

The Nine Motivators

A Guide for Individuals Looking
to Improve Their Motivation

Introduction



The purpose of this guide is to help you as consider strategies that you can use to improve your motivation.

Remember:

Most Motivators are hidden – discuss this with your team leader so you can identify together how they can help you to tap into your Motivators for improved productivity and performance.

You have a unique combination of motivators which might come from any of the clusters. (Relationship, Achievement or Growth), so you will need to consider which are the most important for you.

Your Motivators will almost certainly be different to other colleagues, so assumptions about other people can be unhelpful.

Relationship Motivators

Seeks security, certainty & stability

Defender



Seeks belonging, involvement, rewarding relationships.

Friend



Seeks recognition, respect & social esteem

Star



Improving Motivation as a Defender



As a Defender you are looking for security, predictability and stability. You like working in a stable, well-established organisations, where you can see clear roles with a set routine and career paths. You are energised by receiving regular communication.

Encourage your leaders to communicate, communicate, & communicate with you – especially good news about the organisation and how it's doing.

Being given accurate information frequently is highly motivating for you. Ask for regular briefings, even emails to keep you in the loop. Explain the importance of continuity to your manager.

Ask for clarity of expectations of you, preferably in writing. Ask how you can be clear about security and support through periods of change.

Every week, take time to order your environment by getting up to date with filing and other activities which will give you a sense of order.

Improving Motivation as a Friend



As a Friend you are looking for a sense of belonging, friendships and fulfilling relationships. You like organisations and roles with a strong team ethos, excellent social activities and opportunities for helping others.

You are motivated when you feel supported, consulted and involved. Help create a good social working environment – get involved in helping the team develop its people centred activities.

Make the effort to greet people when you meet them, as this will make you feel energised and usually the other person will want to reciprocate.

Improving Motivation as a Star



As a Star you are looking for recognition, respect and social esteem. You enjoy receiving visible perks that to your position, clear hierarchical structures, job titles and the opportunity to shine.

Ask to be involved in projects, which could lead to career progression. Make sure you regularly review your targets and goals. Make them more ambitious
Give yourself a reward when you achieve them.

You particularly value positive feedback, so ask how you are progressing against your goals.

Achievement Motivators

Seeks responsibility, power, control of people and resources

Director



Seeks money, material rewards, above average living.

Builder



Seeks mastery, expertise and specialism.

Expert



Improving Motivator as a Director



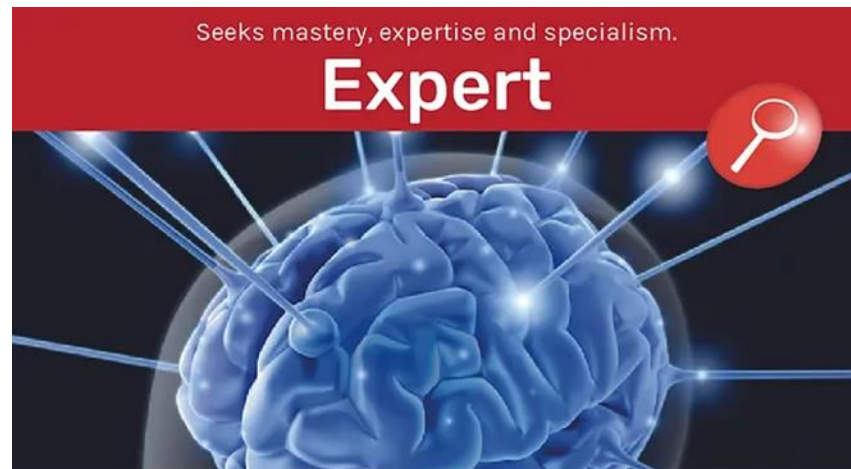
As a Director you are looking for power, influence and control over people and resources. You like management or leadership roles with clear and visible responsibility for people and resources, and promotion and career prospects.

Seek out responsibility and influence, ask for a mentor and find opportunities that will really stretch you.

Ask for training or coaching to help you achieve your goals.

Think about mapping out your ideal career over the next few years.

Improving Motivation as a Builder



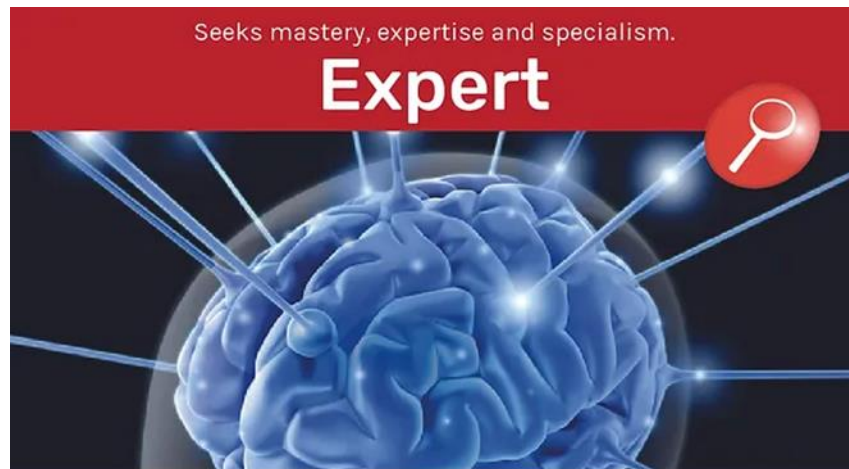
As a Builder, you are looking for money, material satisfactions and above-average living. You like performance and reward to be strongly linked and like to see visible routes to promotion.

You are strongly motivated by money and material perks. You will be more energised when you have a clear career path and plan, built around regular progress reviews and increasing responsibility.

Make sure you have clear goals clear goals which are linked to rewards.

You can also reward yourself with small “perks” when you achieve your own targets.

Improving Motivation as an Expert



As an Expert, you are looking for knowledge, mastery and specialisation. You like roles requiring specialist knowledge and skill and are motivated by environments in which your personal development leads to formal recognition of expertise.

Your motivational hot button is training and development, especially when training, coaching or mentoring is linked to promotion.

You are motivated by ambitious targets and being a guide or mentor to others as you like opportunities to share their expertise and specialise in areas of interest.

Find opportunities to connect with other experts and further boost your expertise.

Growth Motivators

Seeks to be original, innovative and express their creativity.

Creator



Seeks to be independent, autonomous, to make own decisions.

Spirit



Seeks meaning, purpose and making a difference.

Searcher



Improving Motivation as a Creator



As a Creator, you are looking for innovation, creativity and change. You like problem solving & development work in cutting edge, innovative organisations or challenging environments.

Find ways to get involved in ideas generation or take on problems to solve or get involved in projects that need originality..

Avoid getting stuck in a routine role for too long as you get bored easily and become quickly demotivated. The more stimulating environment you can find, the better.

Take time out on a regular basis and do something completely different to recharge.

Improving Motivation as a Spirit



As a Spirit you are looking for freedom, independence and autonomy. You like roles offering freedom where you can control their own time, can make their own decisions and use their discretion.

Make sure you understand the company vision and goals. Make sure you understand these in detail, and then ask for autonomy to deliver on your goals, whilst understanding the boundaries you will need to respect.

Whatever your level of responsibility, develop a mindset that you are really the Managing Director or Chief Executive of that area of responsibility, and you are working to achieve the best outcomes in that area.

Improving Motivation as a Searcher



As a Searcher you are looking for meaning, purpose and you want to make a difference. You like purposeful organisations and are motivated by learning, caring-orientated roles and projects, often with consumer-facing opportunities.

You are motivated by regular high-quality feedback. You are energised by linking your goals to the wider team or organisational goals and receiving feedback on how you are making a difference.

Get involved in significant, important work, variety and look to understand the bigger picture.

For further information, contact
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