

Achieve your goals and help others reach theirs...

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the business of motivation  
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# 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

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# 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

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# 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 Reports

Individual Report  
Team Report

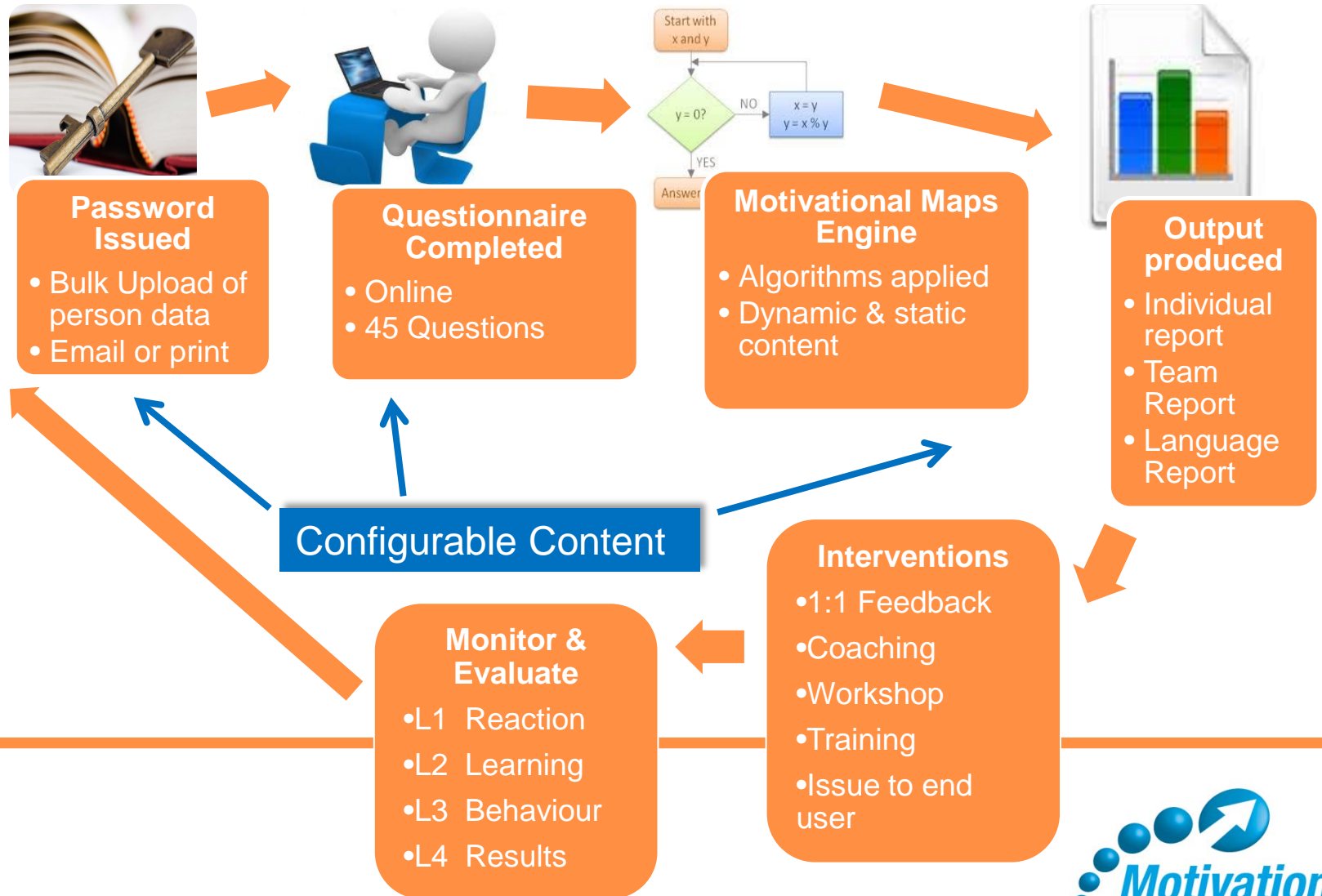


|  |  |   |
|--|--|---|
| <p><b>Relationship Motivators</b></p> <ul style="list-style-type: none"> <li> <b>The Defender</b><br/>Seeks security, certainty, stability</li> <li> <b>The Friend</b><br/>Seeks belonging, friendship, rewarding relationships</li> <li> <b>The Star</b><br/>Seeks recognition, respect,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

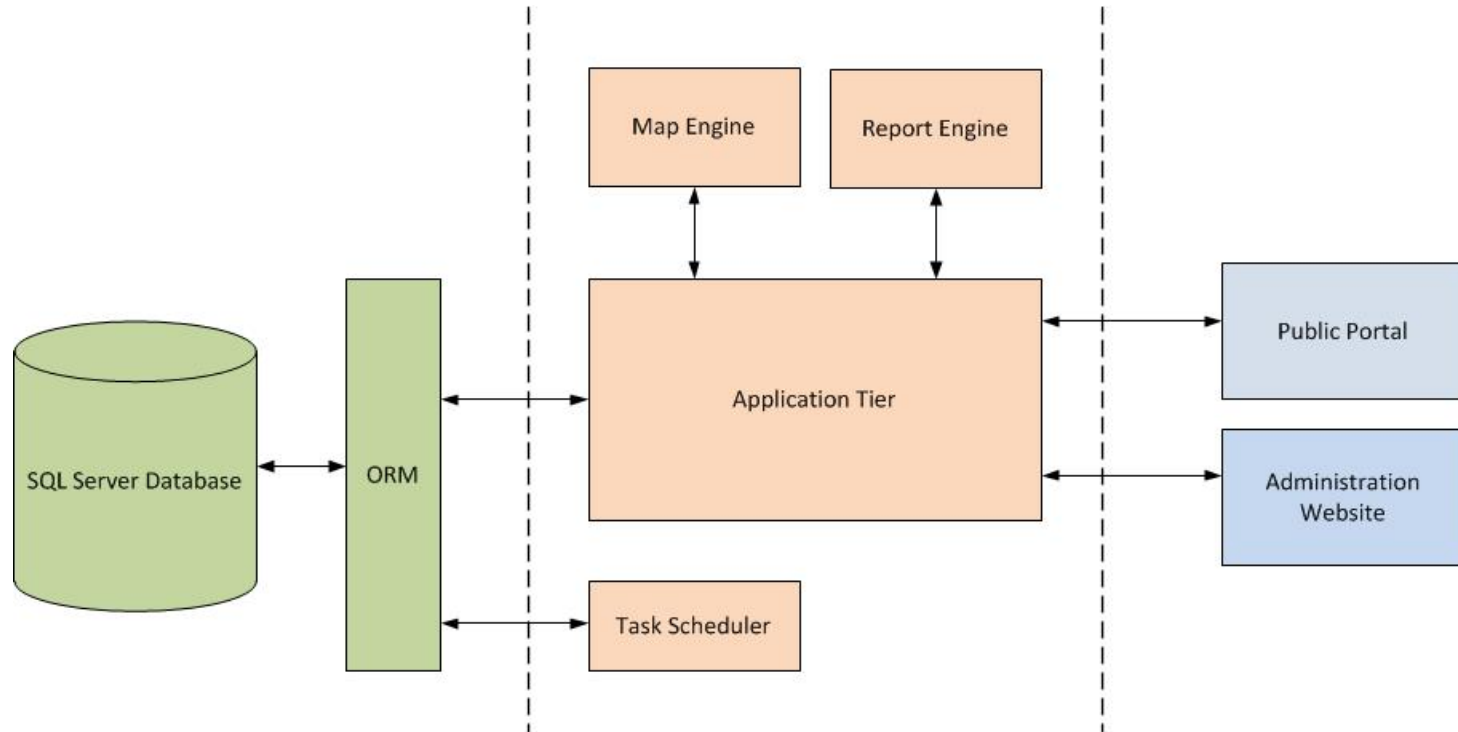
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# Functional Overview - Process



# 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

Huntingdonshire  
DISTRICT COUNCIL

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

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# Used Internationally

UK IRELAND



SOUTH AFRICA BOTSWANA



SINGAPORE MALAYSIA

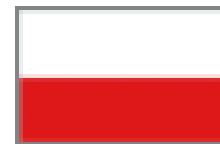
ITALY GERMANY PORTUGAL GREECE



LITHUANIA



POLAND



USA CANADA



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# 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   |

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# 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 |

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