

Reasons for Action

Quantifying Motivation (2-6 hours, instructor led)

Overview

Frequently mentioned but infrequently understood, Motivation is a critical part of our daily lives; our ability to understand it directly impacts our influencing skills and our ability to lead or manage others. Theories run the gamut, from “the importance of motivating others” to “the impossibility of motivating others.” Still, many of us struggle to understand some of what motivates ourselves; it is no wonder that we have a hard time understanding the motivation of others.

It need not be so nebulous or abstract. Using statistically validated tools and frameworks, participants in Quantifying Motivation learn to observe, characterize, describe, and respond to the various motivations of themselves and others. First developing an understanding of their own Motivational Profile, participants go on to study how their individual profile influences their perceptions of others whose profiles differ. Seemingly incomprehensible decisions made by others suddenly take on context and make sense. Job satisfaction, career change decisions, and choices of extracurricular activity suddenly fall into place, as participants paint a clear picture of their own motivational needs, and the needs of others.



Graduates of this seminar will...

- **Receive a 20-25 page personalized assessment which delineates individual Motivational Factors and ramifications, including**
 - Preferred roles and activities when working with teams or groups
 - Talents and strengths due to Motivational Factors
 - Potential risks or “overextensions” when under stress
 - Elements of Motivation which create (or prevent) job satisfaction
- Develop an understanding of the basic framework of Motivational Factors
- Be able to articulate which factors drive which types of action
- Learn to read and study the aggregate Motivational Profile of the team or work group, and understand the implications of similarities and differences between individuals and their teams
- Appreciate the contributions made by each of the factors, and how those contributions act in support of the output of their team or work group
- Increase the commitment level of others to their initiatives or projects by creating opportunities which are in alignment with the others’ primary Motivational Factors and thereby provide inherent incentive
- Be better able to verbalize, appreciate, and benefit from the insights that others bring to the table, even those who seem difficult to understand
- Resolve conflict effectively through use of appropriate interactive approaches
- Communicate motivational information in descriptive, neutral language, to facilitate the solution of interactive problems without the addition of highly charged or reactive content
- Make a specific action plan for implementation after the seminar has ended

Audience and Prerequisites

This training is appropriate for anyone at any level who works with others on a regular basis. It is particularly powerful for group leads, project leads, and management of all levels, and for whole teams when taken together. Participants complete an online assessment lasting 10 minutes in advance of the seminar. No other pre-work or prior training or experience is required.

Sales people and others for whom influencing others is paramount report extremely positive results from this session, especially when taken in conjunction with *Behavioral Fluency: Reading and Responding to Behavioral Cues*.