

# Motivational Insights™

Motivate, activate for increased discretionary effort!

Unlike personality, motivations can change in a moment.

Happiness and success at work is partly determined by whether or not core 'motivations' are being met. These motivations are not a conscious decision, but rather emerge from self-concept, beliefs, expectations and personality. As with having a purpose in life, we do not 'invent' motivations; instead, we detect them and it is vital that we act upon them.

## The Motivational Insights™ Challenge

1. What motivates you to get up in the morning?
2. What motivates your team, people and clients?
3. How do you measure these motivators?
4. How do you monitor your motivation and the motivations of others?
5. How do you maximise your motivation and the motivations of others?

Motivational Insights™ identifies key motivators and explores how to better motivate yourself and others for improved performance.

Results can be used to analyse individuals, complete teams or the whole business to determine dominant motivators, identify any areas that should be addressed and how and what to do about them.

## Benefits of Motivational Insights™

1. Easy - online for quick access
2. Quick - 36 questions in less than twenty minutes
3. Accurately describes motivators in 95% of users
4. Useful - 97% find the information valuable in their personalised report
5. Simple to interpret for both individual and manager
6. Understand motivations of an individual and a team and how to address them
7. Learn to use common language, hot buttons and key rewards to:
  - Better motivate/manage individuals and the team
  - Improve the understanding and communication of individuals and the team e.g. appraisals and reviews
  - Easier decision making
  - Improved strategy, policies and planning
  - Increase discretionary effort for improved performance and a happier workplace

## Nine Basic Motivators at Work



Motivational Insights™ is based on three clusters of motivation through:

- your relationship needs
- your own achievements
- your individual growth needs

Within these clusters are nine individual motivators. Of these, three will typically be stronger, with one as a core motivator.

A short online questionnaire generates a unique report detailing the contribution of each motivator and how this can affect personal performance.

The Motivational Insights™ report accurately describes individual drivers, and practical steps that can be taken to make use of this self knowledge.

Often by tailoring training and incentives to specific team needs, key motivational drivers are addressed.

*'Increase commerciality, productivity and passion'*

Practical | Focused | Results-driven

[www.catalystld.co.uk](http://www.catalystld.co.uk)

0203 743 2323