



# Steve Jones

MD, Skills for Business

Presents

Motivation for Business



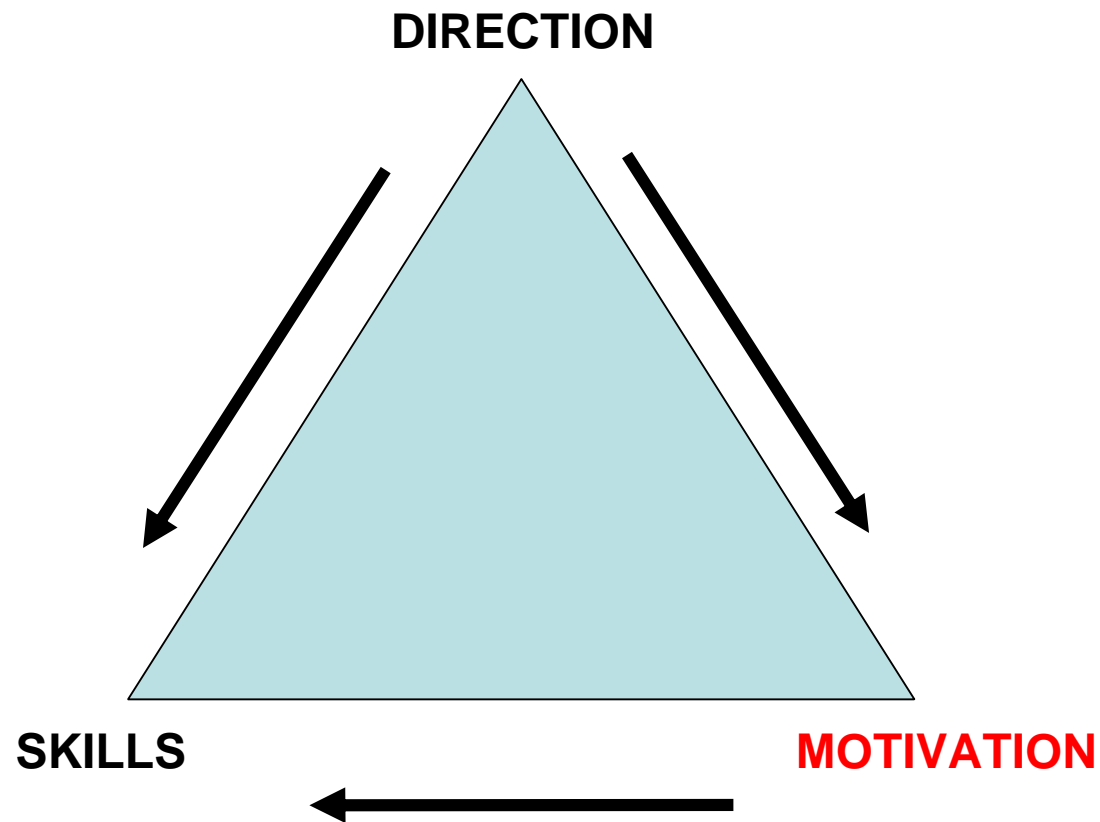
**MATISSE** smarter working  
*How smart is your working day?*



How important is **Motivation** to  
your business?

What **'WORD'** springs to mind?

# Performance Triangle

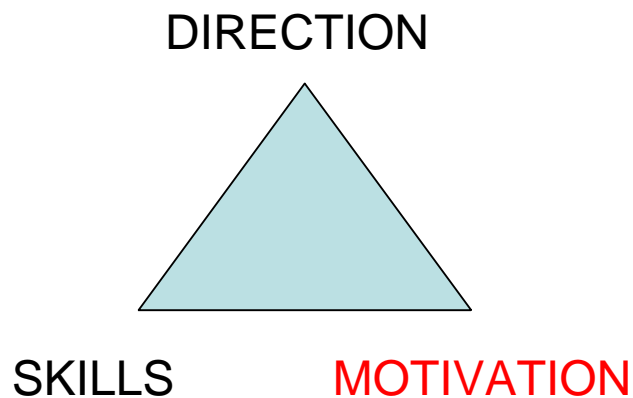


## Strategy you adopt will impact skill & **Motivation**

- Boutique v Scaleable?
- Lifestyle v 24/7?
- Keep v Sell?
- Income now/ Equity later?
- Price/Value

# Business Evolution

**Business evolution  
requires changes in:**



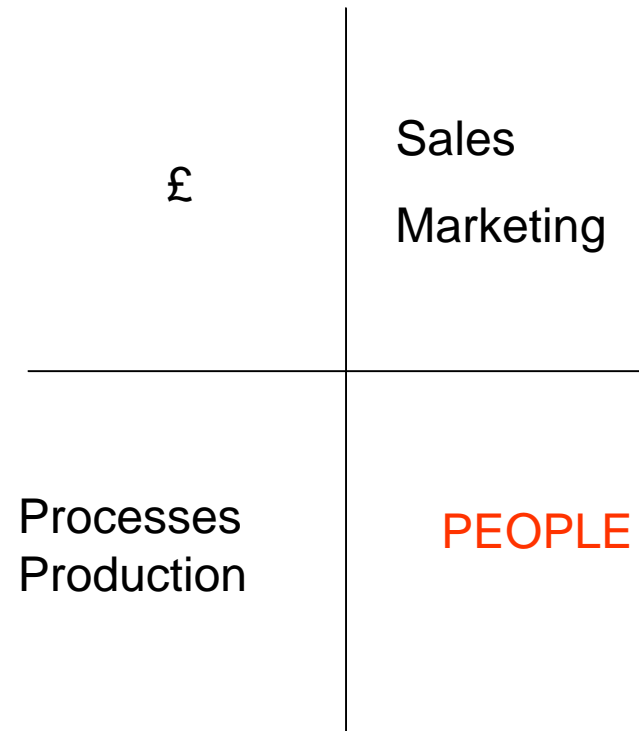
- **Direction = Strategic Consultants, Coaches** ✓
- **Skills & Knowledge = Training Needs Analysis Trainers, Coaches** ✓
- **Motivation = ?**  
Language to describe **Motivation** ?

# Business Performance KPI measurements

As a business grows  
you can measure:

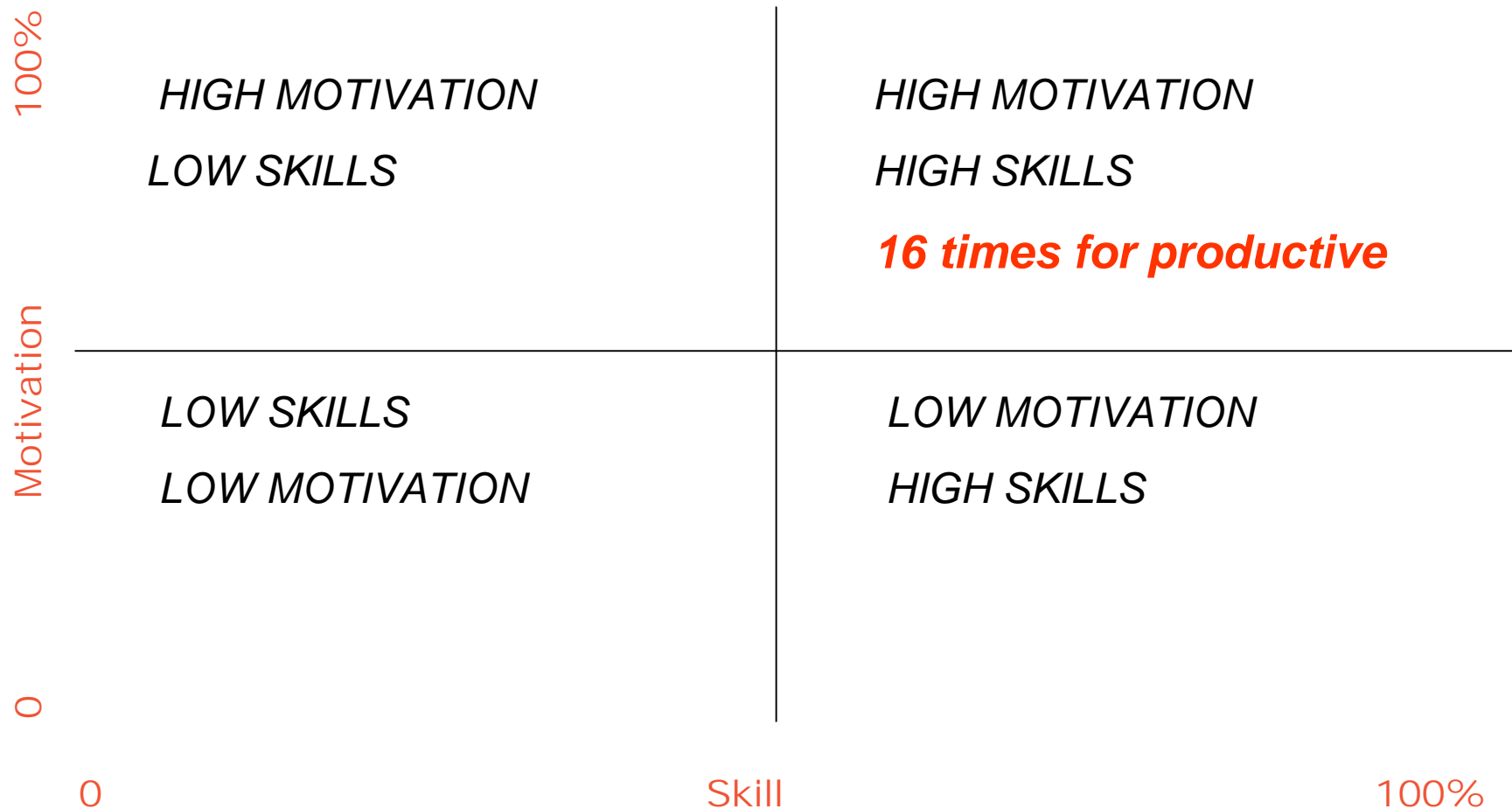
- Bottom Line
- Sales/Marketing
- Production
- **People?**

But how do **you**  
measure staff  
performance?



# PERFORMANCE

## Four types of People in Business



**How much is**

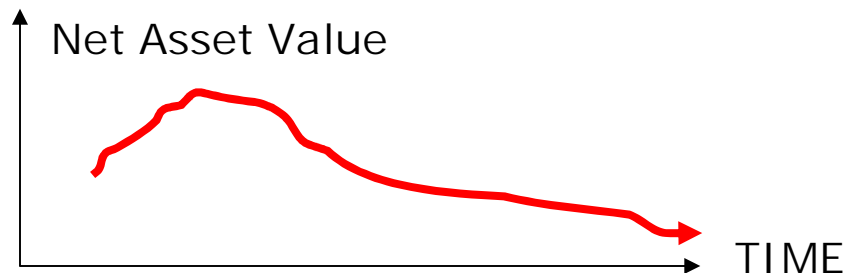
**... Lack Of **MOTIVATION** Costing You?**

*I estimate it costs me .....*

**£££ ?**

## 10 KEY SYMPTOMS OF POOR MOTIVATION

- |    |                          |               |    |   |
|----|--------------------------|---------------|----|---|
| a. | <b>STAFF TURNOVER</b>    | <b>- UP</b>   | a. | <b>60% / 6 Months, £4,700</b> Per Person                |
| b. | <b>PRODUCTIVITY</b>      | <b>- DOWN</b> | b. | <b>16 TIMES LOWER</b>                                   |
| c. | <b>ABSENCE RATES</b>     | <b>- UP</b>   | c. | <b>LOW MORALE, ENERGY</b>                               |
| d. | <b>RECRUITMENT COSTS</b> | <b>- UP</b>   | d. | <b>ADS, AGENCIES, SELECTN</b>                           |
| e. | <b>FIREFIGHTING</b>      | <b>- UP</b>   | e. | <b>HEALTH - DOWN</b>                                    |
| f. | <b>CUSTOMERS</b>         | <b>- DOWN</b> | f. | <b>SERVICE POOR</b>                                     |
| g. | <b>REPUTATION</b>        | <b>- DOWN</b> | g. | <b>NEGATIVE PR</b>                                      |
| h. | <b>TRAINING COSTS</b>    | <b>- UP</b>   | h. | <b>TRAINING NO-NO: SKILLS?</b>                          |
| i. | <b>OUTSOURCING COSTS</b> | <b>- UP</b>   | i. | <b>CONSULTANTS' PARADISE!</b>                           |
| j. | <b>FAILURE – NAV</b>     | <b>- DOWN</b> | j. | <b>BLAME, DESPAIR – UP</b><br><b>SELF BELIEF - DOWN</b> |



# The Problem with **Motivation**

**NO LANGUAGE**

**NO DESCRIPTION**

**NO MEASUREMENT**

**NO PLAN – NO ACTION – NO OUTCOME!!!**

***MOTIVATIONAL MAPS*® : YOURS? THEIRS?**

**ONE WAY TO SOLVE PROBLEM: **FOCUS ON IT!****

# Impact on ABC Ltd

- 1000 staff
  - 30% attrition rate pa
  - Lose 300 staff
  - 9k to recruit & train
  - 9k x 300 staff
  - Cost 2.7m
  - + disruption
  - + low morale
  - + poor performance
- 1000 staff
  - Save just 10% pa
  - Keep 100 staff
  - 9k to recruit & train
  - 9k x 100 staff
  - Saving £900,000
  - + less disruption
  - + improved morale
  - + increased performance

# What **Motivates** you? What **Motivates** your staff?

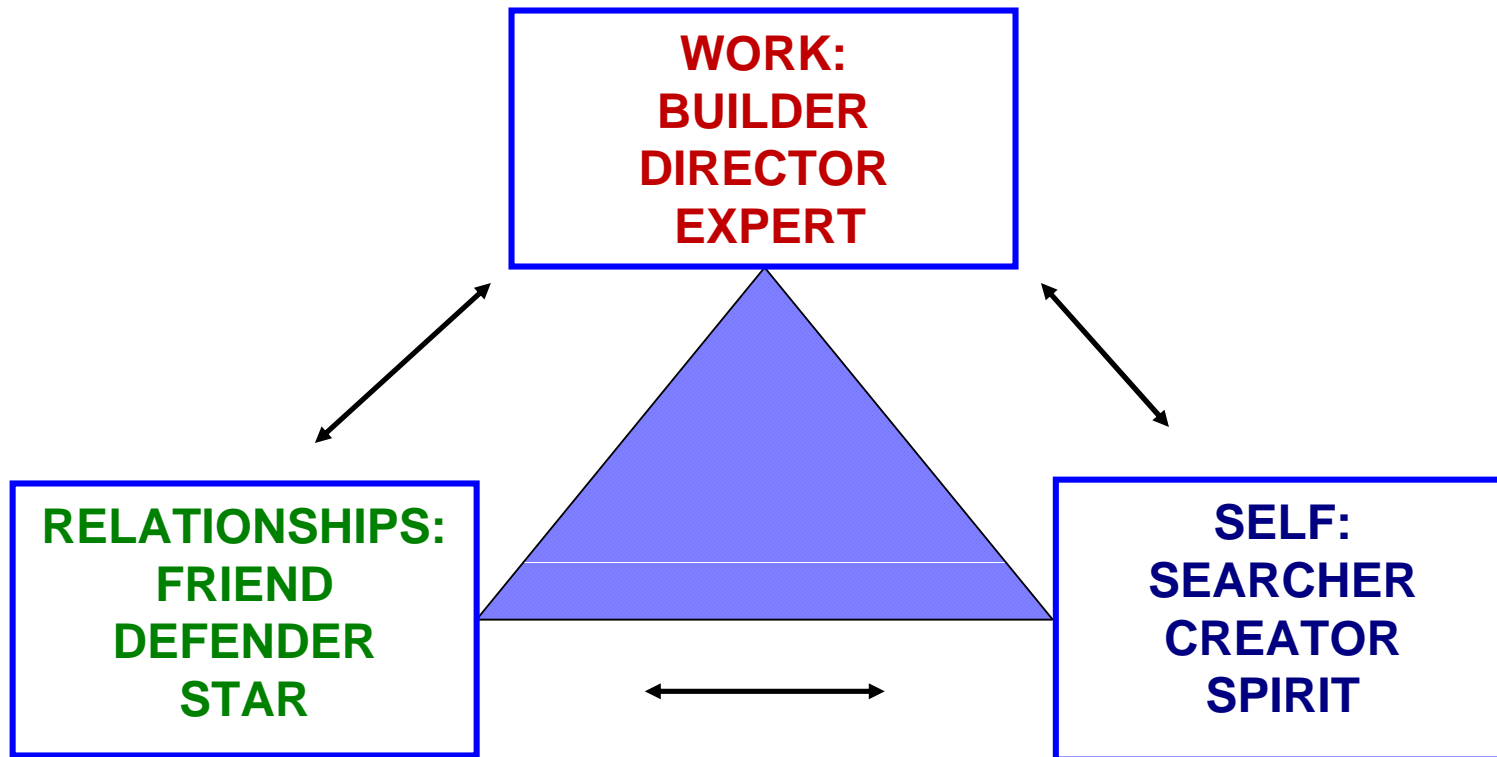
There are **nine** reasons why  
people get out of bed and come to  
work!

Do you know what they are?

## Addressing the **Motivators**

<b>BUILDER</b>	<i>seeks money, material satisfactions, above average living</i>
<b>DIRECTOR</b>	<i>seeks power, influence, control of people/resources</i>
<b>EXPERT</b>	<i>seeks expertise, mastery, specialisation</i>
<b>FRIEND</b>	<i>seeks belonging, friendship, fulfilling relationships</i>
<b>DEFENDER</b>	<i>seeks security, predictability, stability</i>
<b>STAR</b>	<i>seeks recognition, respect, social esteem</i>
<b>SEARCHER</b>	<i>seeks meaning, making a difference, providing worthwhile things</i>
<b>CREATOR</b>	<i>seeks innovation, identification with new, expressing creative potential</i>
<b>SPIRIT</b>	<i>seeks freedom, independence, making own decisions</i>

## STRUCTURE OF MOTIVATIONAL MAPS™



## **REVIEWING *MOTIVATIONAL MAPS™***

### **CLUSTER ANALYSIS 1**

1. Consider the balance of W, R AND S
  - a. If client has top 3 all W or R or S suggests strong FOCUS  
But what about BALANCE?
    - i. **3Ws – all work and no play?**
    - ii. **3Rs – too risk-averse and underachieving?**
    - iii. **3Ss – difficulty sustaining relationships at work?**

## SUMMARY OF BUTTONS & REWARDS



Type	Hot Buttons	Key Rewards
Expert	Expertise & Mastery	Training & Development
Star	Recognition & Respect	Awards & Status
Builder	Money & Material Satisfaction	££££ & Material Perks
Searcher	Meaning & Make a Difference	Praise & Regular Feedback
Friend	Belonging & Friendship	Support & Involvement
Defender	Security & Predictability	Communications & Continuity
Creator	Innovation & Change	Rewards for Innovation
Director	Power & Influence	Responsibility & Influence
Spirit	Freedom & Independence	Autonomy & Empowerment

## HOW **MOTIVATED** WITH **MOTIVATIONAL MAPS™** ?

<b>80+% -</b>	<b><i>YOU ARE HAPPY WITH YOUR JOB/ROLE</i></b>
<b>60 – 79% -</b>	<b><i>ASPECTS OF JOB/ROLE NEED REVIEWING/TWEAKING</i></b>
<b>35 - 59% -</b>	<b><i>SERIOUS DEMOTIVATION IS OCCURRING</i></b>
<b>BELOW 35% -</b>	<b><i>COMPLETE CHANGE OR QUIT!</i></b>

### ***4 QUESTIONS TO SHARE WITH YOUR CLIENT:***

1. Does your current role fulfil your three **MOTIVATIONS**?
2. How can you and/or your manager enhance your current role?
3. How can you enhance others' roles?
4. Have you shared your **MOTIVATIONS** with team members/others?

# Personal Motivation Audit

Name: **JOE BLOGGS**

Company: **XYZ LTD**

Motivational Maps Results	Current Score (out of 10)	How to Improve (Job Enrichment)
Motivation No. 1 <b>SEARCHER</b> (x3) -----	7 (x3)	Explore opportunities to make more of a difference with clients/staff
Motivation No. 2 <b>EXPERT</b> -----	7	Make time to maintain knowledge & Expertise
Motivation No. 3 <b>CREATOR</b> -----	7	Greater involvement in development work and problem solving
Total: (Out of 50) <b>35 x2 for score</b>	<b>70%</b>	<b>70% Motivated</b>

# Top 10 Skills Audit

Name: JOE BLOGGS Manager

<b>SKILLS</b>	<b>Employee Score 1-5</b>	<b>Manager Score 1-5</b>
<b>Communication</b>	3	4
<b>Leadership</b>	1	2
<b>Leading by example</b>	1	2
<b>Decision making</b>	3	3
<b>Valuing and supporting others</b>	3	4
<b>Acting assertively</b>	1	1
<b>Building relationships</b>	4	5
<b>Setting objectives</b>	4	4
<b>Prioritising</b>	3	4
<b>Balancing competing needs and interests</b>	2	3

5 = Outstanding  
 4 = Excellent  
 3 = Good  
 2 = Effective  
 1 = Weak

# SMART Targets

Name: \_\_\_\_\_

Date: \_\_\_\_\_

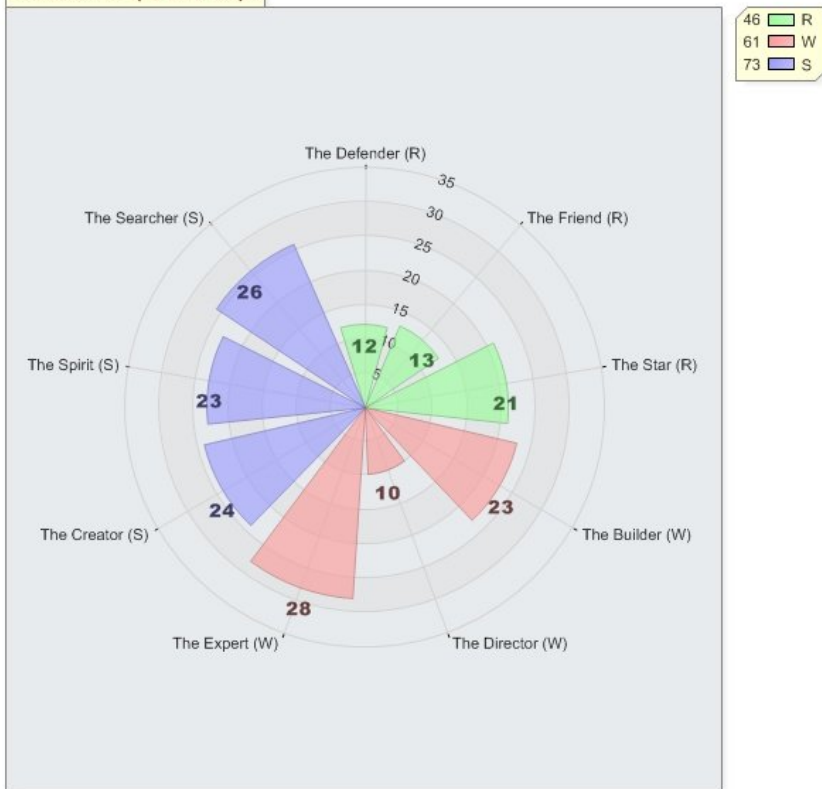
Target	Measurement	Timescale
Organisation of regular client/team meetings	Weekly	NOW
Create time for management/skill update	2 hours a week	NOW
Join development team	Contribution	May 31st
Seek Coaching & Mentoring on:		
<b>Leadership Skills</b>	Course completion	May 31st
<b>Balancing competing needs and interests</b>	Weekly	May 31st
<b>Acting assertively</b>	Weekly	May 31st

**Specific Measurable Agreed Realistic Timescales**

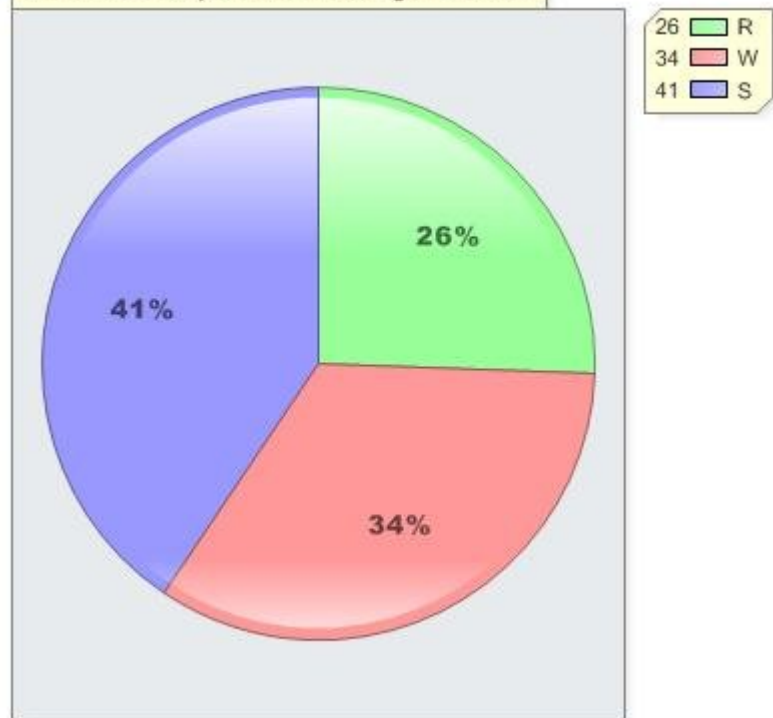


# Motivational Drivers

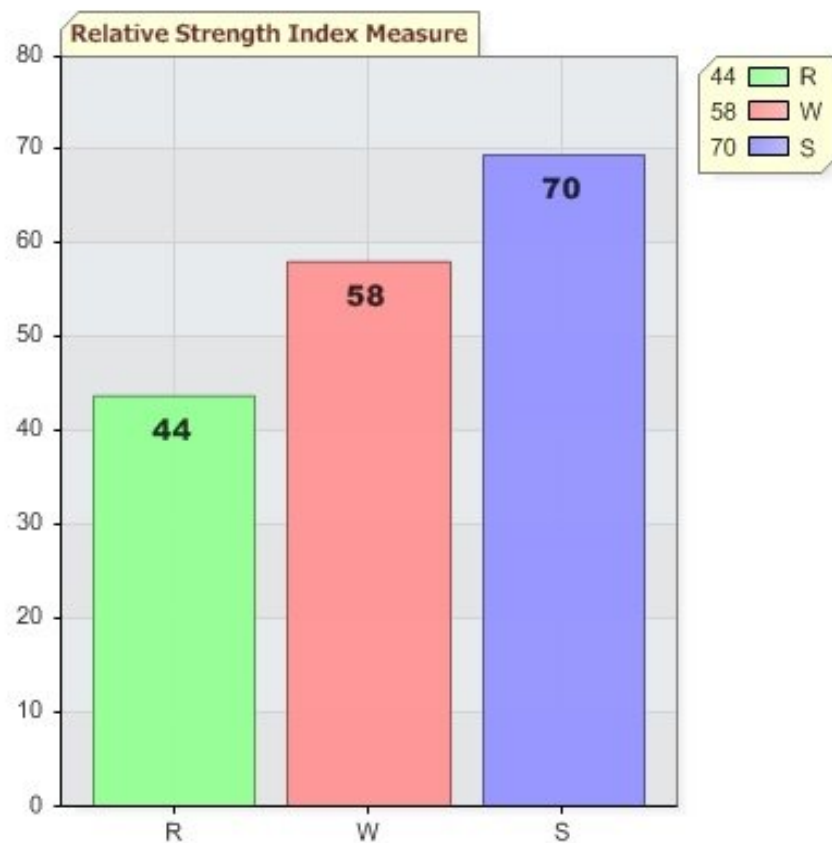
Motivational Maps Radar Graph



Motivational Maps Absolute Strength Pie Chart



# Motivational Maps Relative Strength Index Chart



- If R is 70%+ your Motivation primarily comes from strong relationships at work (R)
- If W is 70%+ your Motivation primarily comes from achieving your work-related goals (W)
- If S is 70%+ your Motivation primarily comes from realizing your full potential at work (S).

# ACCOUNTS TEAM MAP

**Spread**    13    13    23    8    15    11    9    8    33    17

NO CREATOR NO STAR 1 DIRECTOR 2 FRIENDS 1 L. IN TOP 3	A - LEADER	B	C	D	E	F	G	H	J	K	Total	Rank
The Searcher (S)	22	26 1	16	25 1	27 1	23 2	24 1	24 2	34 1	25 2	246	1
The Defender (R)	25 2	21 3	13	20	25 2	21 3	23 2	24 1	18	30 1	220	2
The Expert (W)	13 L	25 2	19	23 2	17	26 1	22 3	22 3	30 2	20	217	3
The Spirit (S)	19	19	31 1	21 3	17	18	19	16 L	23	24 3	207	4
The Builder (W)	26 1	13 L	26 3	17	12 L	17	16	22	26 3	14	189	5
The Creator (S)	17	19	22	20	16	20	21	20	16	18	189	6
The Friend (R)	25 3	21	8 L	19	23 3	15 L	21	18	12	19	181	7
The Star (R)	16	19	19	17 L	22	20	15 L	17	20	13 L	178	8
The Director (W)	17	17	26 2	18	21	20	19	17	1 L	17	173	9
Personal Audit %	52	50	10	66	80	62	80	56	58	54	57%	

*spike*

8/10  
7/10  
6/10

*inverse spike*

**WATCH!**

*No motivator in team top 3*

*Motivators mainly correspond with team top 3*



# XYZ

## Team Motivation Audit

Motivator/Name	CM	AN	HE	ST	AL	Total	Rank
The Searcher (S)	20	35 1	23 2	29 3	27 3	134	1
The Spirit (S)	36 1	26 3	21	16	29 2	128	2
The Defender (R)	23 3	23	22	29 2	21	118	3
The Builder (W)	23	17	18	26	31 1	115	4
The Expert (W)	25 2	29 2	23 3	13	23	113	5
The Creator (S)	16	25	24 1	14	19	98	6
The Friend (R)	14	6 L	21	31 1	12	84	7
The Director (W)	16	10	15	16	6 L	63	8
The Star (R)	7 L	9	13 L	6 L	12	47	9

## MOTIVATIONAL MAPS™ - Helps identify best fit!

1.  CUTTING EDGE TECHNOLOGY - **CREATOR**
2.  INCREASED SALES & REPEAT SALES – **BUILDER**
3.  HIGH VALUE & OUTCOME FOR STAFF/CLIENT - **SEARCHER**
4.  MORE INTERACTIVE OPPORTUNITIES/NETWORKING – **FRIEND**
5.  NEW LEARNING & DEVELOPMENT – **EXPERT**
6.  MANAGE RESOURCES & CONTROL – **DIRECTOR**
7.  FUTURE-PROOFING BUSINESS - **DEFENDER**
8.  PERSONAL RECOGNITION/PRESENTATIONS - **STAR**
9.  INDEPENDENCE WORKING ON THEIR OWN/DETAIL - **SPIRIT**

## **Motivational Maps** help businesses and individuals in the following ways:

- 1. PERSONAL DEVELOPMENT** – *self image, self awareness*
- 2. MANAGEMENT DEVELOPMENT**- *appraisal, rewards*
- 3. TEAM BUILDING** – *motivating, handling conflict, communication*
- 4. RECRUITMENT** – *selection, retention*
- 5. SALES** – *managing, increasing*
- 6. CAREER DEVELOPMENT** – *mapping, choice*

# How important is Motivation to your Business?

- Do you have a plan for dealing with it?
- Are you on top of Motivation in your business?
- Would you Like to Be?
- Remember –
- **NO PLAN – NO ACTION – NO OUTCOME!!!**

*“Flowers flourish when they are watered, and shrivel when they’re not.*

*People are no different. The best leaders are the ones who look for the best in people.”*

**RICHARD BRANSON**  
Billionaire Entrepreneur



# Motivation for Business

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