

Motivation at Work



If people are paid to do a job why do I need to motivate them? Because $P = S \times M$

Read about an important new management tool right here.

Much has been written and said in the field of motivation. Many believe that rousing seminars, hyper-energetic management styles and highly competitive working environments (with commensurate rewards for the high achievers) are the key to a happy workforce and a successful organisation. That may be so – for some, but clearly it doesn't work for everybody and this Newsletter explores a little deeper into how we can find out what truly motivates us and those around us – be they colleagues, employees, clients or suppliers, even family and friends.

Motivation takes a number of forms and an important part of this is the distinction between *intrinsic* and *extrinsic* motivation. Intrinsic motivation is all about what actually turns us on – what our own true desires, aspirations hopes and goals are. They come from within us and are often overlooked by others unless we are prepared to reveal them and let people know what we want out of life. Extrinsic motivation is what affects our behaviour and performance – the external and environmental factors, often work related, which stimulate a response which may or may not be in line with our intrinsic motivation, or to the liking of colleagues and employers. It has been said that the two fundamental motivators are Fear and Desire. We do things because we are fearful of the consequences or because we really want things to happen. Even if that is so, there is much more to it!

Interestingly, money isn't everything. Of course it is important for survival, food, shelter and for obtaining the things we need, however in a recent survey carried out by BT amongst 20 – 30 year old professionals, the following emerged:

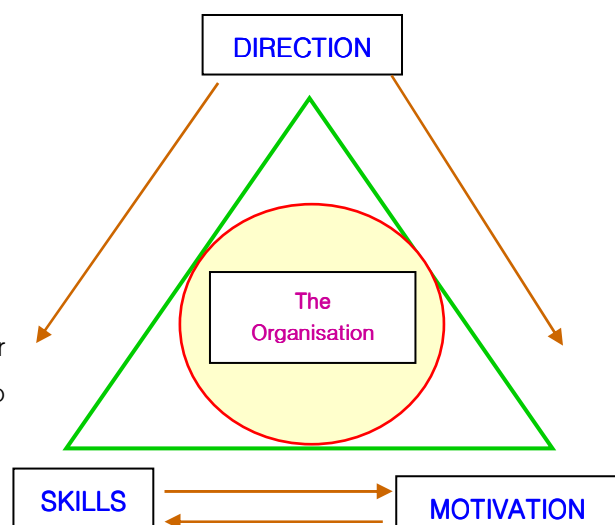
35% said a caring and responsible employer is more important than salary.

44% said they would discount employers who did not have a sound reputation for Corporate Social Responsibility

In the work environment, time and money are we hope, spent on training and developing staff to enhance their skills and add productivity and value to the organisation. However, if the manager or employer is unaware of the real *intrinsic* motivators for his team, then he / she runs the risk of tapping into 50% or less of what individuals can truly deliver, It looks like this →

What we need is a way of finding out what our true motivators are! Go Active, has access to a unique tool – *the Motivational Map®*. *

*Motivational Maps® are administered by I C D, the authorised licensee.



Thus:

Performance = Skills x Motivation

But Why is Motivation Important in the Workplace?

As the triangle above illustrates our performance at work is the result of a combination of our skills, abilities and level of motivation. Even the most skilled and experienced person cannot be a peak performer if they are not motivated. But what is it that motivates us to get up every morning and do the job we have chosen for a career? Is it just the money? If so, no one would be doing the many important but not highly paid jobs in society!

The truth is that there are nine basic motivators at work and we have a mixture of them all in various quantities. But how can we work out the formula for every person in our team, workplace or even ourselves? The answer is by using Motivational Maps[®]. This tool is the result of five years' research into human motivation, and is invaluable for employees and managers alike.

What are Motivational Maps[®]?

1. Motivational Maps[®] are a unique change management tool that is application-rich, and provides an international language for motivation in business.
2. Motivational Maps[®] can deliver real value into your business because they measure motivation, not personality, and start where other diagnostic tools leave off.
3. As an holistic tool, Motivational Maps[®] are designed to drill right through your organisation and facilitate the culture and performance shift process.

How Do Motivational Maps[®] Work?

Discovering your unique and personal Motivational Map[®] is not difficult and it is extremely valuable. A concise questionnaire of 36 questions is used, which takes less than 20 minutes to complete. Answers are scored and a report produced by your Motivational Maps[®] authorised practitioner. The report will include your



Motivational Maps[®]: Just one of the subjects forming our training courses.

top three motivators – with a chance to determine levels – with insightful descriptions that make interpretation easy to understand and accessible. Managers can be trained to use this information to coach and motivate their staff more effectively and thus derive greater productivity and profitability. Plus, the system includes the facility for easily assessing team and company profiles!

Find out more by contacting Go Active to discover how, by understanding the key motivators of you and your teams, you will be able to create improved performance all round – from recruitment to retention, from productivity to pro-activity, and more!

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