



Inspiring great  
leadership.  
Everywhere.

**‘Raising and owning the game of leadership’, with Carole Gaskell**

# Raising and Owning the Game of Leadership



**Carole Gaskell**

Full Potential Group™

**[www.fullpotentialgroup.com](http://www.fullpotentialgroup.com)**

# The State of Leadership and Change



***The key to strong leadership is  
understanding your people and  
what lights their fire***



# Raising and Owning the Game of Leadership

**Catalytic Leadership**



**Purposeful Teams**



**Full Potential Leadership**

**Energised Individuals**



## Is Motivation the Missing Link?

Motivation is a fire from within.  
If someone else tries to light  
that fire under you, chances  
are it will burn  
very briefly.

~ Stephen R Covey ~

# What is Motivation?

1. Motivation is **energy**
2. It derives from the Anglo-Norman term 'motif', which is translated as **drive**
3. Our motivations are our **inner drivers** that **determine how we feel and how we act**



# Business Benefits of Engagement and Motivation

*Hay Group Research 2015*



- Highly engaged employees are 50% more likely to outperform their performance targets



- The best companies at engaging people achieve 4.5 times the revenue growth.



# Leaders Can Map Motivation



**Individual** maps for energising people, leadership and career development and coaching

**Team** maps for helping leaders optimise team motivation and performance

**Organisational** maps for measuring overall energy levels, leadership effectiveness & realigning values and purpose

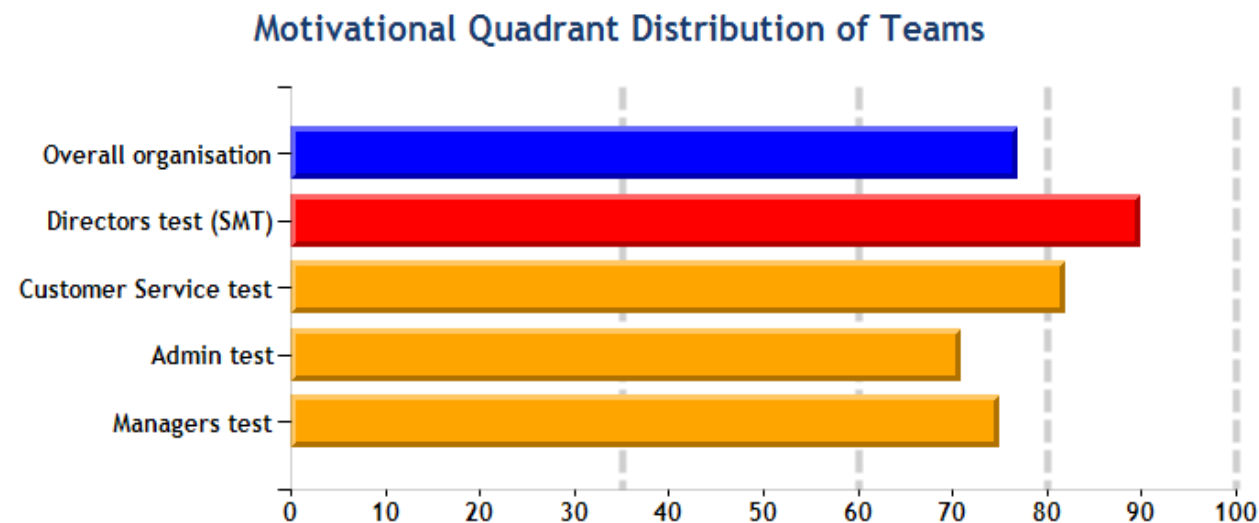
# How Motivated Are You?



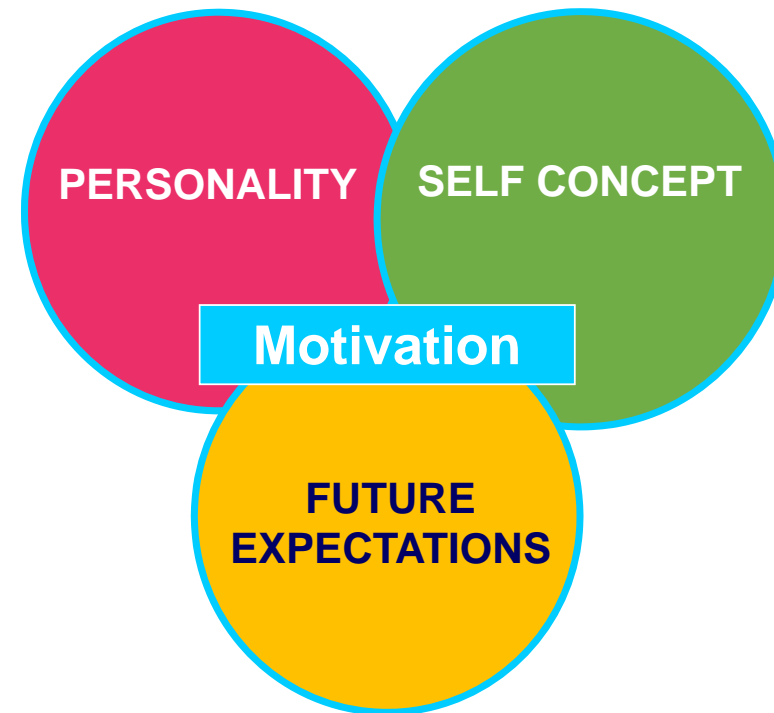
# Motivation Scores of Different Teams

Compare teams with each other, with the senior leadership team and the overall organisation.

Which teams are motivationally above or under the average? And is leadership leading?



# The 3 Roots of Motivation



## 3 Clusters of Motivation



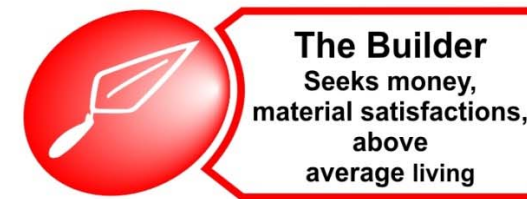


# The 9 Work Motivators

## Relationship Motivators



## Achievement Motivators



## Growth Motivators

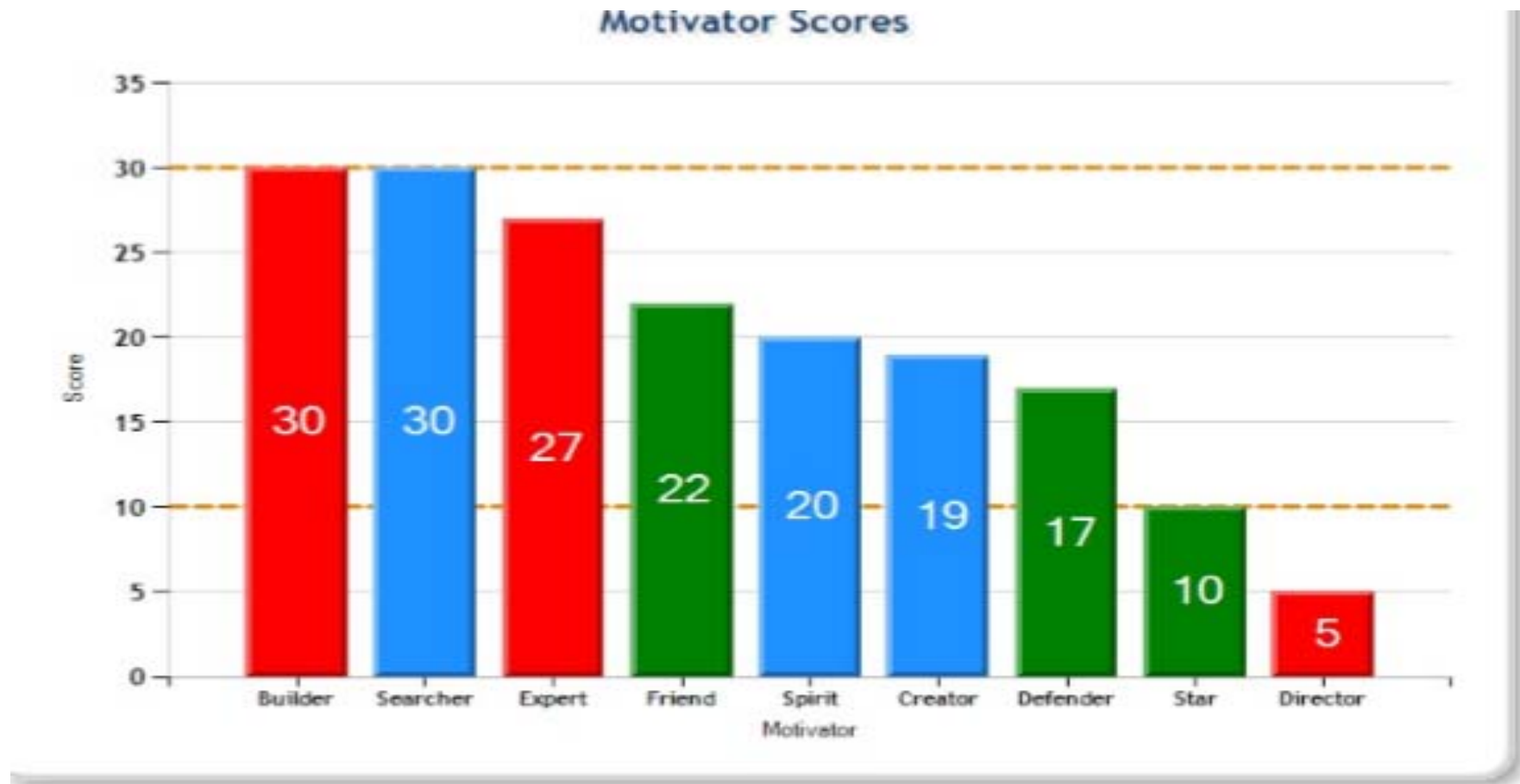


Slow

Change and Speed

Fast

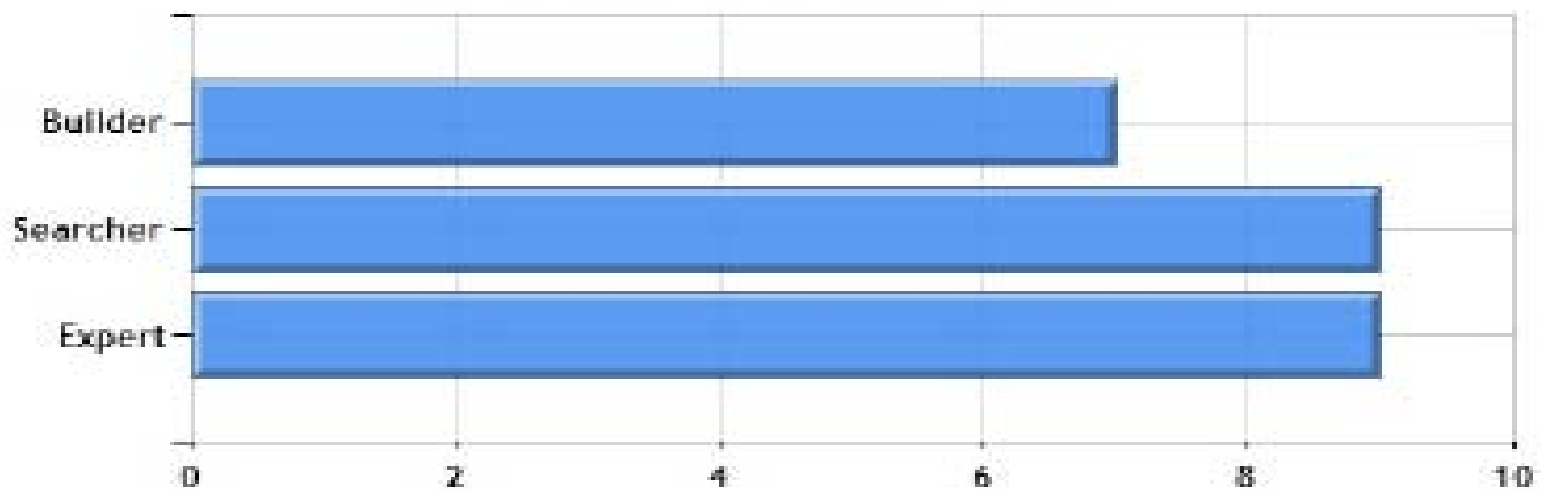
# What Motivates You?



# How Satisfied Are You in Your Key Motivators?












Satisfaction of Top 3 Motivators





# Hot Buttons to Motivate Others

		Hot Buttons	Motivating Others
Searcher		Meaning & Make a Difference	Praise & Regular Feedback
Spirit		Freedom & Independence	Autonomy & Empowerment
Creator		Innovation & Change	Rewards for Innovation
Expert		Expertise & Mastery	Sharing knowledge & Mentoring
Builder		Money & Material Satisfaction	Stretch targets & Performance bonuses
Director		Power & Influence	Responsibility & Influence
Star		Recognition & Respect	Public Recognition
Friend		Belonging & Friendship	Support & Involvement
Defender		Security & Predictability	Communication & Continuity

# Example Organisation Profile: 77% motivated



**1<sup>st</sup> - Searcher**



**2<sup>nd</sup> - Expert**



**3<sup>rd</sup> - Defender**



**Last - Friend**

**Making a Difference**

**Mastery**

**Security**

**Least motivated by connection and involvement**

# Example Leadership Team: 90% motivated



**1<sup>st</sup> - Spirit**



**2<sup>nd</sup> -Searcher**



**3<sup>rd</sup> -Expert**



**Last - Friend**

**Independence**

**Purpose**

**Mastery**

**Least motivated by connection and involvement**

# Raising and Owning the Game of Leadership



**Understand your people.**  
Align individual, team and organisational motivators to sustain high levels of energy, adaptability and performance long-term.

[carole@fullpotentialgroup.com](mailto:carole@fullpotentialgroup.com)

[www.fullpotentialgroup.com](http://www.fullpotentialgroup.com)



# Thank you

## @InstituteLM

## #everydayleadership

