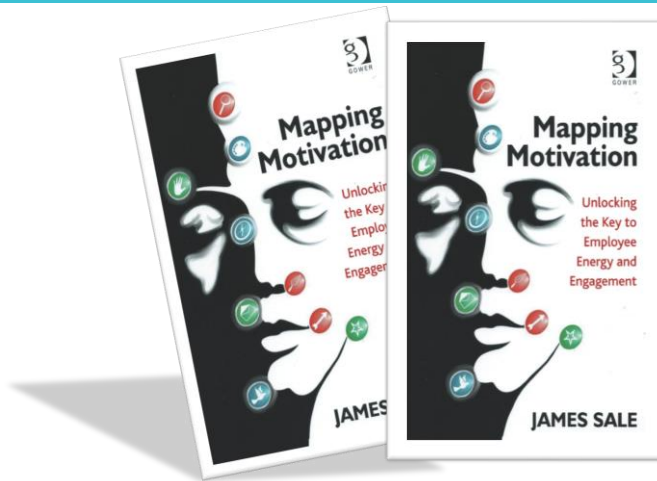


## The Business Case for Mapping Motivation



1

## Business Benefits of Engagement & Motivation



- Highly engaged employees are **50%** more likely to **outperform** their performance targets



- The best companies at engaging people achieve **4.5 times** the revenue growth.

2

## The Benefits of Mapping Motivation



### Individual

improves leadership,  
wellbeing, productivity,  
reward, performance  
management



### Teams

optimises purpose, team  
productivity, performance  
engagement, reducing  
conflict



### Organisations

improves culture, change  
management  
engagement, recruitment,  
retention, and  
performance



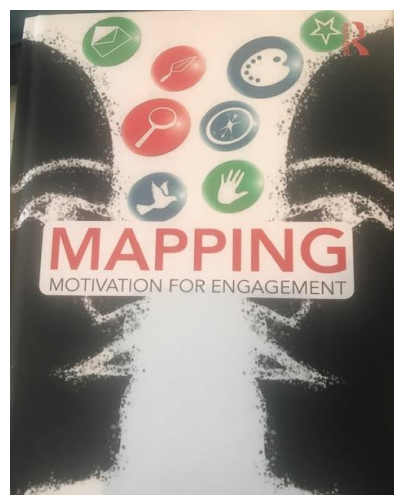
© Full Potential Group 2020 All Rights Reserved. [www.fullpotentialgroup.com](http://www.fullpotentialgroup.com)

3

## Motivation Mapping and Engagement

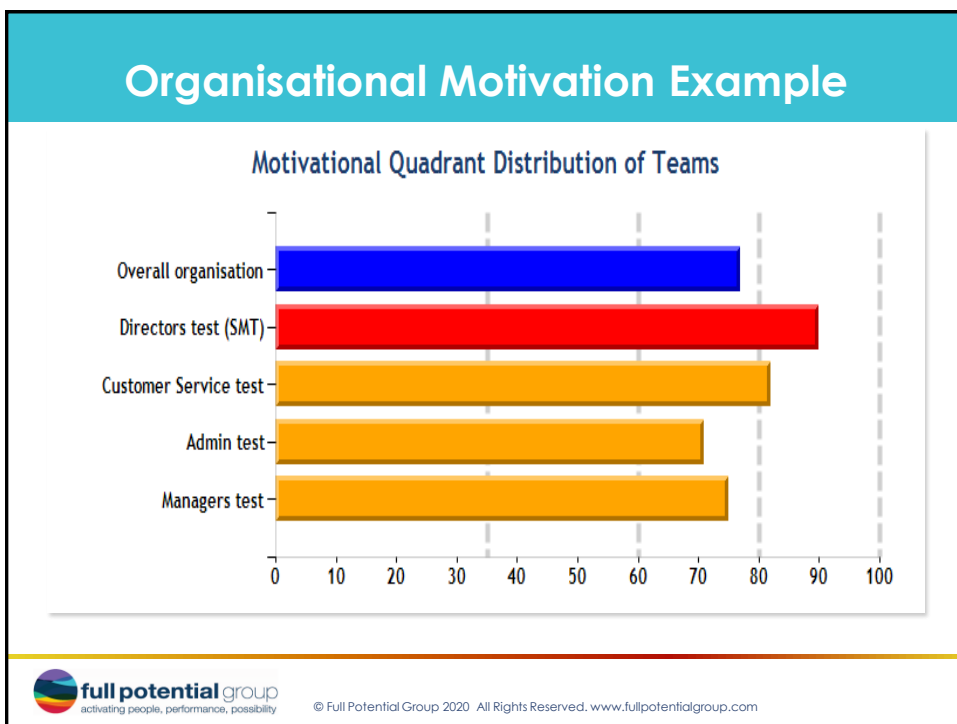
### Addresses:

- **Low energy in change & restructuring**
- **Weak performance & productivity**
- **Low levels of employee engagement & wellbeing**
- **Improves retention & development of top talent**
- **Creates trust, agility and energised, “can do” culture**
- **Reduces people & recruitment costs**
- **Drives wow customer experience**



© Full Potential Group 2020 All Rights Reserved. [www.fullpotentialgroup.com](http://www.fullpotentialgroup.com)


4



5

## Aligning the SMT with the Organisation

Motivation of the senior team at 90%




1<sup>st</sup> - Spirit   2<sup>nd</sup> - Searcher   3<sup>rd</sup> - Expert   Last - Friend

Independence   Purpose   Mastery

Least motivated by connection and involvement.

Motivation of organisation at 77%




1<sup>st</sup> - Searcher   2<sup>nd</sup> - Expert   3<sup>rd</sup> - Defender   Last - Friend

Mission   Learning   Security

Least motivated by connection and involvement.

SMT value independence, empowerment and autonomy – but the organisation seeks safety and security – an opportunity to communicate and change the culture!


 full potential group  
 activating people, performance, possibility

© Full Potential Group 2020. All Rights Reserved. www.fullpotentialgroup.com

6