



“If you are a coach and you do not have the Maps, then you are like a doctor that has no medical diagnostic tools!”

Case Study Zsuzsa Czagler

<https://vipcoachingcenter.hu/rolam/bemutakozas>

INTRO

Zsuzsa is a Motivational Maps Business Practitioner: an ICF ACC coach, NLP Master, and Liberating Leadership practitioner, with 19 years of top management experience. She operates in Hungary.

QUOTE

For many, the Maps are a journey of individual discovery, but for Zsuzsa, it's as much about teams as one-to-one: 'When I left my corporate position, one of my things was that I wanted to help people be happy. I didn't know how at the time, but now I realise that motivation is big part of that.' She has found that she is able to make a difference to teams in just a single day. However, there have also been hard learning curves where she has found circumstances where she was unable to instigate change 'Often because a leader is not ready,' she observes. 'The leader needs to be at a certain level. This led me to Ali Stewart and her insights on how to train leaders.' Being a BP has been a continual learning experience, from first discovering the Maps, to developing ideas on Engagement, to becoming a qualified Liberating Leadership practitioner, and finally a Motivational Maps Business Practitioner. Zsuzsa regularly meets with the Aspirin network, and BPs from other countries, to share knowledge and experience. Being a BP is a big responsibility. You have to keep on top of the expertise, and your own motivation levels."

TOP MOTIVATOR : SEARCHER



Zsuzsa is a passionate Searcher motivator, but she also has a thirst for knowledge inspired by her Expert motivator. When she first encountered the Motivational Maps, she described it as a 'lightning strike moment':

'I realised why I couldn't save myself from quitting the job that I enjoyed for many years previously and why, as a managing director, I had been unable to save other people from leaving.'

The Motivational Maps allowed her to see what her true motivators were and to pursue them. This led to her seeking more and more information about the Maps, including reading all published Mapping Motivation books, watching videos, reading articles by James Sale and participating in several additional Maps training programs.

Intriguingly, Zsuzsa believes that all of her motivators feed into her desire to make a difference, even her lower motivators. 'The Star is my lowest motivator, but now I see it as a tool to help fulfil my mission as a Searcher. At the Maps conference, there was a woman at my table who was a Searcher and Star, which at first I thought was unusual, but then she said something that has stuck with me: "If I am not the one on stage talking, then I am not the one making a difference in a room".'

All of the motivators feed in to who we are and have the potential to help us get to where we need to be.

TOP TIP

I view Maps like a full blood test plus MRI. It is a tool that will show you where all the structural weaknesses, along with acute or chronic inflammations, are. If you are a coach and you do not have the Maps, then you are like a doctor that has no medical diagnostic tools!"

Discover the difference Motivational Maps can make to your business

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