

Activate new potential in 2019



Neuro-agility And Motivation

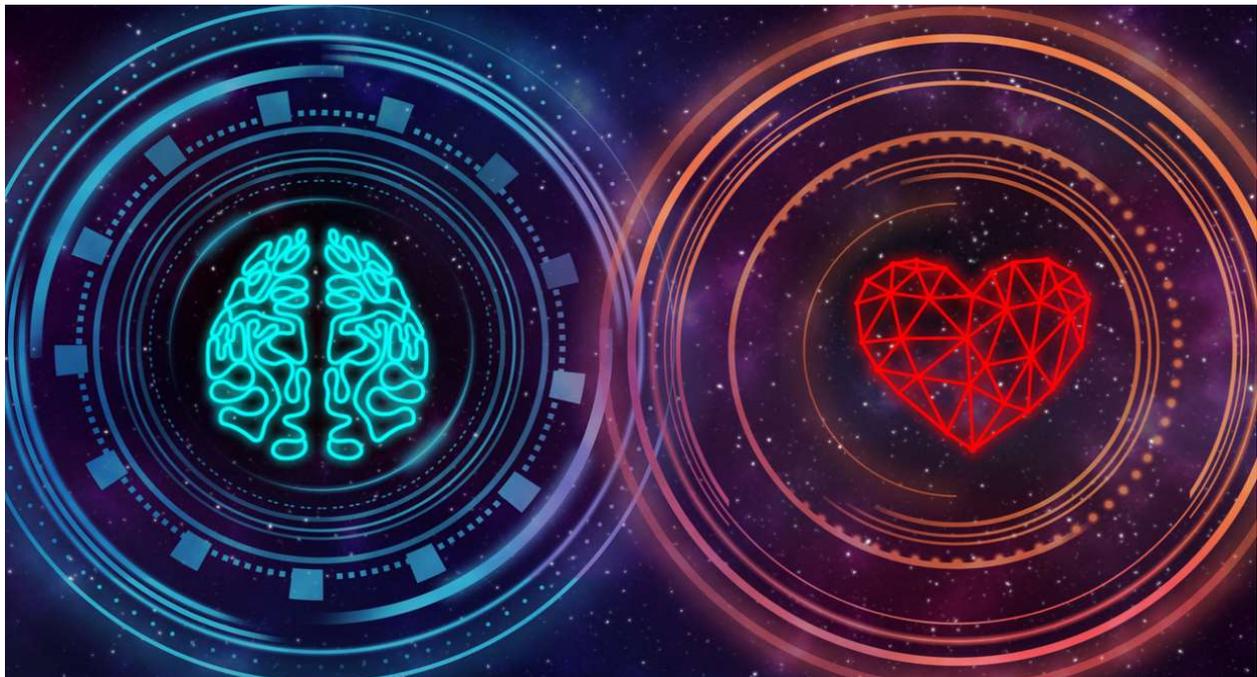
How much of your potential are you using?

The latest research from Egon Zehnder (2018) proves that CEOs believe people are operating up to 50% below their potential. Disruptive change, AI, stress, poor productivity, work/life balance, low engagement levels and silo working are all taking their toll.

If you'd like to activate more of your potential in 2019, two of the latest approaches that could make a dramatic difference are boosting your neuro-agility and motivational intelligence.

Activating new potential means improving your brainpower and neuro-agility

Neuroscience proves that our brains have unlimited potential. Learn how to harness your own brainpower by improving your neuro-agility. People who are neuro agile have the flexibility to learn new skills, attitudes and behaviours faster and more easily. You can dramatically improve your performance by having a greater understanding of the 7 factors that make up your own unique neurological design. You'll also learn how to boost 6 drivers that optimise brain performance to help you improve your overall wellbeing and sustain new levels of potential.



Activating new potential needs heart intelligence, boosting your motivation and drive

The sad fact is that many people are disconnected from their hearts. Less than 50% of people are accurate about what really motivates them. Learn the 3 roots of motivation and how to help people understand which of 9 motivators are driving them. You'll gain an appreciation of how to measure and boost your motivational hot buttons, increasingly the missing link to activating new potential, especially in these challenging times.

Why your head and heart are important

As disruptive change becomes the new normal, the World Economic Forum (WEF) report, "The Future of Jobs", predicts the top 10 most desired skills for the workplace of the future in order of priority are:

1. Complex problem solving
2. Critical thinking
3. Creativity
4. People management
5. Co-ordinating with others
6. Emotional intelligence
7. Judgement and decision making
8. Service orientation
9. Negotiation
10. Cognitive flexibility

Five of these top ten skills can be categorised as "head-based", brain power skills and five are more "heart-based" emotional and motivational intelligence skills. Future leadership will require a powerful blend of both.



Why agile brainpower is critical

With regards brain power skills, complex problem-solving skills occupies the top slot, critical thinking skills and creativity take the second and third position, judgement and decision making in seventh position and cognitive flexibility coming in at number ten.

Leaders brains will need to become increasingly more agile to maintain a competitive advantage in this rapidly changing, information soaked, and turbulent world, so they are able to out-think, out-learn and out-create and out-perform. By gaining deep insight into how the brain functions in support of learning, critical thinking, creativity, and problem-solving, neuroplasticity and decision making, we can better prepare people to adapt to, and prepare for a continually changing market place, thus allowing companies to maintain a competitive advantage in highly turbulent business environments.

Brain power is our competitive advantage. Ultimately, the brain's main purpose is to let people survive. On a physical level, it is about regulating bodily functions. On a mental level, it is about a person's ability to adapt to our world. Man's learning ability to adapt, adjust, learn new information quickly and unlearn old behavior faster than their competition, will be crucial to our survival and progress in an era of disruptive change.



Do you have skills to cope with information overload?

Rapidly changing technologies, AI coupled with data explosion and the generally heightened pace of change will require leaders to assimilate information more quickly and effectively than ever. Information is now more than doubling every year. Today the brain of the average worker must process 30 times more information than 20 years ago. A single weekly edition of the New York Times contains more information than a person would have been exposed to in a lifetime during the 17th century! On the downside of this amazing expansion of available information, is the real threat of being overwhelmed by the sheer volume. An estimated 75 to 90 percent of all illnesses have its origin in chronic stress. Information overload is quickly becoming one of the greatest sources of stress. People are constantly feeling overwhelmed by too much data, often thinking they don't have sufficient brain power skills to process information effectively and cope with processing volumes of information.

Not only are people reading less and slower, they only retain full concentration for 20 minutes at a time. People forget up to 90% of what they learn within one week. The reality is that people are relying on devices like calculators to do their calculations, GPS devices to take them where they want to go and devices to help them remember, but are not relying on their brain's natural ability to think, learn, remember and calculate for itself, that is actually their competitive advantage.

The argument is not that people should not use devices and technology, as they are powerful tools to accelerate what we do. We should however, not stop using and optimising the brain's ability to flex mental muscle, if we want to stay in control of artificial intelligence. What distinguishes man's competitive advantage from artificial intelligence, is specifically the fact that our brain has the potential to naturally perform cognitive processes like making predictions and forecasts about future situations, creating new solutions, performing counterfactual thinking (the ability to imagine what can be and identify alternative outcomes), recognising patterns, experimenting and reflecting, learning, creating and solving problems in sophisticated ways, like nothing else in the universe. Having the potential to out-think, out-learn and out-create is unfortunately not enough. Potential plus nothing equals nothing. Potential plus appropriate skills equals competence. Therefore, developing your head and heart, brain power and emotional/motivational intelligence, as the WEF suggest, will be essential to our progress and survival.

**Put your heart, mind,
intellect, and soul
even to your smallest
acts. This is the secret
of success**

- Swami Sivananda

Leaders of the future will engender strong engagement and wellness

Employee engagement is undeniably a crucial focus, enabling the right conditions for all members of an organisation to perform at their best each day. Engaged workers are committed to their organisation's vision and mission, motivated to contribute to organisational success, with an enhanced sense of well-being. Employee engagement is vital for a company's productivity, success, and progress.

Disengagement equates for 51% of the US workforce. Actively disengaged employees are costing the US \$450-550 billion in lost productivity. Organisations with engaged employees out-perform those with low employee engagement by 202%.

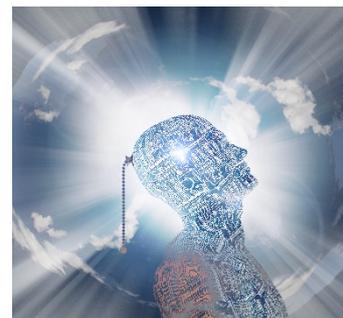
One of the primary reasons why people are disengaged in their jobs is the lack of alignment between who they are (their neurological design) and what they want to do (motivations and career drivers). It explains why they are passionate about their jobs, enjoy their work, are energised, engaged, happy and in flow, or not. People's neurological design and motivation also has numerous implications for relationships, team roles, stress and fatigue management, whole brain communication, emotional intelligence, and how they learn and think.

How to Boost Your Neuro-Agility – Brain Power

Neuroscience gives us the tools to understand our unique neurological design. When you embrace your intellectual preferences, you can achieve your true potential by optimising the way you work and learn, to suit the way your brain is wired. Knowing the neurological design of those you lead will significantly help them in communicating with their colleagues and team members in the way that they find most receptive.

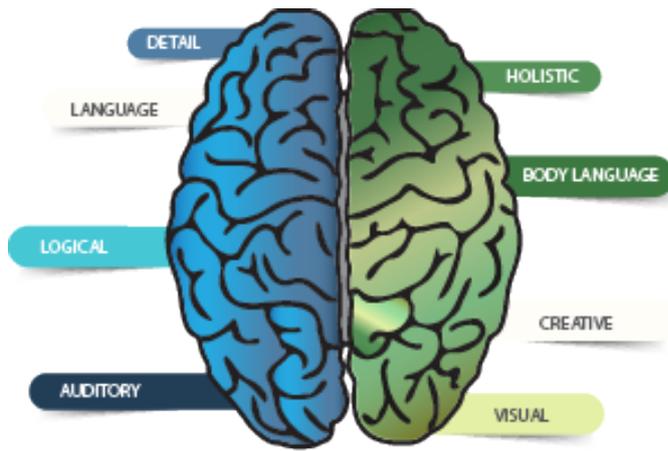
Neuro agility is about the readiness of all the senses and brain regions to function as one integrated whole brain system, being receptive and responsive to receive and transmit biochemical impulses at optimum capacity under new and potentially stressful conditions. People who are highly neuro agile have the flexibility to learn new skills, attitudes and behaviours fast and easily and unlearn old behaviour patterns quickly.

There are seven aspects that determine how our brains are made up: relative lateral hemispheric dominance, expressive or receptive preference, four quadrants of the cerebral cortex preference, rational or emotional preference, information processing style, sensory preferences and intelligence preferences.



Your Neurological Design - Is Your Left or Right Brain Hemisphere More Dominant? How Well Do You Flex Between Each Side?

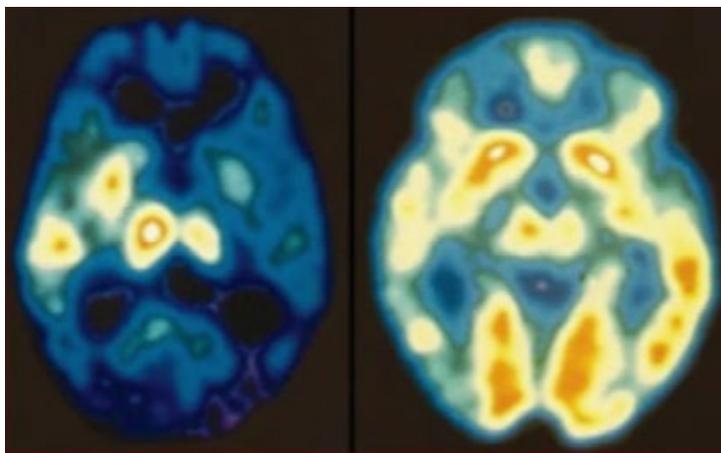
We each have a left and a right brain hemisphere, one of which has a tendency to dominate over the other, especially during stress. Each of the hemispheres complements the other and has specialities and functions for processing information.



The left hemisphere processes information in a sequential, analytical and logical manner. It is oriented towards time and prefers language and word input (particularly auditory). A strong inclination towards the left hemisphere preference can result in an interest towards finances, science and academics. If you have a left-brain

preference you will follow conversations in a rigorous, detail-oriented manner.

The right brain hemisphere processes information in a more holistic, intuitive and visual way. It responds to visual input, strengthening visual-spatial and visual-motor skills. It tends to be the preferred hemisphere of artists, sports people and other creative careers. If you have a right-brain dominance, you will reflect on the general message of the conversation. Including words that relate to images, or visualising concepts will ease the communication.



Dominance is genetically determined. It effects how we respond to stress and new experiences, how we think and learn, how we process information, how we communicate and also affects our personality preferences.

Although we naturally respond to information processing in either

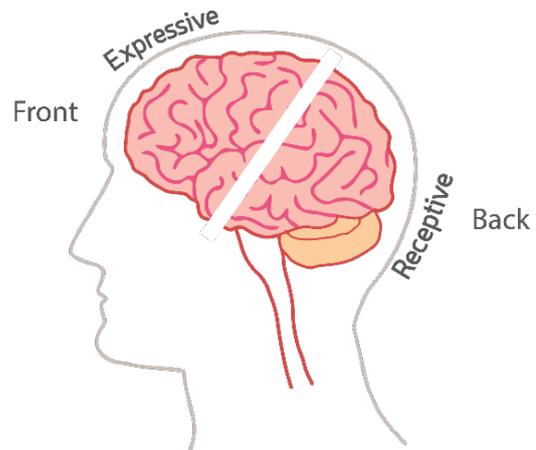
the left or the right side of the brain, the two hemispheres communicate with each other. A strong interaction and simultaneous activity of the two increases our flexibility and ability to learn faster and improves our performance. Flexibility between your two hemispheres is key to activating more of your potential.

Are You Receptive or Expressive?

We learn information by absorbing it in the back of the brain, the electrochemical activity subsequently moves towards the front lobe, leading to outwardly expressing thoughts.

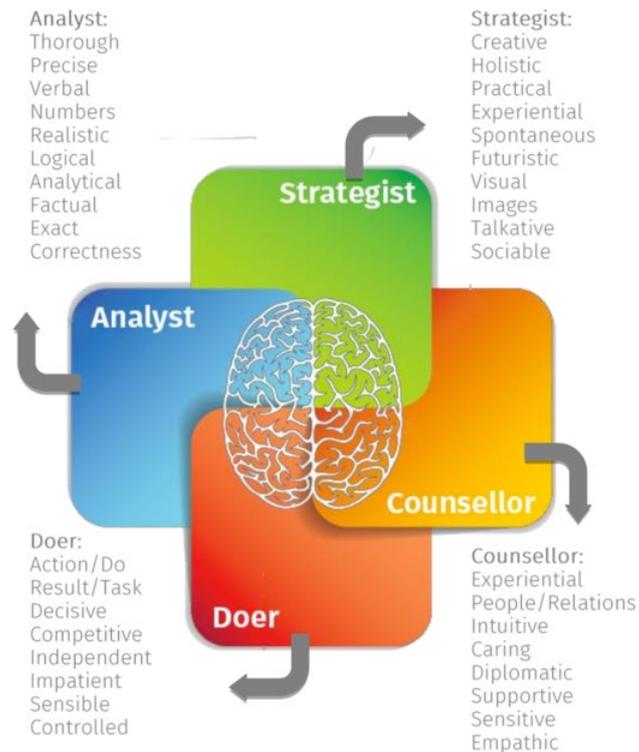
When processing information, some prefer using the receptive back brain, which means they tend to observe and reflect on what is learnt. Others who have a dominance for processing information in the expressive frontal brain will learn by verbally communicating and discussing thoughts.

Ideally, you can integrate both talking and listening, thus allowing time to reflect first and successively to respond appropriately. Nevertheless, be mindful of whether you are working with someone who needs to discuss information as they receive it, or with someone who will need time to reflect on it.



Which of the Four Brain Quadrants Do You Activate Most?

Regardless of left or right brain hemisphere dominance, we will always experience a combination of right and left hemisphere functions in everything we do, if we do not experience too much stress. Understanding your mental preferences of your cerebral cortex will influence how you think and learn.



There are four preferences: strategist, counsellor, doer and analyst – everyone has a blend of these preferences, which are independent of relevant capabilities.

If you activate your front right brain most, you are a strategist, someone who conveys dreams and possibilities, who tends to be optimistic, people-oriented and an easy communicator. A strategist makes a good impression, is friendly and outgoing, but may lack the ability to execute on tasks and ideas, as you can overestimate how much you can do in reality. It is the front-right part of the brain that leads this preference.

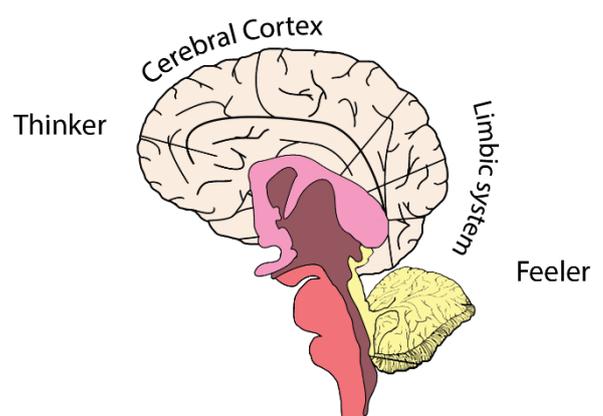
The counsellor prefers to use the back-right part of the brain, making them a guardian of relationships. Counsellors are good listeners and make people around them feel safe and supported, they need to be mindful of being indecisive, possessive and resistant to change.

If you are a doer, you lead with the back-left brain, making you task-oriented. Doers tend to show a strong sense of perseverance, you are a problem solver, hard-working and direct in your communication. You can come across as insensitive to others and might make decisions quickly and impatiently.

The analyst has a preference for activating the front-left brain. They are analytical thinkers, detailed-oriented people who come across as competent, precise and diplomatic in relationships. If this is you, you'll be dedicated to the quality of your work, at times you can appear to others as inflexible towards methods and somewhat pessimistic.

Do You Have a Rational or Emotional Preference?

Electro-chemical activity can either be focused in the cerebral cortex, the outer layer of the brain, or in the limbic system, the deeper area of the brain. The cerebral cortex is responsible for rational thinking, whereas the limbic system processes emotions and experiences, therefore, depending on your preference, you can process information in a cognitive, rational and creative way, or on an emotional and practical way.

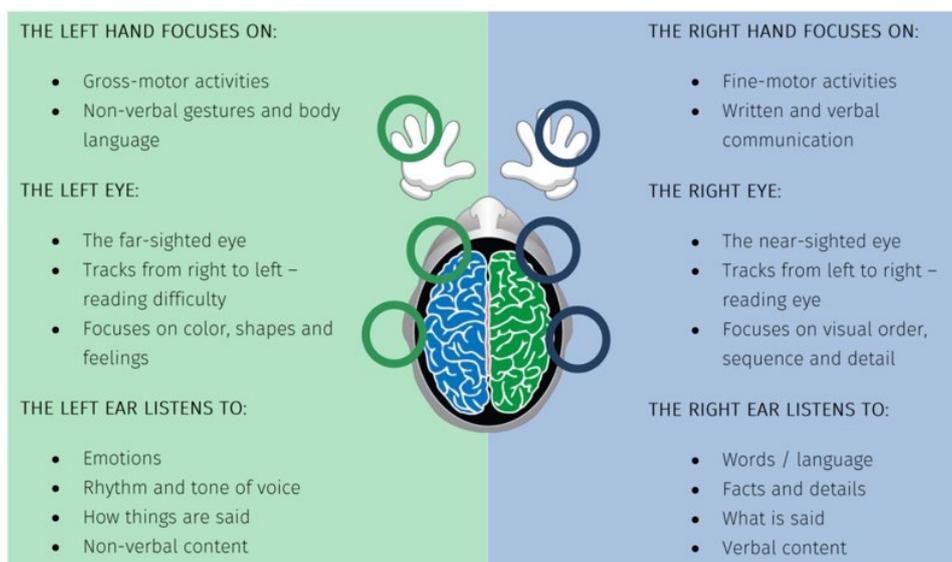


Keep this in mind when having difficult conversations with other people. If someone is a rational thinker, they will feel more comfortable when talking about facts and figures.

However, if you are dealing with an emotional feeler, the message will be better received when it is attached to experiences and emotionally charged words.

What is Your Information Processing Style?

Each sense and each hemisphere has a specific function for processing information so that they complement each other. Generally, when people respond to information, they switch from one side of the brain to the other. We all have a pattern of preference, which becomes dominant in circumstances of stress and a new learning environment. As well as being left or right brain dominant, we also have a dominant ear, eye and hand, that together form one's sensory dominance pattern. It is good to know your own dominance patterns.

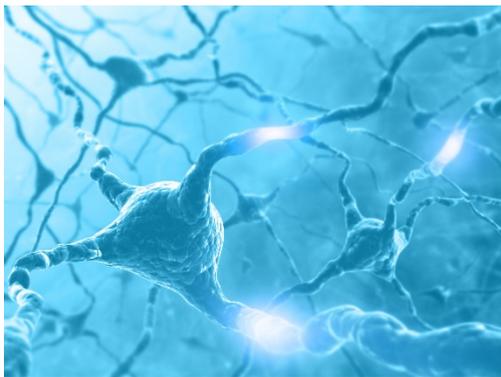


The eyes are the only part of the brain that is visible. It illustrates how the brain works. To illustrate dominance, one only must look at how the eyes function when processing information. If a person looks through a rolled-up paper at an object with both eyes, one eye leads (focuses), while the other follows. The dominant eye will be aligned with the rolled-up paper. This clearly illustrates that although the person looks at the object with both eyes, the dominant eye will actively process information while the non-dominant eye follows more passively.

Neurological dominance is a natural part of our design. All people have a unique genetic coding which will influence our predisposition towards which hemispheres, and senses will lead (dominate) when processing information. When one person speaks to another, but the other person cannot hear clearly, it may be that the person who cannot hear clearly, may turn one ear towards the other person. This response indicates an auditory dominance response. It illustrates that although we have two brain hemispheres, eyes, ears, and hands, and use both to process information, there will always be a dominant brain hemisphere, eye, ear, or hand that takes the lead to process information actively, while the other one follows, processing information more passively.



Just like the muscles you use must become stronger, so does the brain hemisphere and senses that lead when we process information and learn, become dominant. As people learn and develop, we strengthen neural networks that connect different brain regions and the



senses we prefer to use, making certain parts lead stronger and others follow. As a result, we develop physiological preferences for using some brain hemispheres, brain regions and senses over others. These neural networks make it easier to think, learn and create in ways that are consistent in our preferences, hence the reason all people think, learn, and act in different ways.

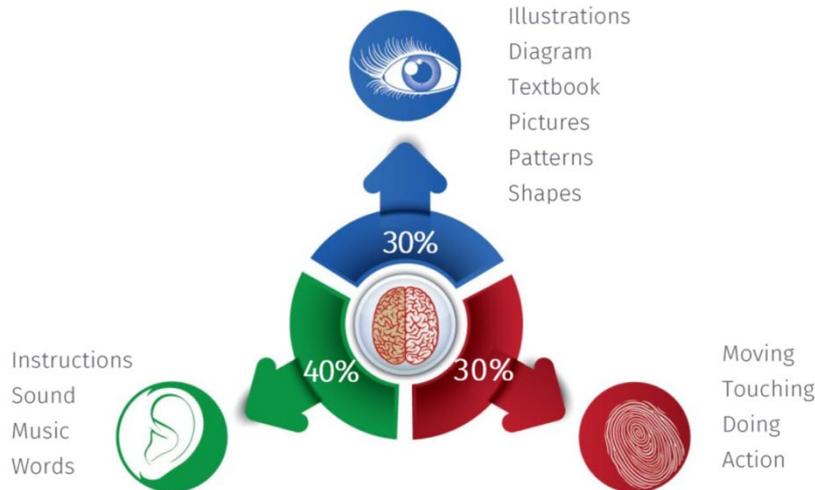
Be Sure to Understand Your Sensory Preferences – Visual, Auditory and Kinaesthetic

When thinking, learning and creating, your brain uses three languages: visual, kinesthetic and auditory.

Visual learners prefer to use illustrations, pictures, diagrams, shapes and lines. When you think visually, you observe details, colours, perspectives, maps, written words, charts, doodles, television.

Kinesthetic learners like to learn through movement and hands, skin and muscles. They process experiences through feelings, movements, actions, texture, pressure, temperature, smell, spatial awareness.

Auditory learners tend to use ears and mouth, processing stimuli through words and sounds. When thinking in this way, we interact with conversations, tones of voice, jokes, sounds, messages, debates, speeches, lectures.

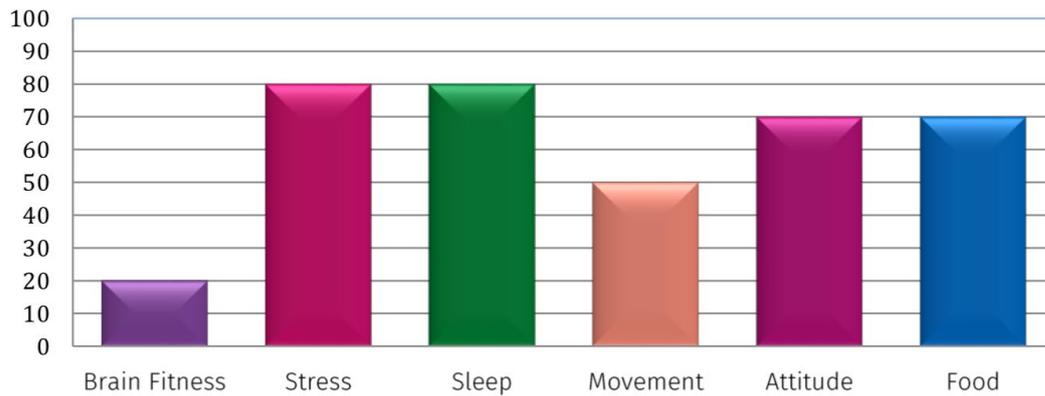


Depending on your own sensory learning preference, you can adapt the way you live and work to optimise your performance. You could go for a walking meeting for a kinesthetic learner, or you could use a Power Point presentation or visual aids to guide your conversation with a visual person, or a telephone call or a podcast will do the trick with auditory people. You can use your resources more effectively knowing, for example, that doing an activity involving movement and action, for someone who doesn't have a strong kinesthetic learning preference, won't work.

Boost Your Brain Performance With 6 Drivers

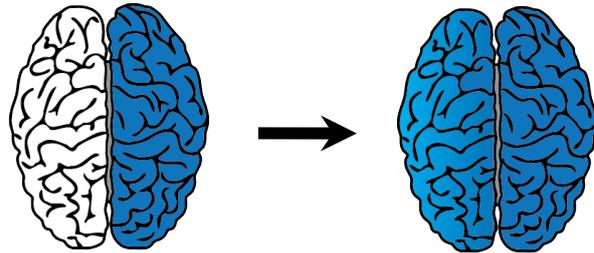
Our brains have the potential to help us do whatever life requires of us. We have unlimited potential in terms of what we can learn, think and create. Sometimes we may not appear to act like people with unlimited potential, because there may be a lack of key drivers that optimise our performance. To optimise brain performance and enable all brain regions to function simultaneously as one functional whole brained system, we need to provide it with the right fuel, physical and mental stimulation and create the right conditions to thrive.

Drivers like [brain fitness](#), [sleep](#), [stress](#), [diet](#), [attitude and mindset](#), [movement](#), and [our food and nutrition](#) can either negatively, or positively, influence our brain's performance. To get the most out of your brain, it is essential to know how these drivers impact your neurological design, Then take action to optimise these drivers to boost your brainpower.



Focus on Getting Your Brain Fitness to 80%

Brain fitness is about utilising all brain regions simultaneously as one functional integrated system. People are not born brain fit. It is something we need to develop and maintain through regular physical exercises and mental stimulation. Lack of brain fitness will result in alternating between hemispheres rather than processing information simultaneously, causing you to think, learn and process information longer, slower and harder. Optimising your brain fitness will result in ease with learning, thinking faster and smarter and processing information more effectively. People are born with 2 legs but still need to learn how to walk and run. Similarly, we are born with 2 brain hemispheres, but need to learn how to utilise both hemispheres simultaneously in an integrated manner.



A brain fitness skill set consists of a combination of physical cross-lateral exercises and mental activities that help produce neurotrophins and neurotransmitters, activate mental integrative states and promote cerebrospinal circulation daily.

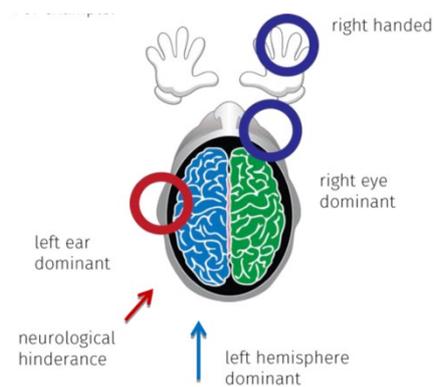
The norm for brain fitness is 48% and ideally you would want to be nearer 80% brain fit. Boosting your brain fitness means using both your left and right brain hemispheres simultaneously. Whole brain utilisation is significantly improved by doing regular physical activities such as swimming, dancing, football, aerobics, tennis and exercise involving cross-lateral movements. Stretching at work, having meetings standing up and also stimulating both sides of your brain with mental activities, games, puzzles, music and humour makes a huge difference.

Most activities in life require bilateral (two sided) functioning as using both eyes and ears require us to be able to cross the midline. The picture below illustrates a bilateral movement.



Manage Your Stress – It’s The Brain’s Worst Enemy

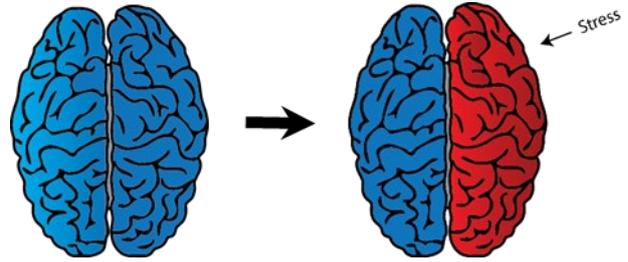
Stress and fatigue are the brain’s greatest enemies, as they cause the neuropathways to shut down. During long periods of stress, your brain releases cortisol, a hormone that acts as inhibitor of electro-chemical transmissions within the brain. When high levels of cortisol are present in the brain, the non-dominant hemisphere stops communicating with the dominant hemisphere and it shuts down. The shutdown of the non-dominant hemisphere means that the functions associated with it are lost and you solely rely on the functions of the dominant side of your brain, thus limiting your learning effectiveness and ability to process information.



A neurological stressor is anything that slows down, inhibits, or even prevents the flow of electrical impulses between and through neurons. If you are a left hemisphere dominant person, you’ll become even more logical (analytical) oriented and a right hemisphere dominant person will become even more big-picture (creative) oriented.

Depending on the level and duration of stress, people may release even more cortical inhibitors that may result in losing control over more brain regions, regressing from the neocortex (reasoning centres) into the limbic system and brain stem areas (emotional & survival). The longer and more intense the stress people experience, the more they lose control. Continued stress, thus limits your performance, memory, concentration, mental alertness, learning effectiveness, information processing abilities and brain health.

It is only when you cope well with stress, and feel positive, safe and relaxed that you are able to access all your brain regions naturally. Information is then processed in your brain's reflective, cognitive prefrontal cortex and new learning is incorporated into networks of long-term, conceptual memory. This state of relaxed alertness is where you concentrate better and are mentally alert and sharp.



Make sure you have stress coping skills that work for you. Breathing and mindfulness are valuable, as is maintaining work-life-sleep balance, developing and maintaining optimistic mindsets in stressful times, having strong social bonds with others, exercising and moving sufficiently, self-debriefing stress management skills, practicing spirituality and so on. Proactively coping with stress, is not about doing one, or some, of these skills, but doing as many of them as possible, all the time.

Are You Getting Enough Quality Sleep?

Sleep is essential for brain health because it allows you to re-energise, optimising brain performance and alertness. Lack of sleep is the primary cause for fatigue, in fact during sleep you produce neurotransmitters that manage fatigue and maintain wellness. During this time, your body restores depleted resources and repairs damaged cells.



Dreaming helps clearing "brain clutter", improving learning, concentrating and remembering. Most people need between 7 and 9 hours of sleep per night, however quality of sleep is just as important as quantity. Make sure you sleep in a dark and quiet room to help you get better quality sleep. Our brainwaves slow to alpha frequency as we rest, theta frequency is when we feel drowsy, then Delta waves when we sleep or are dreaming, which are critical for brain health. Ideally 5 hours of deep sleep helps our brains to thrive.

Make Sure You Move!

Research has found that movement increases dendritic growth. Dendrites are responsible for neural communication, they transmit electrical messages between cells in the brain, therefore their growth improves neural networking and brain performance.



Exercise also promotes the circulation of oxygenated blood to the brain, stimulating focus and concentration. Furthermore, cross-lateral movement helps the development of bilateral functioning, the simultaneous use of both hemispheres. Finally, stretching increases the flow of cerebral spinal fluid, which autoregulates blood flow into the brain.

Watch Your Attitude - Is Your Cup Half Full or Half Empty?

Your attitude is the way you habitually think. You are what you think. Your performance is the sum total of your thinking. You cannot be more than the sum total of your thinking. A positive attitude is essential for good brain health and optimum performance. Henry Ford said: "Whether you think you can or you can't, you are right." Your mind controls your body and whole life. Actions follows thoughts. If you want to activate more of your potential, boost your performance, success and happiness, it starts with changing your thinking. A positive mind produces positive performance. A negative mind produces negative performance.

It is not only your thought patterns that impact your success and performance, but also the bio-chemical response that positive or negative thoughts evoke. Chemicals produced by positive thoughts and feelings complement learning and health. Unfortunately, chemicals produced by constant negative thoughts and feelings, inhibit the effectiveness of electrical transmissions in your brain, drain your energy and may even weaken our immune system in the medium to long term. An optimistic mindset where a you are governed by a constructive mind is vital for success, brain health and optimum performance.



Contrary to popular belief, you are not born being an optimist or a pessimist. Optimism is a habitual, positive mindset of someone who always has hope for the future. A positive mind is a mental discipline you develop and maintain. Your mindset is an attitude you develop and something you are responsible for. It's up to you to control. Maintaining a positive attitude is of primary importance, as it is the underlying mindset for most desired skills like creativity, problem solving and emotional intelligence.

Are You Eating Enough Brain Food?



You are what you eat. Eating natural and healthy brain foods compliment working faster and smarter. Most of nature's produce, used in moderation, will be conducive for increased mental performance. Unfortunately, most of man's "quick fixes" and products like processed and fast foods are not

always conducive to physical and mental performance and health in the medium to long term. Make sure you eat a healthy, brain friendly diet, especially if you are on the go. The lifestyle you lead and the food you eat, have a direct influence on your ability to process information, emotions, health and concentration. Eating a varied diet rich in protein and Omega-3s, avoiding processed food and drinking plenty of fresh water, are all key to a healthy diet and better brain performance.

Boost Your Heart Power - Motivational Intelligence



Motivation is strongly linked to productivity, in fact research by Hay Group showed that motivated employees were 50% more likely to exceed their performance targets. This finding demonstrates that when the drives comes from within your heart, you'll go above and beyond to reach your goals, not just those imposed on you. When you feel motivated, you recognise your potential and feel the urge to fulfil it. If you are unmotivated, you may not have a clear direction, or you may lack the energy to reach your goal.

Since motivation is an inner energy, it cannot be enforced by anyone other than yourself: a car with fuel will go much further than a car with an empty tank, even if it is pushed by the driver. Your role as a leader becomes one of discovery of your own and your team's buttons for motivation, rather than an extrinsic motivational force.

The three primary roots of motivation are personality, self-concept and future expectations. This blend is unique to each of us, and, since what motivates us depends on these roots, consequently, everyone is motivated in their own way. Understanding your own unique blend of motivators and reflecting on whether these motivators are satisfied, is key to activating your potential, implementing change or maintaining sustained levels of motivation. With this in mind, working on personal motivators will activate more potential, igniting your heart power.



What Gets You Out of Bed in the Morning?

You have a blend of 9 motivators which can impact your energy levels more or less dramatically, depending on how much you value the motivator. Motivators are organised into clusters that can give a broad overview of the importance and relationship between what motivates you and what demotivates you. The analysis of the clusters can give a significant insight into the distribution of motivators, as further explained below.



Do Relationships Light Your Fire?

Where the Relationships cluster is dominant, an individual's motivations are focussed around sustaining relationships in the workplace and on how deep and intense they are. If you're driven by relationships, you'll place high value on collaboration, security, belonging and recognition. You'll tend to be resistant to change and risk-averse, as you like to protect the past and acknowledge the time necessary for protecting and nurturing the relationships you have established.

Relationship motivators are geared to **feelings**, located in the heart. These are reflected in the need for security, recognition and belonging – which are fundamentally related to interactions with other people. People motivated by relationships seek security and predictability, hence they appreciate feedback, regular communication, involvement in social events and systematic progress reviews, being listened to and respected for the role they play in a team or group.

Relationship Motivators



Are You Achievement Driven?

Where the achievement cluster is dominant, individuals feel motivated when they achieve satisfaction from life, work and challenges. They are motivated by having a strong sense of direction towards goals and how to overcome challenges that separate them from achieving their goals.

They are focussed on the present: exercising control, creating wealth, or developing mastery in their field. Often, because they are preoccupied with achieving a goal, they can neglect the bigger picture of their life and self-development. It is important that they don't forget to invest time on themselves for personal growth, while also being mindful of others around them.

Achievement Motivators



Achievement motivators are related to control, wealth and expertise; they are predominantly about **thinking**, which is centred in the head. These motivators involve planning and vision, it is clear why they are typical of high achievers.

Are You Energised by Growth?

Where the growth cluster is dominant, an individual is motivated by being able to realise their full potential and being the best they can be. They feel energised when they can implement creative change, where freedom and purpose are essential. These people need to be mindful of following through and concluding the projects they have initiated, although they may want to look for new opportunities to express their creativity.

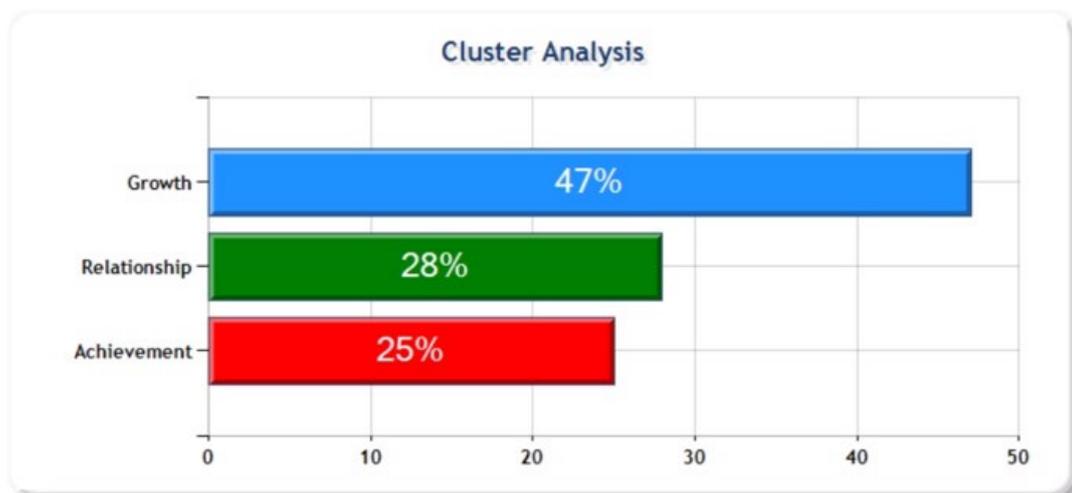
Growth Motivators



Growth motivators are related to **knowing**, intuitive and direct, located in the gut. These motivators are freedom, creativity and meaning; they are often found at the peak of Maslow’s Hierarchy of Needs, where self-actualisation takes place.

Know the Cluster That’s Most Important to You

You have a unique blend of motivators, which will result in a different spread of cluster preference. Analysing the distribution of cluster dominance, reveals that people who have a balanced makeup of motivators will be more easily motivated by any driver, whereas people who have a strong dominance prevailing on the others, will be more affected if their dominant motivator is not satisfied.



When you are struggling to find energy, knowing what will make a difference to you in terms of motivation triggers will boost you straight away. For example, if you have a strong Creator motivator and find yourself in a job that requires you to follow instructions and stick to protocols, you’ll be de-energised. You could take up painting, sculpting or solving puzzles as a hobby. In this way, although you may not be able to satisfy your motivator at work, you can always recharge your energies in your spare time.

The fundamental message is that everyone has their own way of feeling energised by what they do and, as a leader, you can help your team tap into their motivational triggers to feel happier and more engaged in their work and in life.

Know Which Motivators Are Most Important to You and Others

The searcher

A searcher is someone who wants to make a difference. They want meaning and a sense of purpose in what they do. They need to feel they are doing worthwhile work that is adding real value with a clear reason why. Leaders should give them important, meaningful work and link their goals to the organisation.

Also, ensure to give them regular and purposeful feedback on how they are making a difference.



Searchers dislike repetitive work so avoid meaningless routines. Ask them for ideas on how to vary the work or the routines and if repetitive routines are unavoidable, find ways that their value can be demonstrated. For example, ask the person benefiting from their work to explain to the searcher how it is helping them in their work.

The spirit



Spirits thrive on freedom, autonomy and independence, so give them a sense of empowerment and ownership over something, whilst being clear on your expectations. Encourage the mindset that they are really Managing Directors of their own business, as spirits want to see their role as one they are doing, not for the organisation, but for themselves.

Avoid too many rules or procedures by considering ways to be flexible and steer clear of perpetually summoning colleagues to your office. Instead, set aside time each week where individuals can come in and talk to you about any issues.

The creator

These people are about being creative and innovative so give them an original project. Get them focusing on something new or some aspect of continuous improvement that will make a difference to the team or business. Bear in mind that routine invariably means boring to the creator, and boring leads to mistakes.



The expert



Being the go-to person, really excelling in a particular area of expertise, is what the expert is all about. Motivate them by helping them build their knowledge. Give them more experience and encourage them to share their insight. They can be great coaches and mentors, as well as people who are either learning more expertise, or sharing their expertise with others.

Never allow an 'expert' to get stagnated by failing to develop them. Organisations without a learning culture or with inadequate training programmes are likely to be a turn-off.

The builder

Someone with strong builder characteristics, likes an above-average standard of living. They are target-driven and like to feel like they are achieving things.

To them, money and material satisfaction are very important. They are the one person in the team where it is critical to look at their remuneration/bonus. Performance related pay is a motivator. Give them stretch goals and targets because they like exceeding KPIs.

Since they appreciate the value of money, they dislike organisations that

appear to waste it. They like employers that show sound economic decisions, so inform them of how financially responsible the organisation is, and how the systems and processes add to the bottom line.



The director



Directors like to be in control. Give them more responsibility, ensure they are effectively mentored and allow them to shadow a more senior member of staff for a time. Ask them to think about areas where they can be more influential and, where appropriate, for them to take more control.

They will soon switch off if there is no clear career development path mapped out for them or if there's a lack of opportunity to lead or to feel empowered.

The star

Stars love social esteem. Their motivational hot buttons are very much about public recognition, for being great at what they do. Give them opportunities to shine and where they are going to be recognised by others. To tell a Star merely that 'you have been successful in exceeding all your targets' will not get the motivational juices going, so ensure to adjust the regular appraisal scheme. What language is used? How can it be refined with specific recognitions and rewards?



The friend



Friends like to feel connected with the business and team. Teamwork and collaboration are very important. They need to feel supported and involved and tend to enjoy organising team social events and supporting colleagues.

Sincerity is also crucial. The slightest suggestion that someone is practising a 'management technique' on them, or simply doing 'this' because they must, negates the importance of the relationship. So, internalising management and coaching skills are essential.

The defender

Defenders like to feel safe, maintain the status quo, minimise risk and thrives on continuity. They are motivated by regular communication and feel safer when things are predictable, so they know what is going on.



Honest communication fosters a sense of security, as does a consistent style of leadership. If they do not know where they are with their manager, then their focus will not be on their work. Finally, avoid surprises. Defenders can deal with change, so long as the rationale is explained to them - before it is implemented.

Use Motivation to Improve Communication and Performance

Motivational Maps provide strategies to better interact with people, holding in mind what their dominant motivators are, and why they may react in particular ways.

In the relationship cluster, “The star” seeks recognition and respect, therefore they benefit from being involved in projects, being asked for their opinion. A leader could suggest they become mentors, or that they voluntarily work on highly visible projects and put in place opportunities for giving and receiving awards. “The friend” wants to be involved and appreciates social support. Leaders should have a personalised approach in communicating with them, focussing on people and on the social side of things. “The defender” seeks security and stability, which require clear and regular communication about progress and plans. Leaders can support defenders by linking goal achievement to security and asking them to reflect on the risk of no change happening.



For people motivated by the achievement cluster, having a coach or a mentor is extremely important. “The expert” feels motivated by being very knowledgeable in their field. Their leader should be focussed on setting targets and providing them with learning opportunities. “The builder” is energised by material rewards and money, therefore leaders consider setting a clear career progression in relation to earning a higher salary. “The director” seeks power and responsibility, therefore having someone who can guide them in managing people or projects can be empowering for them. For them, it will be beneficial to review their progress and their achievement.



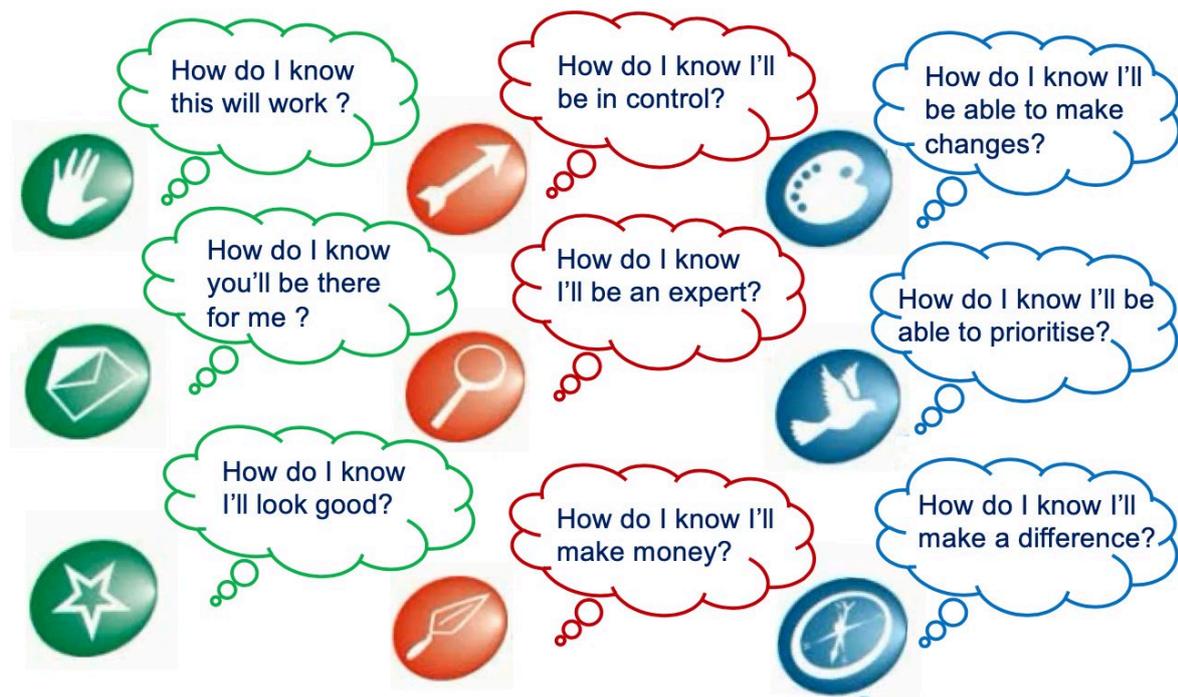
The growth cluster includes people who like a fast-paced environment that values innovation. "The searcher" is someone who works for a meaning and to make a difference.

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 Leading searchers means helping them finding their purpose, getting involved in significant projects or highlighting the usefulness of their work in the greater scheme of things.
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 "The spirit" seeks freedom and independence, therefore empowering them to manage themselves really energises them. Leaders should focus on setting boundaries and goals in order to allow them to be autonomous.
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 "The creator" wants to be original and enjoys being involved in generating new ideas. Leaders need to pose them problems for them to solve with imagination.

Adapting your communication styles to the motivators that drive people, will enable you to tap into significant conversations and to give people jobs that suit them, respecting what they value most.



Take Action to Activate More of Your Potential

Whether it's your brain or your heart that needs a boost, make a commitment to activate more of your potential in 2019. You can catalyse your brain potential by enhancing your neuro-agility and helping your team recognise what drivers they can improve on, whether it is sleeping better, or exercising more, eating better, setting and reviewing targets in their lifestyle to boost their brain fitness and the way they cope with stress.

Boosting your heart and finding your motivators can significantly improve your engagement and performance. Using your knowledge of motivators to communicate, understand and set goals, will make a significant impact on your team by changing very little, yet adding huge value.

Fulfilling more of your potential means working smartly and more efficiently to use your head and heart energy in a catalytic way, implementing small changes where they will make the biggest difference. Enjoy your journey!



You can complete your own [Neuro-agility Profile](#) or a [Motivational Map Report](#) which provide you with invaluable insights to measure and track your performance, wellbeing and happiness.

We offer courses to become an [Accredited Neuro-Agility Practitioner](#) or a [Licensed Motivational Mapper](#) to help both adults and children activate more of their potential, profiling on an individual basis; in groups or teams and across an entire organisation.

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