



“Every time I train a new Practitioner I know that it will help them make a bigger difference to their clients and open up opportunities only Maps can.”

Case Study Mark Terrell

<https://www.thereluctantleader.co.uk/podcast.html>

INTRO

Mark is a Motivational Maps Business Practitioner (BP) and creator and owner of 1st Class Coaching Solutions and The Reluctant Leader. The Reluctant Leader is designed to help those people who, through no fault of their own, are feeling out of their depth in a leadership role. There are three areas that he focuses on: the mindset, the process, and the skills people need to become a Liberated Leader. Don't miss The Reluctant Leader Podcast for oodles of free advice, mini courses to complete, and the application opportunity to join The Reluctant Leader Mastermind which opens 3 times per year.

Mark began his journey with Maps after selling his retail business. Mark has a high Creator motivator, which is partly why pursuing a different avenue to the “psychometric route” appealed to him. This is really significant, because most people don't realise just how different the Maps are to a psychometric test. Psychometrics are prescriptive and deal in behaviours, whereas Maps look at the inner drives. Our inner drives may determine certain behaviours, but they go deeper than that, offering more profound insight into what is really going on, and why people do what they do. In addition, unlike psychometrics which stereotype us based on behaviours, allowing for discriminatory use (for example “You're not a completer-finisher, so we won't hire you”), the nine motivators are all equal and serve different functions.

TOP TIP

“As with every business decision, be clear on where it fits in and have a vision of where you want to take it. Anything worth doing needs commitment and belief, especially for when you're not making progress as fast as you'd hoped.”

TOP MOTIVATOR : CREATOR



Speaking of inner drives, Mark's Creator has driven him to progress quickly with the Maps: “I realised I didn't want to just use Maps, I wanted to spread the word where I saw opportunities for Recruiters, Coaches, and Trainers to offer something different.”

From having become a Licensed Practitioner, he soon wanted to step up to becoming a BP:

“A year later I took the next leap to become a Business Practitioner and started to grow my team of mappers to spread the word and make a bigger difference in the world. Seeing others harness the power of Motivational Maps in their work adds an exciting dimension to my business mission.”

Mark is also influenced by the Expert motivator: “I learn as much from my Licensed Practitioner team as they do from me. As a high Expert I like to spread my knowledge to others but also like to learn from others.” This two-way street is absolutely critical for a healthy Business Practitioner-Licensee relationship, especially where Experts are involved! In fact, this may well be applicable more broadly to any manager-employee relationship. If managers believe they cannot learn anything from their staff, then no wonder staff feel frustrated, and organisations keep making the same mistakes.

QUOTE

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Discover the difference Motivational Maps can make to your business

<https://www.thereluctantleader.academy/motivationalmaps>

