Why Understanding Motivation and Improving Engagement is Crucial
It is our MOTIVATION that gets us up in the morning
SO
It’s important to understand what MOTIVATES us
eg. If someone is fully skilled (10 out of 10) but only 60% motivated they will only be performing at or achieving 60% capacity
When we are motivated we:

• Learn better
• Think faster
• Find creative solutions
• Achieve more

WE ARE ENGAGED

As well as achieving more positive impact being motivated has on our mental health
When we are considering career options we think about

• Our skills
• Our capabilities

BUT we must also consider

WHAT MOTIVATES US
We are all different
We are all motivated by different things

The 9 different drivers of our intrinsic motivation (or in other words our needs) are:

- Making a difference
- Security and stability
- Recognition
- Meaningful relationships
- Being in charge
- Earning and competition
- Learning and development
- Creativity & Problem solving
- Freedom and Independence

We need to know which of these drivers are important to us (We all have all 9)
Which motivators are important to you?

DEFENDER
Safety & security

FRIEND
Meaningful relationships

STAR
Recognition

DIRECTOR
Being in charge

BUILDER
Money & Belongings

EXPERT
Learning

CREATOR - Creativity & Problem solving

SPIRIT
Freedom & independence

SEARCHER
Making a difference
Our motivators affect
• our speed of decision making
• our attitude to risk and change, and our focus
• AND even our preferred environment!
They also affect the language we use and we prefer

**Relationship Motivators**
These motivators are highly geared toward FEELING. Reflect the need for security, belonging and recognition. **AUDITORY**, feeling orientated people like literally getting the picture!

**Achievement Motivators**
Motivators are THINKING orientated, related to need for control, wealth & expertise. Very **VISUAL**. Generally need to **SEE** lots of information.

**Growth Motivators**
Motivators are related to knowing, and **INTUITION**. **KNOWING** oriented motivators who like plain, simple facts – get to the executive summary as quickly as possible. **KINAESTHETIC**
# CAREER CHOICES

<table>
<thead>
<tr>
<th>DEFENDER</th>
<th>Stable and secure organisation; Predictable advancement within Organisation; Routine/repetitive work</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIEND</td>
<td>Strong team ethos; Excellent social &amp; “extra-curricular” activities; caring management</td>
</tr>
<tr>
<td>STAR</td>
<td>Clear job titles, visible recognition; Hierarchical structure; Perks linked to level within organisation</td>
</tr>
<tr>
<td>BUILDER</td>
<td>Performance and reward clearly linked; Commission, bonuses; Above average rates of pay</td>
</tr>
<tr>
<td>DIRECTOR</td>
<td>Responsibility built into role; Clear promotion and/or career Prospects; Control of resources</td>
</tr>
<tr>
<td>EXPERT</td>
<td>Technical positions; Professional environments; High skill and/or knowledge jobs</td>
</tr>
<tr>
<td>CREATOR</td>
<td>Problem-solving/developmental work; High change/challenge Environments; Stream of new initiatives</td>
</tr>
<tr>
<td>SPIRIT</td>
<td>Lack of close supervision; Ability to make own decisions/discretion; Can prioritise own time</td>
</tr>
<tr>
<td>SEARCHER</td>
<td>Voluntary Sector/Charity; Customer-facing role; Mission-critical tasks/projects</td>
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Why is it important for us as parents, career coaches and teachers to understand what motivates young people?

• Knowing what motivates someone enables us to provide the right support to them

So how do you find out what motivates someone?
We complete a very simple 10-minute online questionnaire to generate a highly accurate report.
It not only tells us which motivators are important but how well those motivators are currently being met, giving insight into our wellbeing as well.
How I work

Understanding motivation to support engagement

• Workshops & Lessons for PSHE, choosing options and career guidance
• Training sessions for careers advisors
• Work with schools and other organisations to recruit, manage and retain motivated and engaged staff
• 1-1 coaching with adults and children, especially disengaged & SEND
• Work 1-1 with private clients – adults, young people and families
• FREE WEBINARS for parents
Any questions?

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