



“It takes education, it takes courage to introduce something new. You have to be adventurous and be willing to experiment.”

## Case Study Judit Abri von Bartheld

International Coach Federation Master Certified Coach

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### INTRO

Judit Abri is a Motivational Maps Business Practitioner: a coach, coach trainer, and a leadership expert. She is the founder of Coaching Without Borders, in Hungary, and is currently in the process of introducing the Maps to the Czech Republic in Prague.

### QUOTE

Being a BP is more complex than just managing LPs, however. It is a job with many moving parts, and, as Judit observes, different aspects will appeal to different people in different cultural environments. She describes the many facets of being a BP: “It requires entrepreneurial skills as well as coaching skills. You have to be a good mentor. You have to act as a role model. You have to be a leader to a certain extent. An educator. You have to be a good marketer, to get new LPs joining in. To run your website, social media, sales and marketing. You’re selling at two fronts. Selling the Maps and the idea of becoming an LP.”

This is a multi-faceted approach to the Maps; not only nurturing and developing future practitioners and advancing the Maps in creative and collaborative ways, but also trail-blazing new best-practices and uses of the Maps

### TOP MOTIVATOR : CREATOR



Judit is a Creator motivator, and believes that her BP status naturally feeds into this motivator. “I like different things every day, to make my day more colourful. Working with different people definitely makes my day more colourful. If I only have clients, if all I’m doing is interpreting Maps and giving feedback, it’s the same routine. But if you have LPs, they’re all at a different stage.”

Creator motivators are energised by creativity: taking risks, innovating, building new things. Being a BP naturally engages this creative approach, presenting new challenges and opportunities. Judit is in many ways at the forefront of this risk as a Business Practitioner in another country where the Maps are not currently widespread. “In the UK you have senior practitioners, there are also lots of BPs. You can look for success stories almost next-door. In other countries however it’s a completely different job. We have an extra challenge...”

### TOP TIP

It’s hard enough, even in the UK, where the Maps have more of a foothold, to break people out of these old notions of top-down hierarchical management styles and money-first / people-second attitudes. Introducing organisations to this idea of giving your employees a voice and listening to their motivational needs can still seem like a quite radical process. For Judit, working cross-languages and in completely different cultures, it is even more of a challenge. However, this does not seem to daunt her. She advises: “It takes education, it takes courage to introduce something new. You have to be adventurous and be willing to experiment.”

Discover the difference Motivational Maps can make to your business

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