Good Day Yellow

Inspiring Successful Relationships

Motivational Maps®

Ask most managers how important motivation is to their business and they will confirm it is critical. Ask them how they identify, measure and enhance motivation levels and the response is far less certain*. The truth is, the subject has been seen for so long as something intangible, un-measurable and so changeable that managers have shied away from managing it. But for something so critical to a business, with such a fundamental link to performance, should motivation be left unmanaged just because it is difficult?

*According to www.motivationalleadership.co.uk' Motivation Matters Survey 2009, 95% of respondents believed motivation to be 'Very Important' or 'Critical' to their organisation. 60% do not measure motivation levels. 63% of respondents felt their line managers were 'Not equipped' or 'Poorly equipped' to recognise what motivates their team and 73% of respondents felt their line managers were 'Not equipped' or 'Poorly equipped' to meet the motivational needs of their teams.

Motivational Maps® provides managers and organisations with the missing link. It enables this previously forgotten subject central to the people performance process and it delivers quantifiable and solid results to the bottom line.

Benefits of increasing motivation levels:
- Increased employee productivity
- Increased sales revenues
- Reduced sickness levels
- Reduced recruitment costs
- Reduced employee turnover
- Increased customer satisfaction
- Increased sales effectiveness
- Increased revenue
- Maximised profits
- Reduced training costs

Product Summary

- An online tool to identify individual and team Motivators and De-motivators

- The only motivation tool that enables you to measure and track individual and team motivation levels

- Application rich – findings can be applied to every stage of the employment life cycle and support employee engagement strategies

- Provides a language for motivation which makes the subject more tangible thus enabling the opportunity for targets and goals to be set around this previously elusive area

- Provides valuable information for developing an individual's or team's performance

- Supports and enhances other information gained via psychometrics

Practical Applications

- **Recruitment** – used alongside good interview techniques, Maps® provides added depth to recruitment discussions and selection

- **Team building** – Maps® enables teams to quickly see where gaps and conflicts could emerge, and how to drive the team together for maximum success

- **Performance management/appraisal discussions** – Maps® provides the missing link in appraisal discussions enabling managers to better understand their staff

- **Reward and Recognition** – Maps® enables companies to assess the effectiveness of their reward and recognition strategies and can lead to cost savings

- **Individual and team development** – many organisations think that poor performance has more to do with skill shortages than it has to do with motivation, and so continue to spend money on skills development.

- **Career transition** – by understanding someone's underlying motivations and drivers, career choices become easier to select

- **Staff retention** – motivated staff are much less likely to leave companies

Nicky Cowling - Director
07977 762445
nicky@gooddayyellow.co.uk

What benefits does Motivational Maps® offer?

- Managers and organisations can quickly and easily identify what is driving the success of individuals and teams and take appropriate actions to help **maximise performance**

- A practical and memorable language to discuss the subject of motivation – enabling **more meaningful appraisal discussions** where this important topic is often overlooked

- Maps® kick start rich conversations between individuals and within teams about what is valued, how they want to be managed, and how to **overcome conflict**

- Provides organisations with valuable information about the likely effectiveness of **reward and recognition strategies**

- Provides a new and dynamic dimension to people management which focuses on an employee's **state of mind**, rather than personality traits

- Enables managers and organisations to see at a glance a **readiness to change** index amongst staff and how to respond to this information

- Metrics allow a **real link between people management and performance enhancement**