

Motivational Mapping

A practical guide

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"Helping you to enjoy success"

Magenta Coaching Solutions

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Motivational Maps

Motivational Maps are unique in that they directly help overcome the problems that individuals face in making good career decisions and that managers and leaders face in improving motivation and performance of their teams...

Motivational Maps can help businesses...

- 1) Improve team performance
- 2) Reduce sickness
- 3) Improve staff retention
- 4) Recruit the best candidate for every position
- 5) Learn how motivated their team currently is and where there are specific motivational issues with individual team members...
- 6) Demonstrate an improvement in motivation and measure the impact in terms of improved performance...
- 7) See the difference between management and team motivation and how each manager or leader could amend their management style to achieve improved performance...

The Nine Motivational Preferences

Searcher: Meaningful and purpose in work

Spirit: Freedom and autonomy

Creator: New ideas, innovation and change

Director: Power control and greater influence

Builder: Money, competition & possessions

Expert: Learning mastery and specialisation

Defender: Security & stability

Friend: Fulfilling relationships at work

Star: Public Recognition and praise

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So what is a Motivational Map?

The Motivational Map is an ISO accredited online self perception inventory that crucially focuses on motivation rather than personality. The map (which takes 12 minutes to complete online), helps people understand motivation at a deeper level and what they can do with that knowledge to improve performance.

Motivational Maps helps individuals...

- 1) Make good career decisions
- 2) Determine how their motivation is likely to change
- 3) See how well their current role is fulfilling their core career drivers
- 4) Develop leadership and coaching skills
- 5) Achieve greater fulfilment from their work

Did you know...

64%

of employees leave their boss rather than the job.

Forbes, 2014.

Motivational Maps

1

Motivational maps identify how strong each of the preferences are in relationship to each other and how individuals and managers can use that knowledge to improve their own career decisions and Management skills!

2

The team map demonstrates how motivated a team is. After an intervention with a mapping coach, the improvement in motivation subsequently improves when remeasured some 3-6 Months later. Each individual within the team receives their map results.

3

Once an organisation has someone trained internally as a map coach, the entire organisation can access and benefit from motivational mapping at a fraction of the cost of continually using external consultants and coaches...

Mapping projects typically involve in the first instance mapping a team within an organisation. Following this, feedback from the coach to the manager with actions recommended for them to take is provided. A 3-Month follow-up with agreed further actions to include the option of a team workshop is recommended.

Motivational Maps can be accessed in three ways...

- As an individual to help them with career decisions.
- As a team within a business or as an entire organisation.
- As someone wanting to become a Motivational Map coach.

So imagine in the future if...

- You knew you had the knowledge to always make good career decisions...
- You knew what motivated each person within your team...
- You knew how motivated they were and how to more effectively positively influence them...
- You could do something positive about the motivation and performance of your organisation...
- You could resolve conflict between team members...

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