

# Motivational Mapping

*A practical guide*

# MOTIVATIONAL MAP TRAINING

Motivational Maps are unique in that they directly help overcome the problems that individuals face in making good career decisions and that managers and leaders face in improving motivation and performance of their teams...

## 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 12 minutes to complete online), helps people understand motivation at a deeper level and what they can do with that knowledge to improve performance.

## Why would you want to attend course?

Motivational Map Licensed Practitioner Training is a great way to...

- Add an extra tool as both a career coach and management consultant to your existing coaching armoury
- To earn significant income by helping business's to improve their performance
- Learn how to become a consultant helping managers and leaders more effectively lead their teams
- To develop more of the type of work you enjoy and less less meaningful work

## Motivational Maps can help businesses...

- Improve Team performance
- Reduce sickness
- Improve staff retention
- Recruit the best candidate for every position
- Learn how motivated their team currently is and where there are specific motivational issues with individual team members...
- Demonstrate an improvement in motivation and measure the impact in terms of improved performance...
- See the difference between management and team motivation and how each manager or leader could amend their management style to achieve improved performance...

### The Nine Motivational Preferences

**Searcher**  
Meaningful and purpose in work

**Spirit**  
Freedom and autonomy

**Creator**  
New ideas, innovation and change

**Director**  
Power control and greater influence

**Builder**  
Money, competition & possessions

**Expert**  
Learning mastery and specialisation

**Defender**  
Security & stability

**Friend**  
Fulfilling relationships at work

**Star**  
Public Recognition and praise

1

Motivational maps identify how strong each of the preferences are in relationship to each other and how individuals and managers can use that knowledge to improve their own career decisions and Management skills!

2

The team map demonstrates how motivated a team is. After an intervention with a mapping coach, the improvement in motivation subsequently improves when remeasured some 3-6 Months later. Each individual within the team receives their map results.

3

Once an organisation has someone trained internally as a map coach, the entire organisation can access and benefit from motivational mapping at a fraction of the cost of continually using external consultants and coaches...

*Mapping projects typically involve in the first instance mapping a team within an organisation. Following this, feedback from the coach to the manager with actions recommended for them to take is provided. A 3-Month follow-up with agreed further actions to include the option of a team workshop is recommended.*

### Online Key Facts

Course: Motivational Map Licensed Coach Training  
Length: Four Webinars  
Dates: Anytime  
Time: At a time to suit you  
Location: Anywhere that suits you  
Price: £960 ex.VAT  
Available spaces: Unlimited

### In Person Key Facts

Course: Motivational Map Licensed Coach Training  
Length: 2-day course  
Dates: Please see website for details  
Time: 9.20 AM - 4.20 PM  
Location: Please see website for details  
Price: £1,500 ex.VAT

