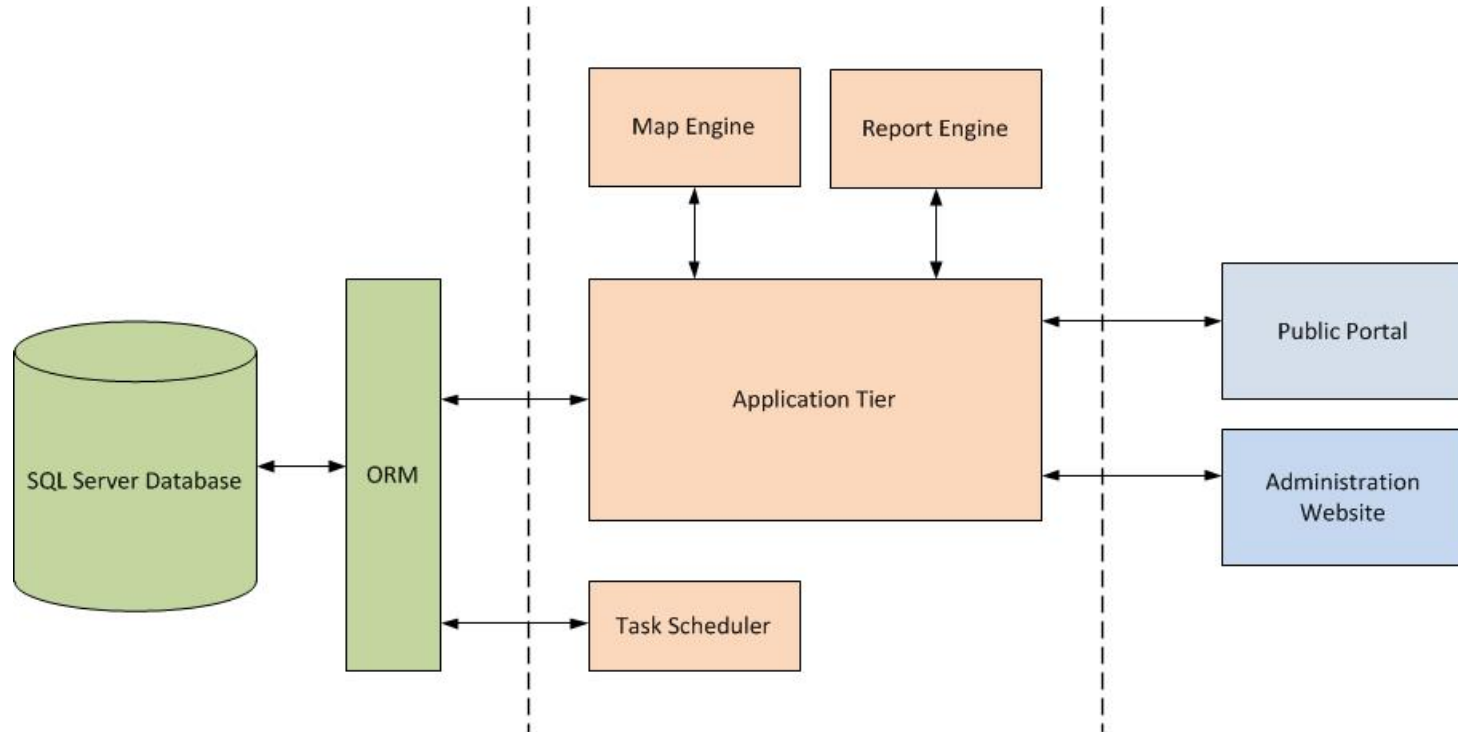
the business of motivation  
[info@motivationalmaps.com](mailto:info@motivationalmaps.com)  
**01202 513043**  
[www.motivationalmaps.com](http://www.motivationalmaps.com)



# Functional Overview - Process



# Functional Overview - Technical



Accessed by full range of browsers (Chrome, Firefox, Internet Explorer)  
Multiple platforms (iPad)  
No plugins - pages created using Javascript

# Why maps are different and valuable

- Less expensive and better value than competitors
  - Creates robust reports for multiple end users that identify what actions the individual, parent/guardian, mentor, team leader etc needs to take as well as the profile of the person or group
- Multiple profile options
  - 9 Motivators in rank order
  - Score of 0-40 for each motivator
- Are not fixed, motivations can change so regular mapping ensures you are always aware of a persons core motivations at that point in time, and can adjust your strategies and approach accordingly



# Client Sample

John Lewis

Ansbury

addaction

Ofcom



Dorset Probation Trust



serco

Bringing service to life

ORACLE®

CarpetRIGHT

PENTAX



Leading education  
and social research  
Institute of Education  
University of London



wakefieldcouncil  
working for you

Ideal  
HOME GROUP PLC

the business of motivation  
info@motivationalmaps.com  
01202 513043  
www.motivationalmaps.com



# Used Internationally

UK IRELAND



SOUTH AFRICA BOTSWANA



SINGAPORE MALAYSIA

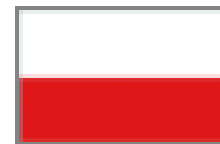
ITALY GERMANY PORTUGAL GREECE



LITHUANIA



POLAND



USA CANADA



the business of motivation  
info@motivationalmaps.com

01202 513043

www.motivationalmaps.com



# Case Studies

Client	Programme	Outcome
Care Service	Building Maps into Aftercare Service and work in schools with students at risk of exclusion	Provision of focused and personalised strategies
State School	Use of Motivational Mapping with Middle Leaders population to help improve performance management process and succession planning process	Improved performance management discussions and more informed allocation of roles/responsibilities according to motivation and skills of teachers
Major international manufacturing company with 47 manufacturing sites worldwide	Motivational Mapping of IT Department with focus to help improve: Pro-activity, Confidence, Delegation, Time Management, Goal Setting	Average increase in productivity of 26%
SME – Surveying Construction Firm in UK	Motivational Mapping of Board and Management team with focus to help improve the value of the appraisal system	15% increase in turnover and 30% increase in profitability
Public Sector Organisation	Motivational Mapping of Library service and running customer care training to enhance user experience	8% increase in visitor numbers and improved customer satisfaction

the business of motivation  
[info@motivationalmaps.com](mailto:info@motivationalmaps.com)  
**01202 513043**  
[www.motivationalmaps.com](http://www.motivationalmaps.com)



# Motivational Mapping Licensee Examples

Person	Type	Years as Licensee	Issue	Realisation / Outcome
Business Coach with NLP	Sole Trader	6	How can I upscale my business without employing staff?	Now leading over 30 sub-licensees; serious profitability
Trainers	Partnership	3	How can we create uniqueness in a crowded market?	Maps incorporated into a unique 'leadership' offering
Management Consultant	Sole Trader	3	How can I increase revenues and sales focus?	70% of income now generated through Map technology and sales
HR Professional	Sole Trader	1	How can I get out of employment and set up a unique HR consultancy?	New business launched to great acclaim, and integrated into a deep Map's network of contacts

the business of motivation  
info@motivationalmaps.com  
**01202 513043**  
www.motivationalmaps.com

