

Your Guide to Motivational Maps

Motivational Maps are unique in their simplicity, application and usefulness. By measuring emotional energy they help overcome personal and career development issues, support managers and teams to achieve greater productivity, and strategically can turbo-charge organisational progress.



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Creator of Motivational Maps*

Motivational Maps can help businesses...

1. Improve team performance
2. Reduce stress and sickness and enhance well-being
3. Improve staff retention
4. Recruit the best candidate for every position
5. Leverage team performance and address motivational issues with team members
6. Impact sales, engagement and culture
7. Provide a common language through which everyone can understand what they want and align with team and organisational objectives
8. Give management an overview of what is really going on with their employees
9. Provide a cost-effective change management tool that actually maps the organisational culture

The Nine Motivational Preferences

- SEARCHER:** meaningful and purpose in work
- SPIRIT:** freedom and autonomy
- CREATOR:** new ideas, innovation and change
- EXPERT:** learning mastery and specialisation
- BUILDER:** money, competition and possessions
- DIRECTOR:** power control and greater influence
- STAR:** public recognition and praise
- FRIEND:** fulfilling relationships at work
- DEFENDER:** security and stability

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 15 minutes to complete online), will give a summary of your motivators, your current level of motivation and your motivational action plan. It helps people to understand motivation at a deeper level and what they can do with that knowledge to improve performance.



Motivational Maps help 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

Do you know.....?

64% of employees leave their boss rather than the job.

Forbes, 2014

So imagine in the future if...

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

What we offer

Individual Map & Debrief

Identify how strong each of the preferences are in relation to each other. A Map Practitioner can help individuals and managers use that knowledge to improve business and career decisions, and leadership skills. Ideal for individuals, coaches and managers.

You receive your own Motivational Map debrief.

Prices available on request

Motivation Workshops

Motivators drive engagement, boost energy and enhance performance in your organisation.

Learn more about how this works at a half or full day Motivation Masterclass where you will complete, and work with, individual and team Motivational Maps.

This helps the understanding of people and their teams, leading to better results and overall enhanced performance.

Prices available on request

Motivational Maps Accreditation

Accreditation involves online learning, attending an introductory webinar and one intensive full-day workshop.

We get you fully up-to-speed debriefing individual maps and learning how to use motivational maps in teams and with larger groups so you can start to measure and map your entire organisation. You'll then receive training to become self-sufficient, managing your own motivation mapping software. Mentoring is available afterwards to support you.

Prices available on request

Full Potential Group specialises in high-impact leadership development, team performance and coaching which creates business growth by unlocking the talent within. We have developed over 300,000 people in over 1,000 organisations, including companies such as Nationwide, Tesco, Heinz, United Utilities and Diabetes UK.