

The key to LASTING
motivation

WHITEPAPER

Motivation Factor® Index

MOTIVATION FACTOR

The Motivation and Engagement Gap

Until now traditional engagement surveys have measured the impact of organizational and management aspects of the company environment – the extrinsic motivation factors that contribute to employee engagement. However, we’ve not had a good way of measuring and managing the other two Motivation Factors “Intrinsic Motivation” and “Motivation Capabilities”.

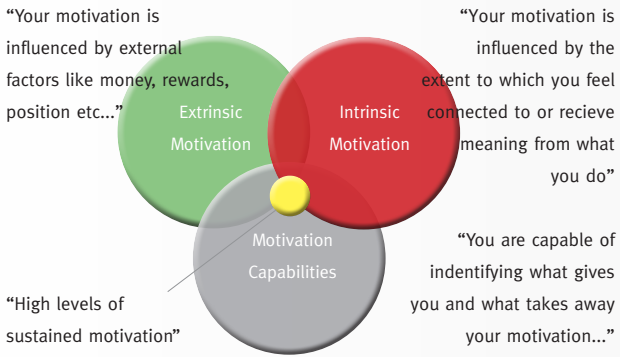


Fig 1: High motivation and engagement is achieved when all three Motivation Factors fuse.

A recent study by IDG Research has shown that intrinsic motivation and motivation capability contributes to nearly half of the employee engagement question. This speaks to the frustration we’ve seen many executives experience when they feel they’ve done all they can from an organizational and management standpoint and still find people disengaged.

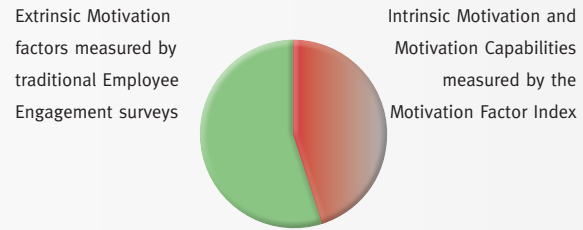


Fig 2: Total Employee Engagement

A New Way to Measure and Manage Motivation and Engagement

The Motivation Factor® Index is the first and only online survey that helps close the gap to achieve total Employee Engagement (Fig. 2). When used as part of a larger employee engagement survey companies now have access to a full-scale solution covering all 3 Motivation Factors (Fig. 1).

The Motivation Factor® Index consists of 39 questions and measures the extent to which an organization is harnessing the intrinsic motivation of its employee population and the extent to which the employee population is capable of self-motivation.

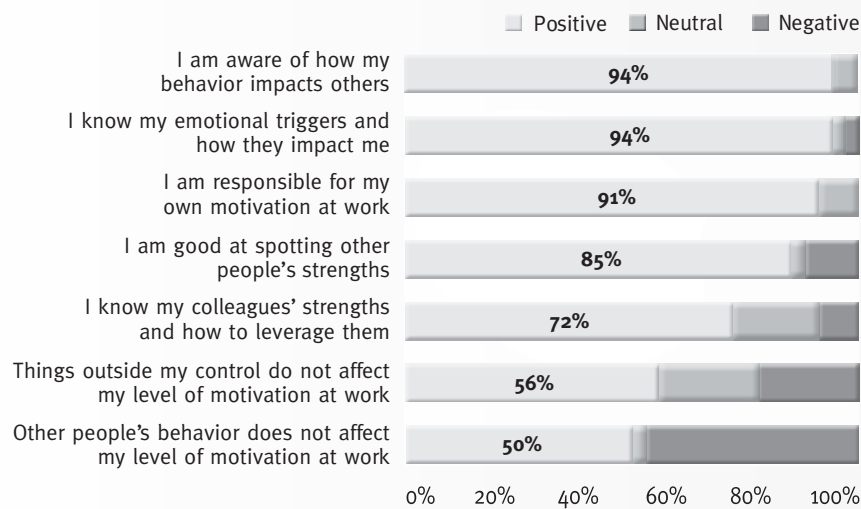


Fig 3: Example of answers from Motivation Factor® Index report

The Outcome

The Motivation Factor® Index results indicate the best course of action for boosting individual motivation. By using the plug and play workshops supporting the Motivation Factor® Index, organizations have a clear path for providing employees the knowledge and skills needed to impact their motivation and engagement in any given context.

Applications

The Motivation Factor® Index can be used as a separate survey, or as a plug in to an existing Employee Engagement Survey.

The Underlying Theory

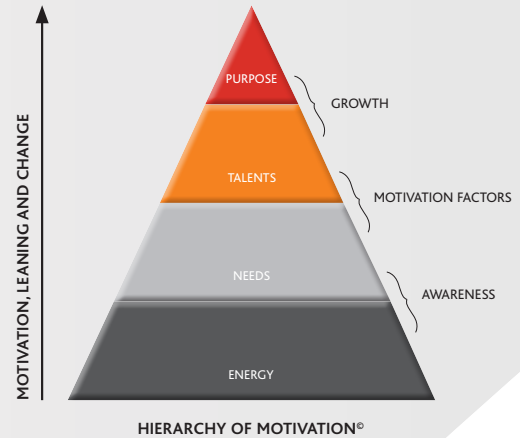
The Motivation Factor® Index is developed from the groundbreaking Motivation Factor® Method - a framework for giving people the tools they need to get and stay motivated. The Method is based on the Hierarchy of Motivation®.

The underlying philosophy behind the Hierarchy of Motivation® is that, in order to achieve lasting motivation, we must:

- Identify and act on the things that drain our energy.
- Understand the impact of and assume responsibility for our needs.
- Actively apply and leverage our innate talents.
- Become purpose-driven in our contributions, goals and choices.

The Hierarchy of Motivation® illustrates that our ability to stay motivated, take in new learning and handle change grows in proportion to our skill WW at handling every single level of the hierarchy.

The Motivation Factor® Methodology is based theoretically and empirically on positive and cognitive psychology, on well-established motivation theories, and recent discoveries in brain research.



Symptoms of low motivation and engagement:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Tendency to take the easy way out. • Lack of sense of trust and fairness. • Less flexibility and willingness to make an extra effort. | <ul style="list-style-type: none"> • “What’s in it for me?” culture instead of a “How can I contribute?” culture. • Low productivity due to boredom. • Lack of enthusiasm for current projects or direction. | <ul style="list-style-type: none"> • “Silos” where work is carried out without regard for or integration with other parts of the organization. • Lack of initiative, creativity or resourcefulness. • Blaming others or outside circumstances for lack of progress. |
|---|---|--|

Indicates deficiency in Extrinsic Motivation

Indicates deficiency in Intrinsic Motivation

Indicates deficiency in Motivation Capability



”We recently deployed IDG Research Services’ Employee Engagement survey, incorporating the Motivation Factor® Index, across our organization. The survey’s blend of traditional metrics around organizational and management practices, combined

with the insight the Motivation Factor® Index provides helped us develop clear actions to address the drivers essential to attaining the highest level of Employee Engagement. Putting Motivation Factor® workshops in place where development was needed, we have seen clear improved outcomes around job satisfaction, referral and retention.”

Kenneth Saxkiold-Noerup, CEO Siemens Industry Software

The MOTIVATION FACTOR INSTITUTE has been established by Helle Bundgaard in connection with the launching of the Motivation Factor® Methodology and the Hierarchy of Motivation®. Her interest in insight, motivation and behavior springs from 20 years of international experience with sales and business development and is the driver behind the continued development of efficient tools for development and change processes.

Our objective is to translate the latest discoveries from neuropsychology into operational tools that create motivation, results and commitment. Our motto is: "Keep it simple" – and we pursue this by focusing on simplicity in all we develop.

Our vision is to help people – across cultures, religion, gender, education and abilities – to flourish by finding the key to lasting motivation and commitment

WHITEPAPER

MOTIVATION FACTOR

T : +45 70 25 16 46
E : info@motivationfactor.com
I : www.motivationfactor.com



Jean B. Desmarais, Client Services Manager
Phone: 508-766-5617 or cell: 603-401-4566