



James Sale Director

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



Who Are Motivational Maps Ltd

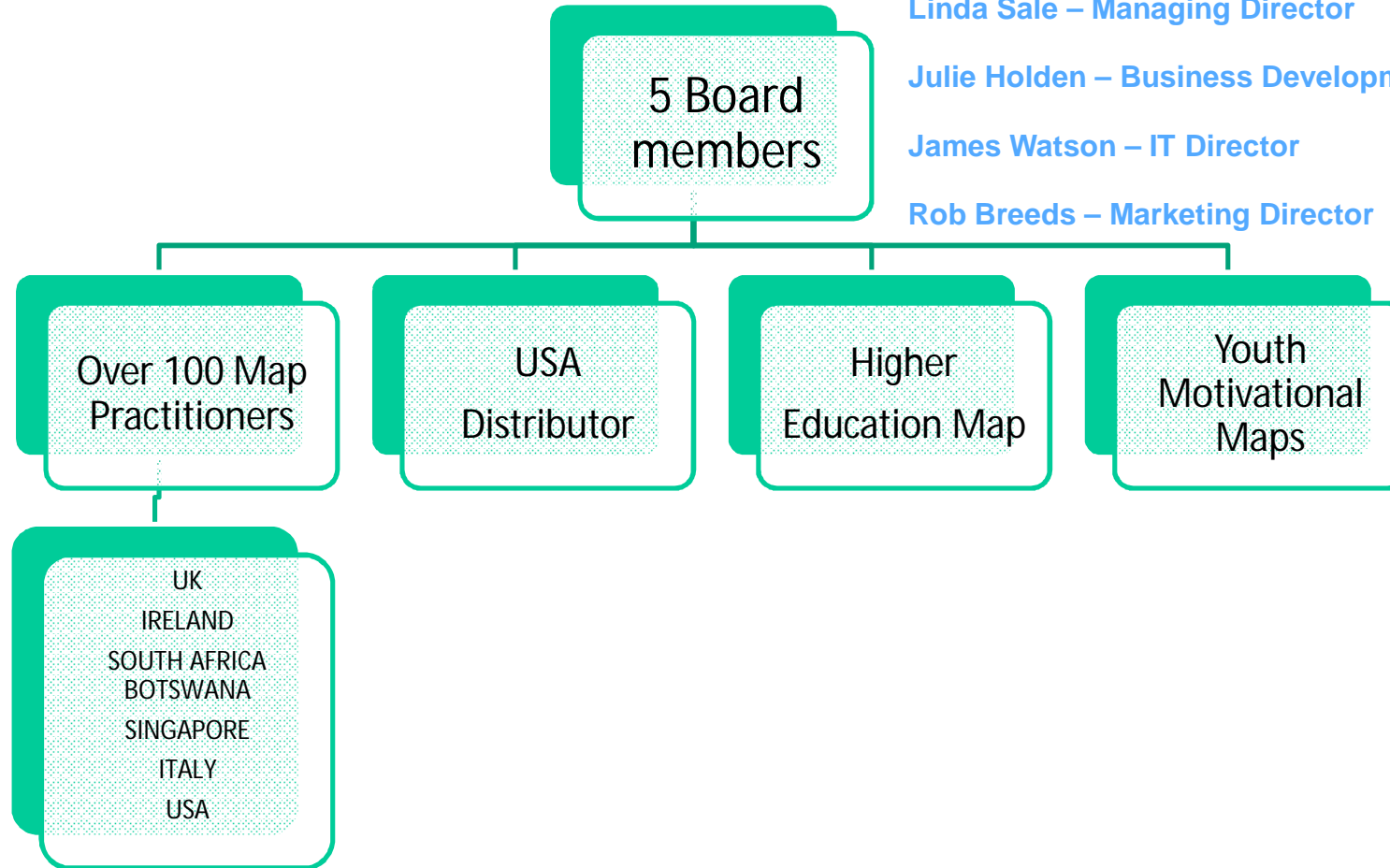
James Sale - Creative Director

Linda Sale – Managing Director

Julie Holden – Business Development Director

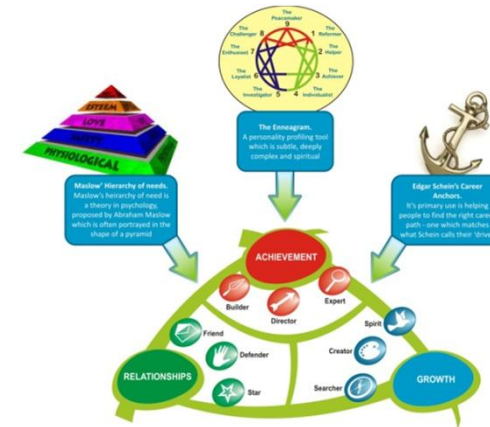
James Watson – IT Director

Rob Breeds – Marketing Director



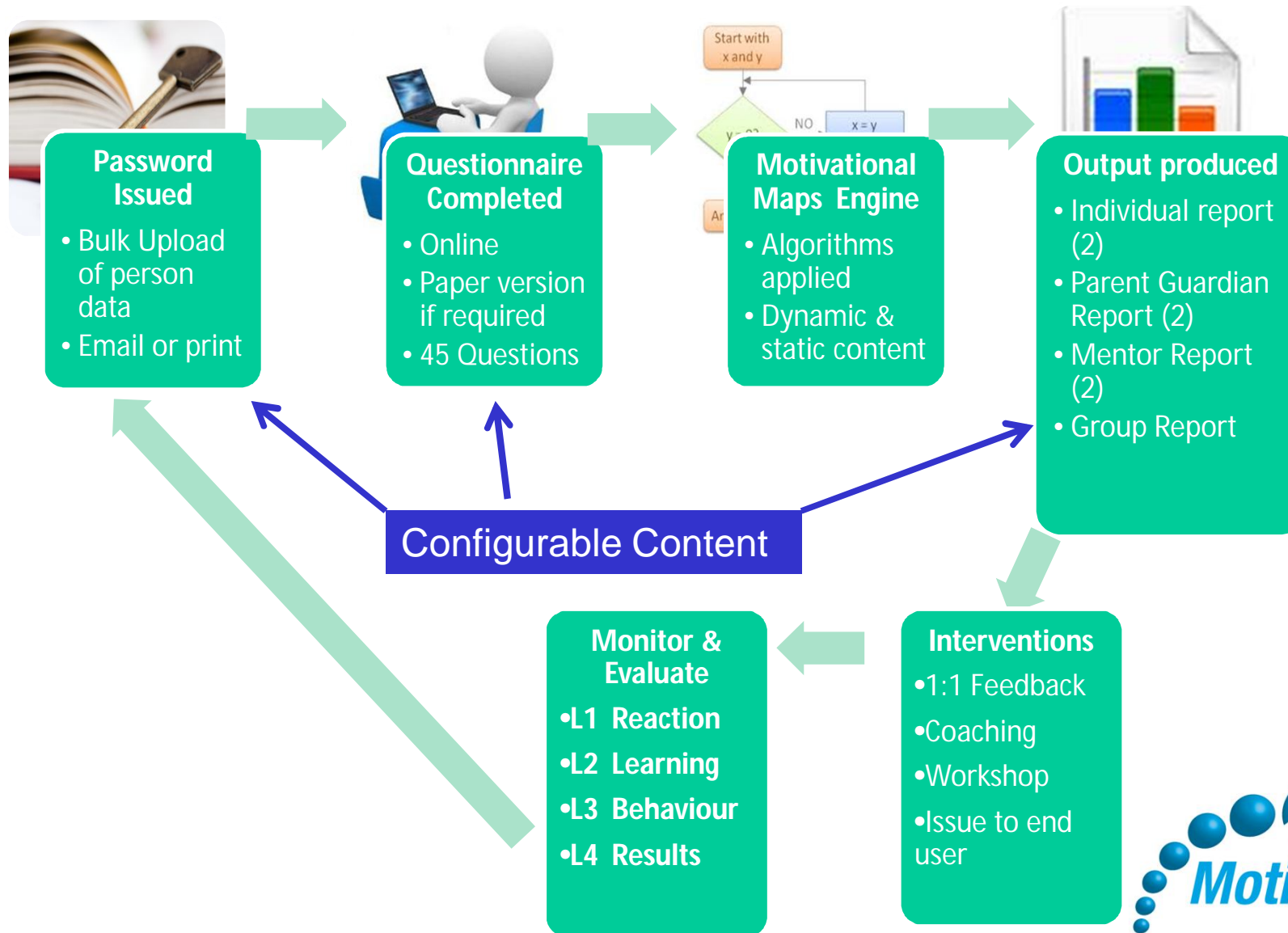
Theory Behind Motivational Mapping

- 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'
Maslow's Hierarchy deals with our Needs
Schein's Career Anchors express our Competence, Motives & Values
The Enneagram defines our true personalities

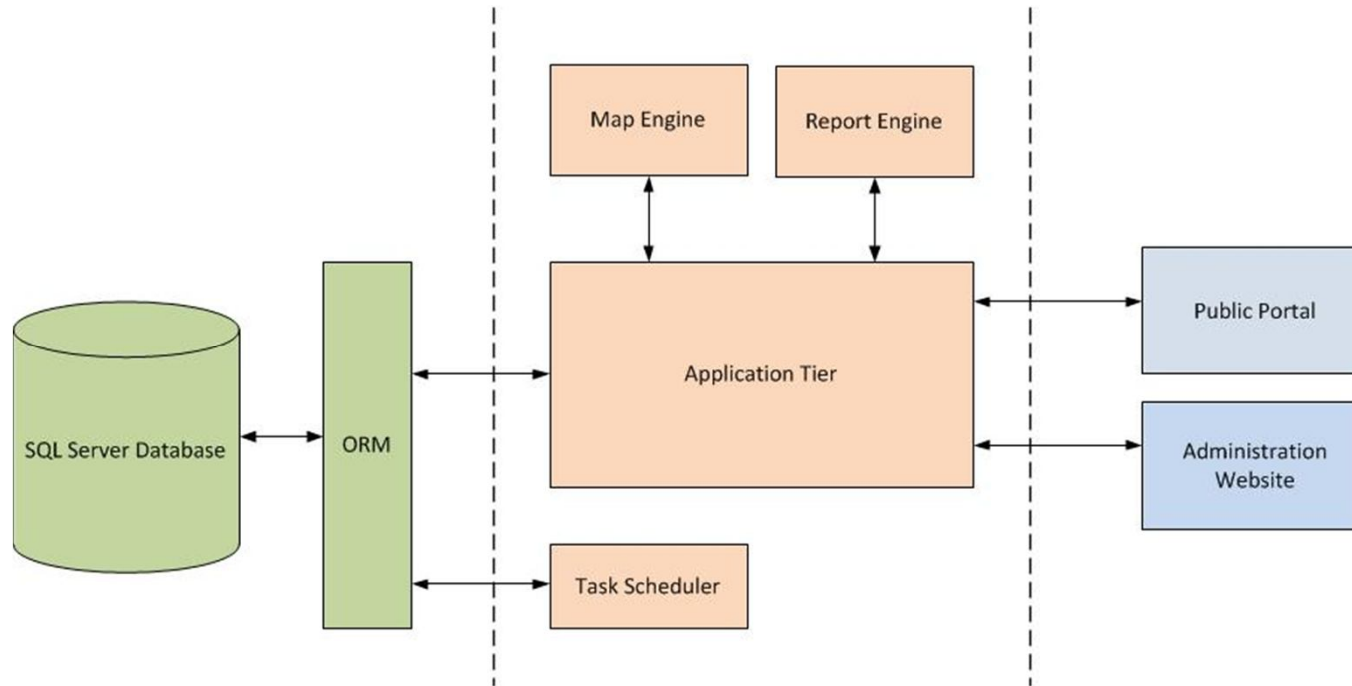


From these sources and others deriving from them, James Sale spent 5 years synthesising their ideas to create Motivational Maps. The model he has created precedes, although is extremely close to, contemporary models such as Daniel Pink's 'Drive' (2009); Pink, however, has no diagnostic to establish and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

Functional Overview - Process



Functional Overview - Technical

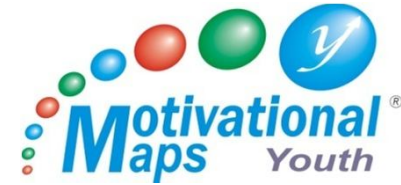


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Multiple platforms (ipad)
No plugins – Pages created using Java Script

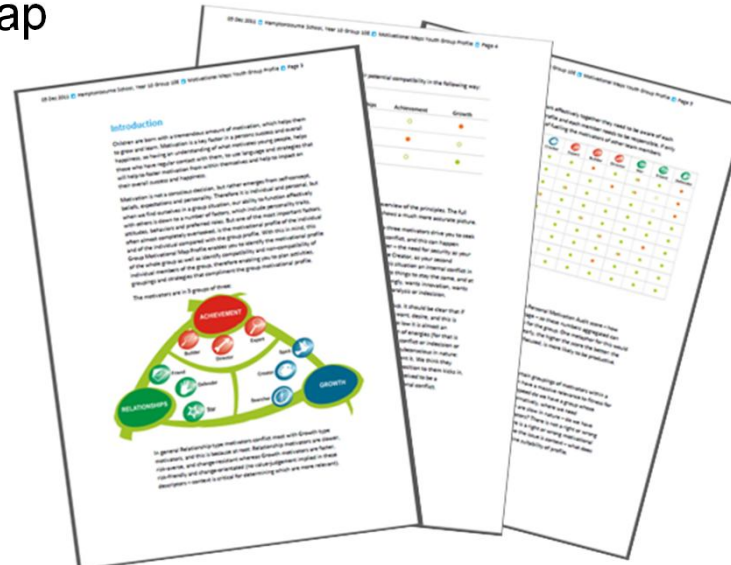
Market offerings



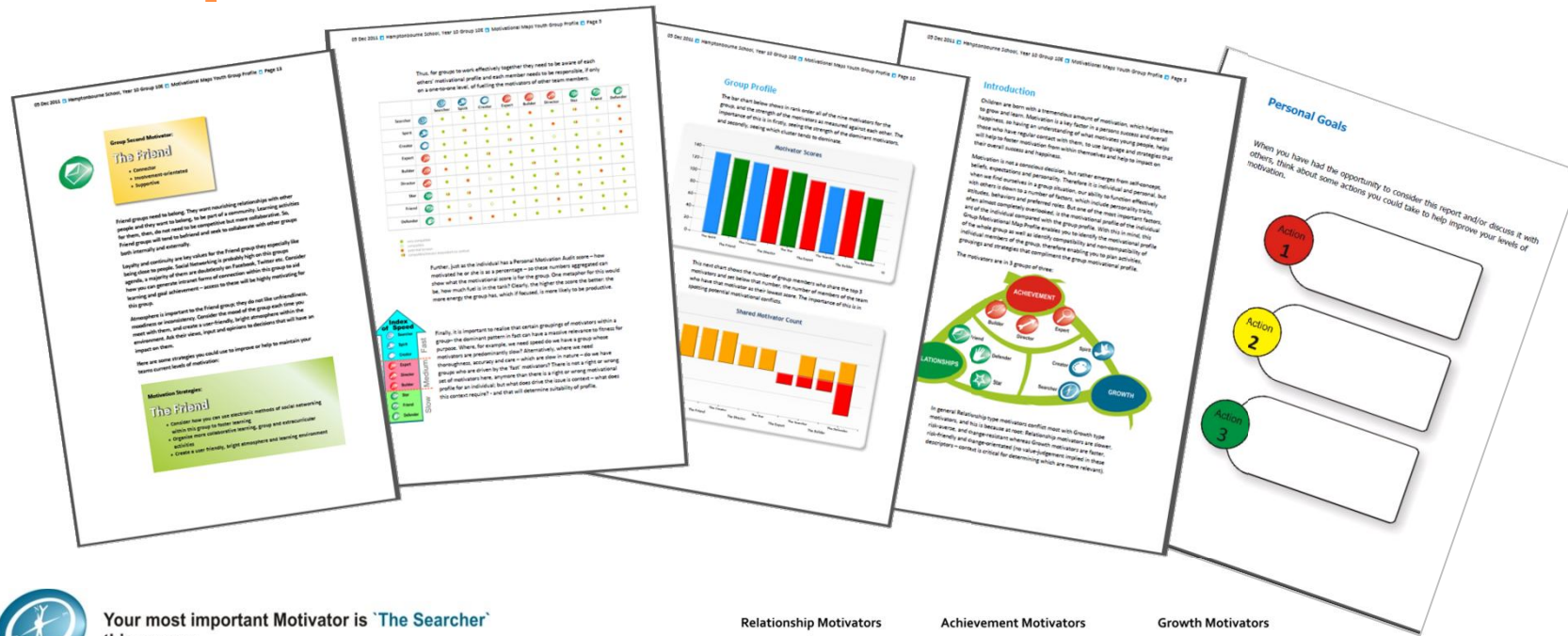
Individual Report
Group Report
6 Languages
Manager Report
Organisational Report
Recruitment Map



Individual Report (2)
Parent/Guardian Report (2)
Mentor Report (2)
Group Report



The Reports



Your most important Motivator is 'The Searcher'
this means:

You want to

Do valuable and important things

Make a difference

Improve and make life better

You like to

Work at what you believe in

Be Curious

See the big picture-what's it all about

You need to

Avoid doing meaningless paperwork

Contribute more

Search for more information and ideas

Relationship Motivators



Achievement Motivators



Growth Motivators



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

addaction

serco

Bringing service to life

Ansbury



Huntingdonshire
DISTRICT COUNCIL



Dorset Probation Trust

Ofcom

CarpetRIGHT

wakefieldcouncil
working for you

ORACLE®

Ideal
HOME GROUP PLC

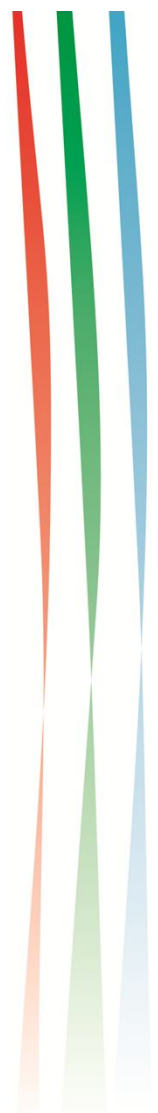


Leading education
and social research
Institute of Education
University of London

PENTAX

Fenland
CAMBRIGESHIRE
Fenland District Council

Motivational
Maps™



Case Studies



Client	Programme	Outcome
Charity working with public sector	Building Maps into Aftercare Service and work in schools with students at risk of exclusion	Provision of focused and personalised strategies
100+ year old Midlands based org working with long term unemployed in Birmingham region	Coaching programme to train and motivate the long term unemployed to find work	Extension of project into 5 European countries and Maps translated into those languages
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% and measurable increased profitability
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



Thank you

Please contact
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