

Thanks for downloading we sincerely hope you find this resource insightful and useful within your business.

Mike Jones  
Co-Founder

Neil Cleaver  
Co-Founder

better  happy

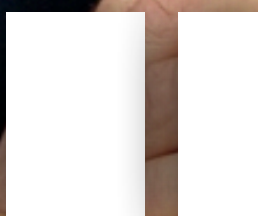
THE  
MOTIVATION MASTER  
SYSTEM

TEAM FORM AND CHART

better  ha

better  happy

*“Delivered with passion and knowledge, excellent materials, holistic and extensive. Better Happy are as passionate they are knowledgeable.”*



Ruth Bourne  
NARIC UK

# TEAM MOTIVATION MAPPING (LITE)

## How important is employee motivation?

Most business owners want a sustainably highly motivated team. Having a motivated team has numerous benefits including increased customer satisfaction, increased sales, increased teamwork, decreased sickness and decreased retention. This is without mentioning the positive impacts a motivated team has on the business owner, making their life easier and enabling them to work on the business more than in it.

Yet across all industries and all business sizes employers struggle to maintain high levels of motivation among their teams. They waste countless hours and amounts of money trying to address this with ideas and incentives that are destined to fail from the start.

A business can have great products and services, great marketing and inbound sales, but without a sustainably motivated team of happy people, it will always be held back from reaching its true potential.

## How do we improve and maintain employee motivation?

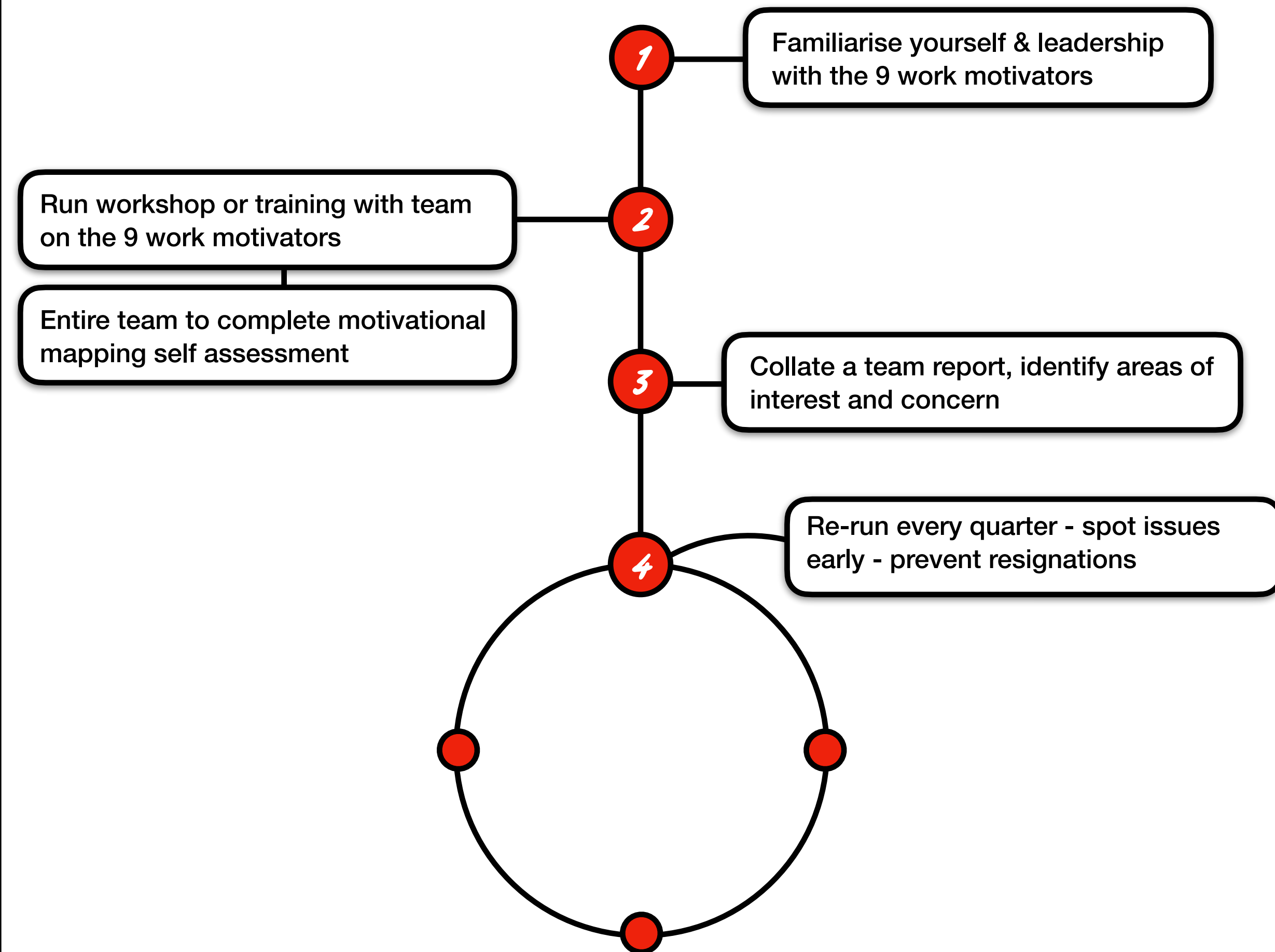
Of course there are lots of factors that affect employee motivation including but not limited to the culture created and how engaging the owner or management team are.

BUT, the foundation for creating high levels of motivation is simpler than most realise.

Instead of business owners guessing what might motivate their people (hint, employees are usually wired differently to business owners) they need to:

- Learn the basics of the 9 motivators of work
- Identify the unique motivational profiles of their people
- Track and act upon motivational data

# ROLLOUT PROCESS



# 1 THE 9 WORK MOTIVATORS

## What are they and are they valid?

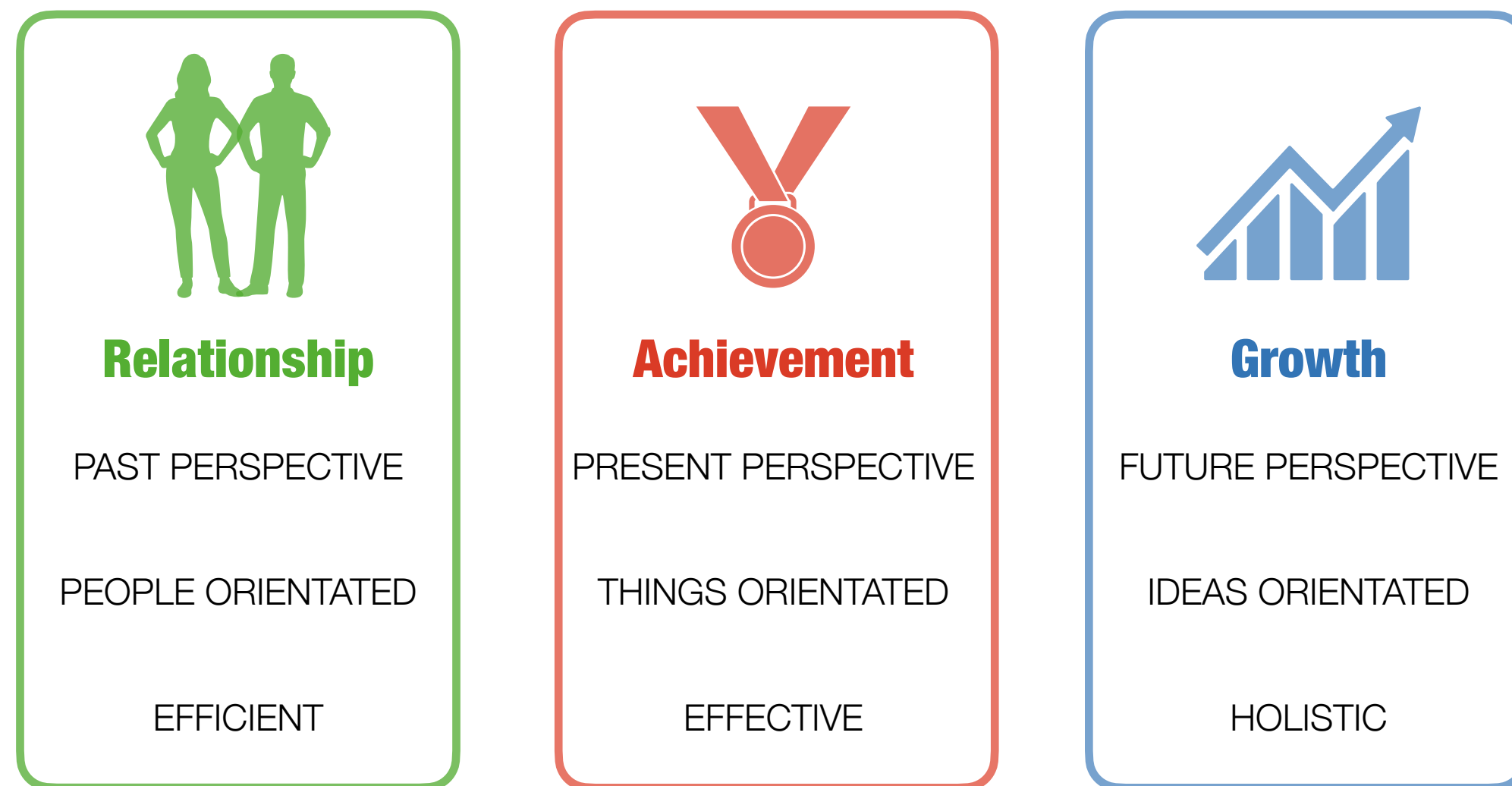
James Sale, a previous school head teacher recognised that personality profiling tools were great for providing insight into peoples behaviours, but didn't tell us about what motivated people.

Recognising the need for and value in understanding motivations for individuals and businesses, James set out to create a motivational profiling tool.

In the early 00's, through a combination of Maslow's Hierarchy of Needs, Edgar Schein's Career Anchors and the Enneagram, James formulated the Motivational Mapping tool.

Since then over 80000 people have been motivationally mapped with self voted accuracy levels of over 85% (that is over 85% of those mapped strongly agree with the outcomes).

## The 3 categories



## The 9 Motivators

Every person is affected by all of these motivators in different ways. It's useful to recognise the top 3 and bottom 1.

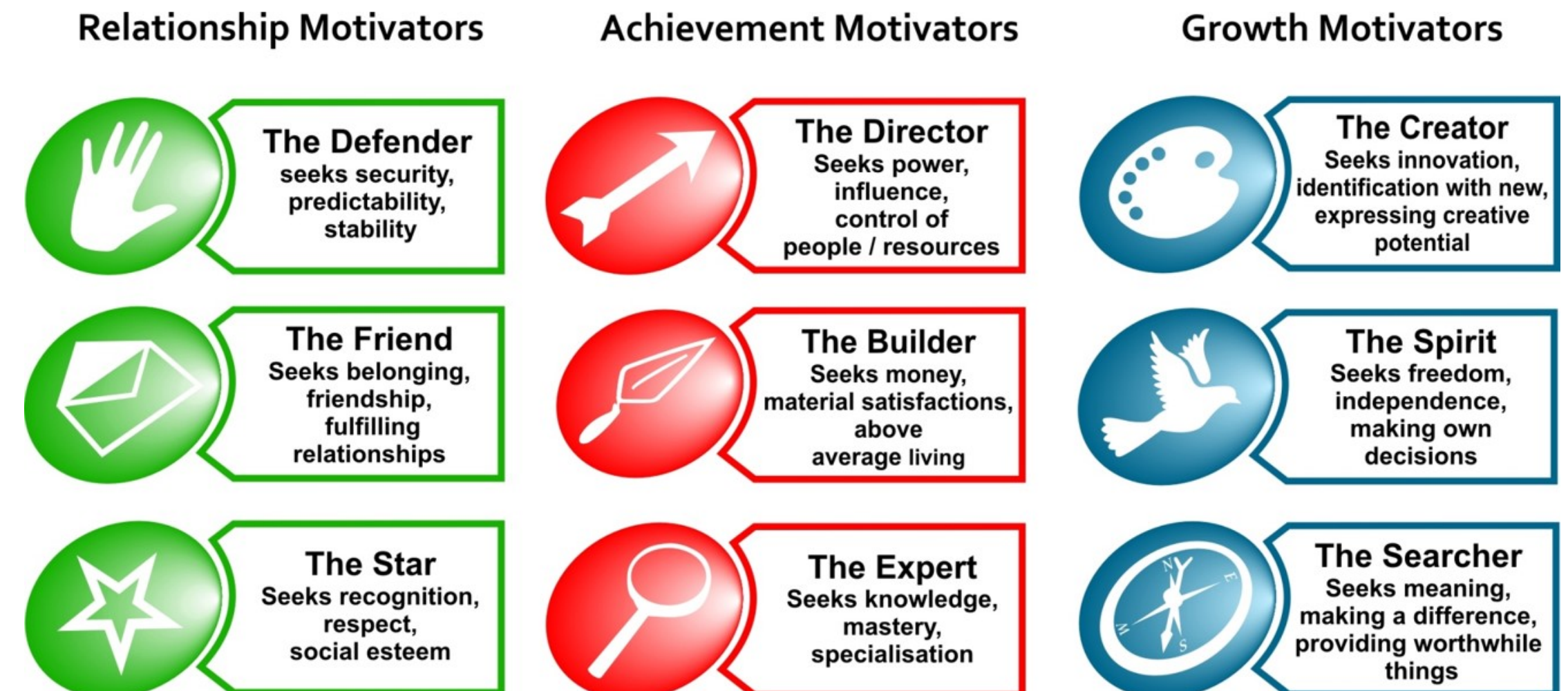
A person can have motivators spread across the groups (Relationship, Achievement, Growth) or be very heavy in one.

The more important these motivators are to someone, the more a business owner or leadership team understands what they need to do to sustain or boost motivation in employees.

For example, if an employee has builder as a high motivator, paying them more or offering financial reward is important to them. But on the opposite end if an employee has builder low but searcher high, paying them more will have little impact on their long term motivation whereas showing them their work has meaning will.

Read a more detailed blog post on the motivators here: [The 9 Motivators Blog](#)

Watch a video on the motivators here: [How to Motivate Your Employees](#)



# 1 THE 9 WORK MOTIVATORS

## Relationship Motivators



**The Defender**  
seeks security,  
predictability,  
stability



**The Friend**  
Seeks belonging,  
friendship,  
fulfilling  
relationships



**The Star**  
Seeks recognition,  
respect,  
social esteem

## Achievement Motivators



**The Director**  
Seeks power,  
influence,  
control of  
people / resources



**The Builder**  
Seeks money,  
material satisfactions,  
above  
average living



**The Expert**  
Seeks knowledge,  
mastery,  
specialisation

## Growth Motivators



**The Creator**  
Seeks innovation,  
identification with new,  
expressing creative  
potential



**The Spirit**  
Seeks freedom,  
independence,  
making own  
decisions



**The Searcher**  
Seeks meaning,  
making a difference,  
providing worthwhile  
things

# 2 TEAM WORKSHOP & MAPPING

## Introduce your workforce to motivation mapping and tracking

Everybody wants to be motivated, especially at work.

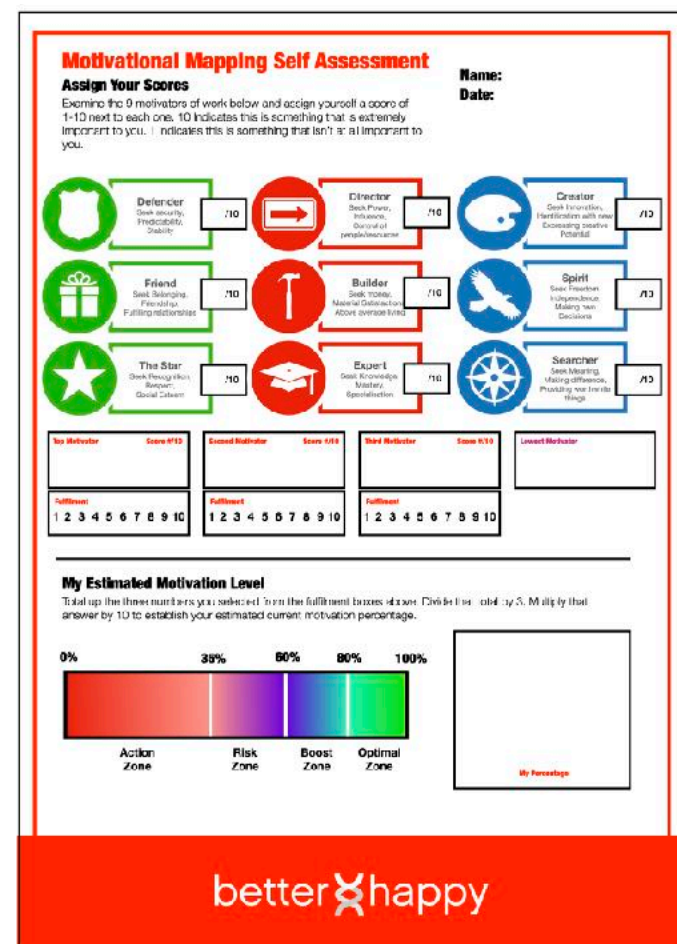
Running a very informal team session to discuss and implement practice around a structured approach to motivation is exceptional beneficial for employee engagement. It shows employees the employer cares about them and takes their motivation seriously.

The session can be 40-90 minutes long.

Format it however you choose but be sure to cover:

- The importance of motivation for performance and wellbeing [team discussion]
- Understanding motivators [team discussion around the 9 motivators image]
- Identifying personal motivators - [team activity use handouts]
- Identify motivation fulfilment levels - [team activity & discussion using handouts]
- Tally up the team chart for insights - [team activity & discussion]

A4 PRINT VERSION



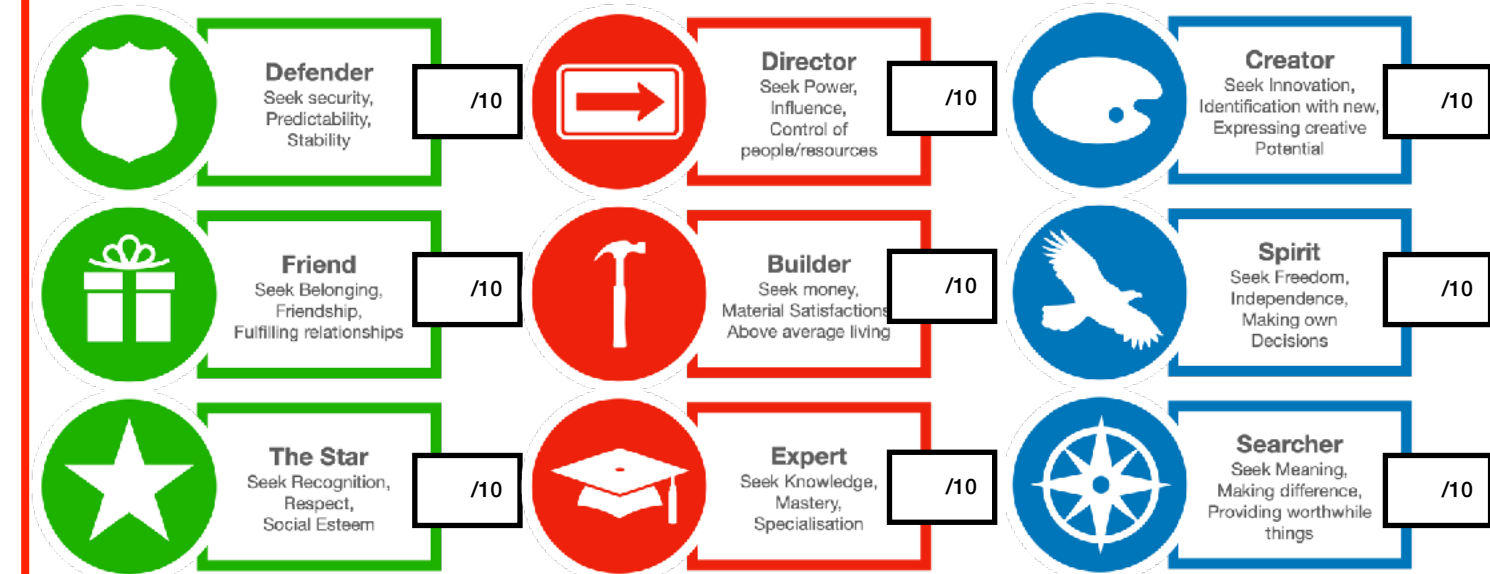
# SELF ASSESSMENT

## Motivational Mapping Self Assessment

### Assign Your Scores

Name:  
Date:

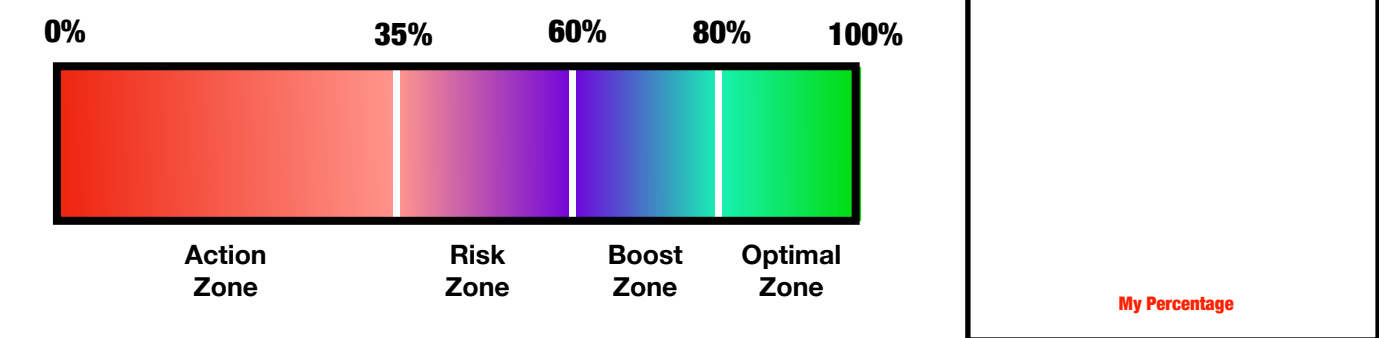
Examine the 9 motivators of work below and assign yourself a score of 1-10 next to each one. 10 indicates this is something that is extremely important to you. 1 indicates this is something that isn't at all important to you.



<b>Top Motivator</b>	<b>Score #/10</b>	<b>Second Motivator</b>	<b>Score #/10</b>	<b>Third Motivator</b>	<b>Score #/10</b>	<b>Lowest Motivator</b>
<b>Fulfillment</b>		<b>Fulfillment</b>		<b>Fulfillment</b>		
1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	

### My Estimated Motivation Level

Total up the three numbers you selected from the fulfillment boxes above. Divide that total by 3. Multiply that answer by 10 to establish your estimated current motivation percentage.



better happy

## 3 COLLATE TEAM REPORT

### Track, analyse and discuss motivation data

Using either the download below, or a simple spreadsheet, track and review motivation data at least every quarter.

The motivation levels of employees either make or cost businesses a lot of money.

By measuring and tracking a business ensures employee motivation is an asset, not a challenge.

You can use the download below to establish the motivational profile of the team as a whole, the team top 3 motivators and the team motivation level.

You can also create a 90 day action plan, with your team to improve/maintain motivation and business performance.

### Motivation Master Map - [Company Name Here]

Period: \_\_\_\_\_  
Next Question Date: \_\_\_\_\_

**Motivation Master Map**

Tally totals for each motivator

Searcher	Spirit	Creator	Expert	Builder	Director	Star	Friend	Defender

**Motivation Next90 Action Plan**

Using this quarter's motivational insights & metrics as a team consider actions that can help improve or maintain current levels of motivation of the next 90 days.

Our Goals

What will we do? How will we do it? When will we do it?

**Our Current Motivation**

Total all scores then divide by total number of respondents.

0 4 6 8 10

Action Risk Boost Optimise

**Our Primary Profile**

Total for each category dependent upon colour from master map.

Relationship Achievement Growth

**Our Primary Motivators**

Highest ranking three motivators from master map.

1 2 3

better happy

[PRINT VERSION](#)

## 4 TRACK EVERY QUARTER

### Measure what matters

How much does it cost a small business to lose a good employee?

Lost productivity across the whole team, owner getting pulled away from working on the business, recruitment costs, time to get the replacement up to standard.

It's a significant amount of resources, capital, time and stress.

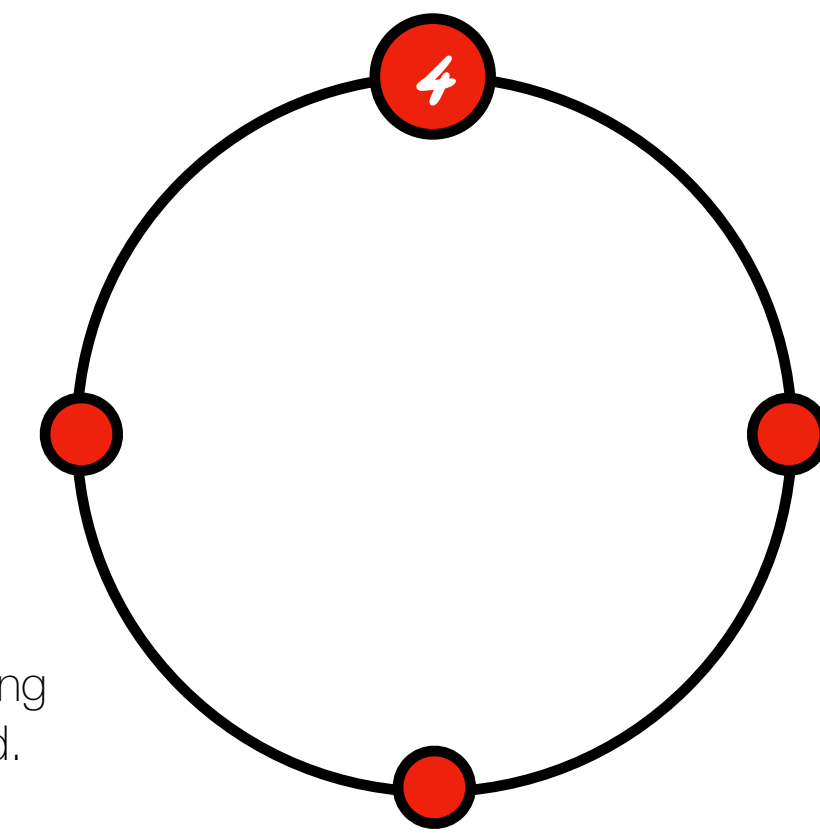
By understanding and tracking motivation, businesses are able to significantly reduce employee turnover. Small business owners often fall into the trap of thinking they know how all of their team is feeling because they are close to them. Then it hits them like a train when the resignations come.

Having this system in place reduces the chances of that happening. Motivations are understood and therefore much easier to fulfil. Motivation is also tracked, quarterly so issues can be spotted and addressed early.

If an A star player on the team has except as their top motivator and it's flagging as not being fulfilled, the owner can have a conversation with that person and put them on a paid training course to fulfil expert.

This course has a cost, but it fulfils that motivator for the A start player therefore preventing their resignation and all the costs/stress/lost resources associated with that.

It's a no brainer.



# FULL TEAM MOTIVATIONAL MAPPING

## Don't fancy doing all of this yourself?

We created this free resource not to get email addresses...

Yes we'll email you more of what we hope is useful resources and information and yes, if we're a good fit and you'd like to work with us in the future we'd love to explore that...

BUT the reason we've made this free resource is to ensure that finances aren't a barrier to any business making health and happiness (and motivation) an asset not a challenge in their business.

Our vision is to make the world a better place through happy businesses and people.

We believe that every business has the power to improve the world in some way.

In order to do that businesses need motivated business owners and employees, so voila.

There are however some limitations with the free lite tool.

1 - People may not get a fully accurate picture of their motivators and motivational levels because they are consciously choosing.

2 - The process can feel quite laborious

3 - Team reporting isn't as accurate as it could be

At Better Happy we offer motivational mapping and power profiling as a part of our services. As a part of the paid service we deliver a live 'motivational power hour' workshop to you and your team. We then map each of your people through a questionnaire process and provide them with a personalised profile as well as your business with a team profile and owner/leadership consultation.

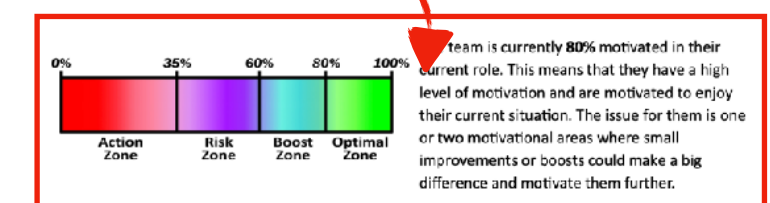
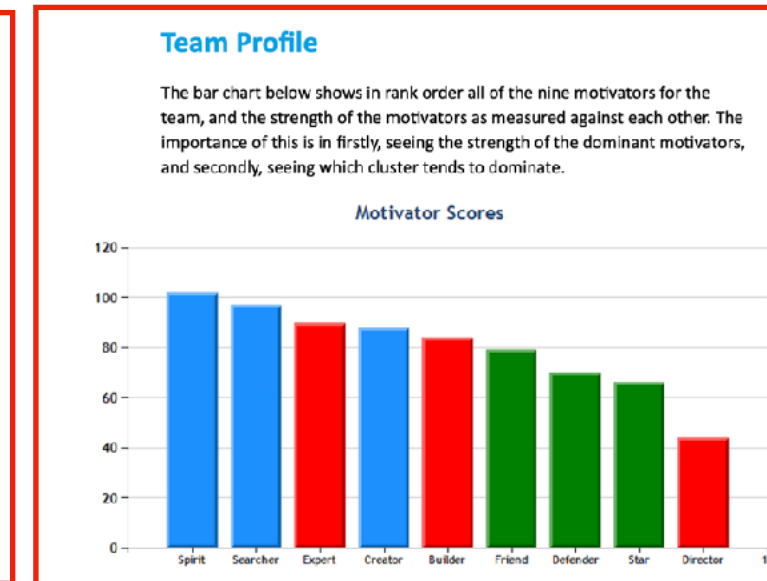
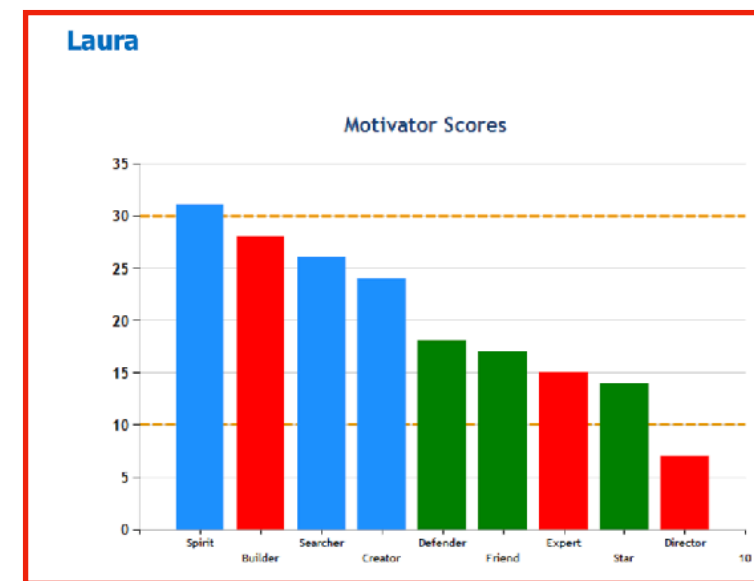
Check out what you get on the opposite page.

## Better Happy Toolkit

# TEAM MOTIVATIONAL MAPPING

## DETAILED INDIVIDUAL MOTIVATORS & ACTION PLAN

## TEAM MOTIVATION LEVELS



## TEAM DATA GRIDS... WHO'S HAPPY WHO ISN'T

Name	Motivator Scores									Motivation Audit			
	Spirit	Searcher	Expert	Creator	Builder	Friend	Defender	Star	Director	%	1	2	3
Laura	31	26	15	24	28	17	18	14	7	90%	9	9	9
John	29	23	32	36	15	14	10	12	9	99%	10	10	9
Joanne	17	26	25	16	19	26	18	23	10	61%	7	4	7
Jack	25	22	18	12	22	22	24	17	18	71%	7	7	8
<b>Total</b>	<b>102</b>	<b>97</b>	<b>90</b>	<b>88</b>	<b>84</b>	<b>79</b>	<b>70</b>	<b>66</b>	<b>44</b>	<b>80%</b>			

WHO'S HAPPY? WHO'S NOT? WHAT CAN WE DO?

## VISUAL 1 PAGE PROFILES

**Power Profile**  
Mike Jones  
Co-Founder

**Top 5 Strengths**

- 1 FOCUS EXPERT
- 2 COACH
- 3 CATALYST
- 4 PROBLEM SOLVER
- 5 BELIEVER

**Top 3 Motivators**

- 1 SEARCHER
- 2 CREATOR
- 3 EXPERT

**Core Values**

- LIVE MINIMAL
- GOOD KARMA
- LEARN & GROW
- MAKE A DIFFERENCE

APPLY TO WORK WITH US

If you're not sure how your business can make the world a better place, check out the incredible B1G1 by clicking the link below. If you've got searcher high in your motivators or your team has, this is a great move for you.



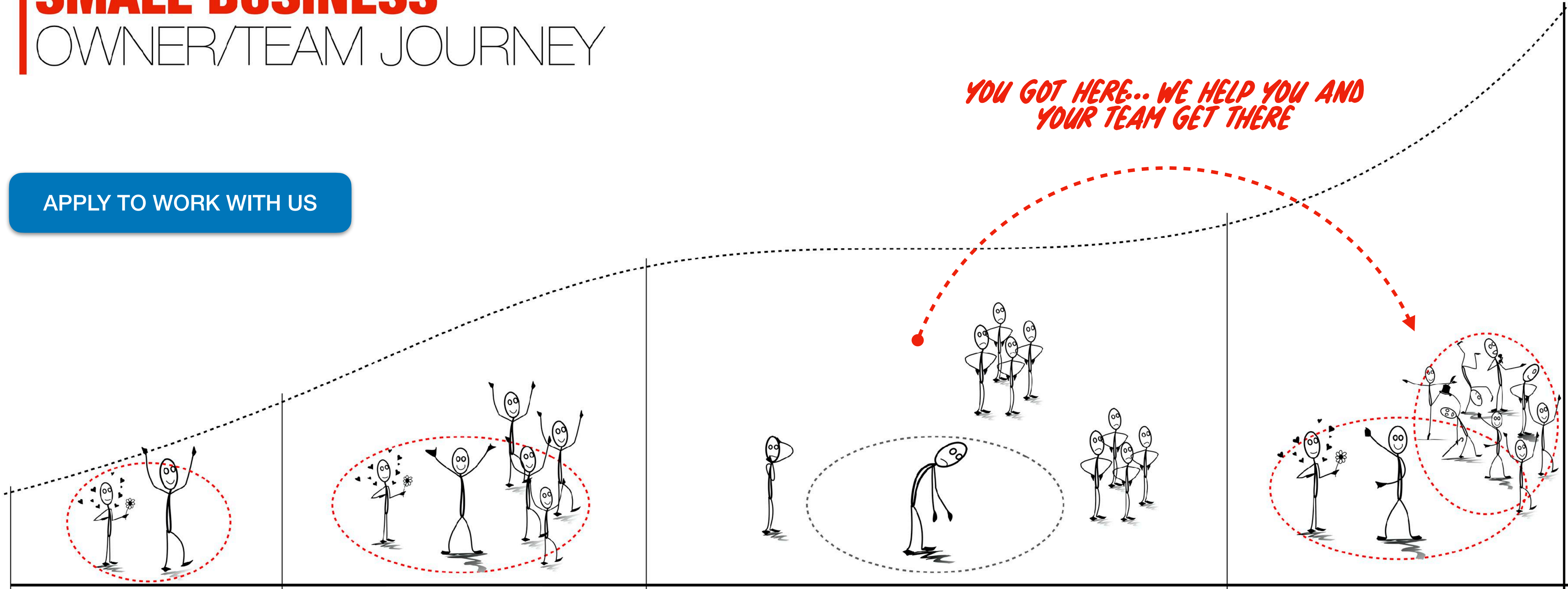
# THE SMALL BUSINESS

## OWNER/TEAM JOURNEY




better  happy

*YOU GOT HERE... WE HELP YOU AND YOUR TEAM GET THERE*

APPLY TO WORK WITH US



### STARTUP

 <b>TEAM FORMAT</b> OWNER WITH FAMILY SUPPORT	 <b>FUEL SOURCE</b> OWNER EXCITEMENT, PASSION, FAMILY ENCOURAGEMENT
 <b>SUCCESS STRATEGY</b> OWNER WORKS HARD, ESTABLISHES NICHE. DOES EVERYTHING, PLEASES CUSTOMERS, CREATES MORE WORK THAN CAN HANDLE	
TYPICAL TIME: 6/18 MONTHS	

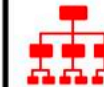


### 'SUCCESS'

 <b>TEAM FORMAT</b> OWNER WITH + FAMILY + GROWING TEAM	 <b>FUEL SOURCE</b> OWNER GRAFT & PASSION, TEAM EXCITEMENT
 <b>SUCCESS STRATEGY</b> OWNER WORKS HARD IN THE BUSINESS, IN CLOSE CONTACT WITH TEAM, DRIVES DIRECTION THROUGH PRESENCE AND PASSION	
TYPICAL TIME: 6/24 MONTHS	

### STRUGGLE

 <b>TEAM FORMAT</b> OWNER + LARGER TEAM (INC MANAGER(S))	 <b>FUEL SOURCE</b> OWNER BECOMING LEADER, TEAM HAVING AUTONOMY & STRATEGY
 <b>SUCCESS STRATEGY</b> OWNER MUST SHIFT FROM LEADING BY WORKING TO STRATEGIC LEADER. TEAM NEED STRUCTURE, AUTONOMY, INVOLVEMENT & HEALTH. BUSINESS NOW REQUIRES SYSTEMS OWNER MIGHT NOT BE PASSIONATE ABOUT CREATING.	
TYPICAL TIME: 12/36 MONTHS	

### SATISFACTION

 <b>TEAM FORMAT</b> MANAGER AND TEAM RUN BUSINESS	 <b>FUEL SOURCE</b> HEALTHY ENGAGED TEAM, MEASURED PREDICTABLE GROWTH
 <b>SUCCESS STRATEGY</b> IN THIS STAGE THE OWNER HAS MADE THEMSELVES REDUNDANT. THEY WORK BECAUSE THEY WANT TO. THE TEAM IS EMPOWERED, HAPPY AND ENGAGED RUNNING THE BUSINESS. SYSTEMS AND PROCESSES SUPPORT BUSINESS SUCCESS AS WELL AS TEAM HEALTH & HAPPINESS. OWNER CAN SELL BUSINESS.	
TYPICAL TIME: CHOICE OF OWNER	



BECOME A

# BETTER HAPPY OWNER

THROUGH YOUR TEAM

betterxhappy



GET YOUR FREE SCORE NOW