

## How and Why

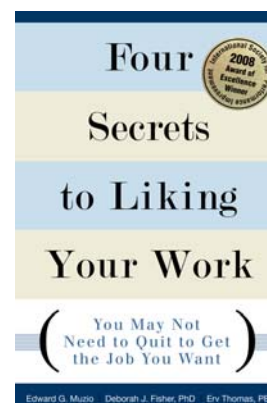
### Behavior and Motivation, the Primary Performance Drivers

(7-8 hour seminar)

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***Become Behaviorally and Motivationally Fluent! Behavior creates our needs and tendencies; Motivation causes our actions and drives. In this data-based, intensive session, you define your own tendencies and drives, and learn to read those of other people. In doing so, you super-charge your capability with individual and team performance issues, and learn to influence colleagues (and family!) at a higher level.***

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**Behavior** is easy to read when we know what to look for. Visible behaviors impart a tremendous amount of knowledge regarding those with whom we work. Whether we are selling, influencing, coaching, leading, or trying to chart our own career development, an operational knowledge of behavioral factors and appropriate responses is a must.

Hidden beneath behavior, **motivation** is the other critical component driving human activity. Our ability to understand it directly impacts our influencing skills and our capacity to lead or manage others. Many of us struggle to understand what motivates ourselves; it is no wonder that we have a hard time understanding the motivation of others. And yet, like behavior, motivation is measurable; it need not be nebulous or abstract.

*How and Why* teaches the research-based approach toward interpreting the behavior and motivation of oneself and others from the award-winning book, *Four Secrets to Liking Your Work*. You will learn to observe, characterize, describe, and respond to interactive cues that already surround you in the workplace, and watch as frustrating or seemingly incomprehensible decisions made by others suddenly take on context, make sense, and provide actionable information!

Graduates leave the course with powerful tools for individual and group analysis that are effective immediately, and last a lifetime. Job satisfaction, career change decisions, and choices of extracurricular activity suddenly fall into place, as participants paint a clear picture of their own behavioral and motivational needs, and those of others.

#### **Graduates of this seminar will...**

- **Receive 45-50 pages of personalized assessment analysis which delineate individual behavioral style and motivational profile**, including
  - Talents, communication preferences, and problem solving approaches
  - Stress behaviors and perceptions by others of those behaviors
  - Work environment needs and preferences
- Develop an understanding of behavioral and motivational factors, and how they blend
- Articulate the strengths and weaknesses of various factors
- Experience enhanced communication with others by learning to make conscious adjustments
- More effectively lead, influence, or support work teams by understanding the behavioral and motivational profiles of both the individuals and the team
- Be better able to verbalize, appreciate, and benefit from the talents that others bring to the table, even those who at first glance appear "difficult"
- Resolve conflict and increase commitment through use of appropriate interactive approaches
- Communicate behavioral and motivational information in descriptive, neutral language, to facilitate the solution of interactive problems without using emotionally charged content
- Make a specific action plan for implementation after the seminar has ended