



# The nine motivators

**mojo.**

POWERED BY MOTIVATIONAL MAPS

# Energise your enterprise with mojo

## A unique motivational tool for businesses

Our performance at work is the result of a combination of our skills, abilities and level of motivation. Even the most skilled and experienced person cannot be a peak performer if they are not motivated. But what is it that motivates us to get up every morning and do the job we have chosen for a career? Is it just the money? If so, no one would be doing the many important but not highly paid jobs in society!

The truth is that there are nine basic motivators at work and we have a mixture of them all in various quantities. But how can we work out the formula for every person in our team, workplace or even ourselves? The answer is by using mojo – powered by motivational maps. This tool is the result of many years' research into human motivation and is quick and easy to use and interpret for employees and managers alike.

This ebook will guide you through the nine different motivators, what they mean and the strategies you can use to motivate your workforce, energise your enterprise and create a high performance culture.

# Contents

<b>The Defender</b>	4
<b>The Friend</b>	6
<b>The Star</b>	8
<b>The Director</b>	10
<b>The Builder</b>	12
<b>The Expert</b>	14
<b>The Creator</b>	16
<b>The Spirit</b>	18
<b>The Searcher</b>	20
<b>How does Mojo work?</b>	22

# The Defender



**Seeks security, certainty and stability**

A Defender's need is for security. They need to believe that what they are doing is contributing to a solid and predictable future. Therefore, final retirement options will enter into their calculations as to what is important. So will, in going for a job, the security of the company—its size, longevity, and track record. The need for security is one of the most powerful of all human needs—and it tends towards risk-avoidance. Safety is of prime consideration, along with assurance and re-assurance. However, a Defender may well take bold moves, so long as detailed calculations show the outcome is pretty certain. Being given accurate information frequently is highly motivating for the Defender.



## Values

- High job security
- Clear roles and responsibilities
- Regular and accurate information
- Continuity and loyalty
- Order and clarity
- Time to prepare

## Strategies

- Clear and regular communication
- Continuity
- Support through periods of change
- Consider risk of no change
- Regular review of progress
- Link goal achievement to security



# The Friend



## Seeks belonging, friendship, rewarding relationships

A Friend's need is for belonging. They want nourishing relationships with other people at work—and they want to belong, to be part of a community. Work for them, does not need to be competitive but more collaborative. They need to work for an organisation with a strong identity and culture where people are valued. They will tend to view all proposed changes through the filter question: 'How does that affect the people here?' Loyalty and continuity are key values and they especially like being close to people. They may not like a job, but will stick if they like the people. A good social life is highly motivating for them.

### Values

- Feeling of belonging
- Nourishing and fulfilling relationships
- Collaborative environment
- Being liked and supported
- Being listened to
- Loyalty and continuity

### Strategies

- Involvement and consultation
- Social events for the team
- Personalised approach
- Mentors/coaches/projects
- Good social working environment
- People-centred culture

# The Star



**Seeks recognition, respect, social esteem**

A Star's need is to be recognised, admired and respected by the community at large. This means obviously at work, but suggests they want recognition on a wider canvas—say, within the profession they are in—or by people in associations they respect (for example, other directors, professional associations, peers, sporting groups, etc.). A good way for them to map out what they want from life is to write their own obituary as a whole page in *The Times*—what will be said about them, who will be at their funeral? This is what is called 'starting with the end in mind'. If they're clear about their end result, then the means and goals along the way also become a lot clearer. Promotion is clearly motivating for them because of the recognition it brings.

## Values

- Social & public recognition
- Being noticed and held in high esteem
- Awards and certificates
- Clear hierarchy / pecking order
- Competitive opportunities
- Positive feedback

## Strategies

- Opportunities for awards
- Involvement in projects
- Role models/mentors/coaches
- Clear career progression
- Regular review of targets and goals
- Consult and ask their opinion







# The Director



**Seeks power, positions of authority, control of people, resources**

A Director's need is for power and influence—they want to be able to influence the way things happen—the people and the resources. Being just an anonymous number would leave them wholly dissatisfied. How one has power/influence is various—but the reality is, they need to be dominant. One aspect of this is their need to make the critical decisions about how things are done in the organisation. Naturally, with this motivation they will tend to move towards management and leadership career structures. They will also tend to have high self-confidence and great clarity about what needs to be done. Being given responsibility is highly motivating. They seek power formally and informally.

## Values

- Being in control / in charge
- Being stretched
- Making critical decisions
- Clearly defined career path
- Having control of resources
- Responsibility and influence

## Strategies

- Give responsibility / delegate
- PDP's and regular review of progress
- Having a mentor
- Role titles that reflect power
- Representing department
- Opportunity to deputise

# The Builder



## Seeks money, material rewards, above average living

A Builder's need is for material satisfactions, money and a high standard of living. High here means above the average—they tend to compare themselves with what others have got and want more. Decisions they make will be geared towards achieving more material success. For them, money is a driver, and in its extreme form becomes the pursuit of wealth. This will mean they are fascinated by possessions and clothes and will spend much time reviewing their investments and worth, and all financial areas of their life. For them a pay rise, bonus or performance-related pay is highly motivating—and so is promotion but only if it leads to more pay.

## Values

- Above average standard of living
- Material and financial rewards
- Clear goals and targets
- Work that is visibly well rewarded
- Responsibility
- Competitive/targeted environment

## Strategies

- Money
- Material benefits
- Clear career path and plan
- Regular review of and progress
- Give them responsibility
- Training—learn more: earn more

# The Expert



## Seeks knowledge, expertise, specialism

An Expert's need is for expertise and mastery of a subject. They seek to be an expert at what they do, and to achieve technical mastery. For them to feel that they have not performed well due to some inadequacy in themselves would be a most severe sort of self-punishment. Clearly, if they cannot exhibit expertise then this is a cause of stress. Furthermore, they actively seek opportunities to demonstrate expertise in the specialised fields in which they operate. Training opportunities are highly motivating for them. A key action they can take to help themselves, therefore, is to actively seek learning, training and development—not wait for it to be 'allocated' to them by others.

### Values

- Opportunities to learn
- Specialising in areas of interest
- Opportunities to share expertise
- Realising own potential
- Contact with other experts
- Mastering their own work

### Strategies

- Training & Development
- Being guide or mentor to others
- PDP's and regular review of progress
- Having a mentor—skilled expert
- Training linked to promotion
- Ambitious targets



# The Creator



## Seeks to be original, identifies with new, creative ability

A Creator's need is for creativity. This motivation is for innovation and to be identified with original output. In other words, they want their name on... the book, the CD, the product or even the service. They are somebody who breaks barriers—brings into existence what wasn't there before. So problems, challenges and the 'new' bring out the best in them and are highly motivating to them—solutions mean innovations. They tend to be optimistic and can persevere in adversity. Because they solve problems, they like and feel the need for play—there is a special 'play' buzz that people get who are creative. They want that buzz in their work—if it's not there, they're not happy.

### Values

- Environment with change and variety
- Opportunity to solve problems
- Being original
- Creating something new / improved
- Ability to work alone / small groups
- Recognition of their creativity

### Strategies

- Involvement in ideas generation
- Give problems to solve
- Objectives that need originality
- Limit routine and paper driven tasks
- Culture of change
- Rewards for innovation





# The Spirit



## Seeks freedom, independence, making own decisions

A Spirit's need is for freedom or autonomy. This means they seek to be independent and are able to make key decisions for themselves. Restrictions and procedures irritate them. Take away the ability to make their own decisions—to choose—for any length of time, and they are stressed. Therefore, it's essential that autonomy be written very large in their modus operandi. Micro-management seriously de-motivates them; having authority to proceed how they think best highly motivates them. They hate bureaucracy and boxes, and usually work best on their own. Elevated position is not as important as self-direction—they are often entrepreneurial, and 'break out'.

### Values

- Working autonomously
- Making own decisions
- Having a choice
- Freedom and independence
- Awareness of the bigger picture
- Clear and specific objectives

### Strategies

- Share company vision and goals
- Delegate responsibility
- Empowerment
- Avoid micro-management
- Reward with freedom and autonomy
- Set clear and specific goals



# The Searcher



## Seeks meaning, making a difference, providing useful things

A Searcher's need is for meaning. The search for meaning suggests that what they want to do is or are things which are valuable for their own sake. They want to do activities that they believe in. This means that the things they do need to be important to them—not just because they make money or give status. They have to see the work as important and significant in its own right. Thus, should their activities become increasingly paper driven, this will seriously de-motivate them. Fundamentally, the Searcher seeks to make a difference—to the quality of work and life. And it means they are looking for something 'better'—maybe, a 'cause'—than what they may have now.

### Values

- Meaning and purpose in what they do
- Significant and important work
- Making a difference
- Seeing the big picture
- Being listened to / consulted
- Change and variety

### Strategies

- Feedback on how making a difference
- Link own goals to wider org goals
- Regular feedback and praise
- Avoid routine and paper driven tasks
- Provide with a mentor
- Involvement in significant projects



# How does Mojo work?

Discovering your unique and personalised motivational map is easy. A concise questionnaire of 36 questions is used, which should take less than 10 minutes to complete online. Your responses are analysed and the results are available instantly via your mojo dashboard.

The dashboard will show you your overall motivation score, your top three motivators as well as your lowest motivator, with insightful descriptions that make interpretation easy and accessible. mojo also highlights actionable strategies you can implement to improve motivation and provides the tools to implement continuous improvement.

Managers can be trained to use this information to coach, motivate and reward their teams more effectively. The resulting improvements in productivity, resilience and well-being ensure that mojo delivers a compelling return on investment.



## Unleash the power of your people

To find out how you can use mojo to improve productivity, performance, profitability and realise the full potential of your people, contact Brand Experiences today.

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