

human
driven
business



Enabling Employee Excellence

Motivational Map Case Studies



**Sustained peak performance is possible.
Read about businesses that have done
Individual and Team Motivational Maps
and are enjoying lasting impacts on
motivation and performance levels.**



With 47 manufacturing sites worldwide, Amcor is the leading global supplier of packaging materials to the healthcare market. The UK's IT department is crucial to its ongoing development and effectiveness.

BUSINESS GOAL

Competitive pressure and organisational restructures had taken their toll, so new attitudes and objectives were necessary to regain momentum. As a pilot study, three senior managers in the IT department volunteered to use Motivational Maps and be mentored to re-equip themselves with confidence, renewed motivation and pro-activity.

APPROACH

Doing a Motivational Map was the starting point for a two month mentoring programme in which each manager had six two-hour sessions. The Maps helped identify clear objectives for each manager and the mentoring was flexible enough to meet the aspirations of the senior managers.

RESULTS

Two months after the final session, all three managers reported significant improvements in both their personal and professional lives. Five key areas were identified where performance had been enhanced:

- Productivity has increased by 35%. The managers are now more efficient at dealing with senior management and procrastinate less on tasks
- Confidence has increased by 36%. The managers are now able to take on more projects without the previous panic
- Delegation has increased by 25%. The managers have greater clarity in their work and have adjusted well to the changes in roles of other departments
- The managers have enjoyed a 15% gain in time. The managers feel less stressed and as a consequence, their communications are better and sharper
- Goal achievement has increased by 22%. The managers are able to achieve and complete more projects with more energy and find communicating around issues much easier. They are clearer on priorities
- Cost benefit analysis revealed that since the first session, productivity gains have already exceeded costs by £32k

All managers reported they were much happier to come to work. Two managers reported that mentoring had surprisingly helped them to tackle personal issues, and this led to an increased feeling of satisfaction during working hours too. Mentoring sessions have since been recommended to other departments as a powerful tool to create the right skill/motivation mix and facilitate effective change.



With 6,000 employees working in 17 offices across the UK, LV= is one of the UK's largest insurance companies, with 5.7 million customers. Its Customer Experience department handles 18,000 customer calls a day and they want to increase their competitive advantage.

BUSINESS GOAL

Specific desired outcomes were to improve motivation in order to improve job satisfaction and performance levels; improve communication and collaboration; increase understanding of how to self-motivate; produce superior performance individually and as a team.

APPROACH

The six members of the Customer Experience Management team completed a Motivational Map and after a 1-2-1 with the director - and with everyone's consent - all the results were shared in a group workshop. Each person created their own motivational action plans which were all shared within the team.

RESULTS

- The six team members learnt a great deal about their own motivational requirements. When combining all results, the learnings became even more powerful and enabled the team to understand what motivators each person needs to perform to their best and get high levels of engagement and job satisfaction
- The team has enjoyed a much more harmonious dynamic and challenges are tackled from broader perspective and solutions are more rounded
- It has been easier to set personal objectives in line with team objectives. Where people have similar motivations, they now work together on similar strategies, and where they have different drivers, they now sense-check work to see if solutions consider all Map profiles.
- As the senior management team now delivers clear, cohesive and concrete outputs, it has been easier for the whole Customer Experience department to adopt new strategies and projects and initiatives

“Motivational Maps produce real results. I would recommend a session if you are serious about making your team as successful as they can be.”

Head of Customer Experience, Liverpool Victoria LV=



RT Brand Communications



Established in 2000, RT Brand Communications has built a company of 20 talented employees who deliver strategic marketing and advertising campaigns for ambitious brands like Sony and Thomson Reuters.

BUSINESS GOAL

In order to increase market share as a top 30 UK agency, it is essential to have a completely committed team. RT wanted to use the Motivational Maps process to inspire lasting motivation across the agency. They wanted to attract and retain employees who are inspired to find ways to connect their clients' brands with their desired audiences.

APPROACH

Done prior to the first of six all-agency training sessions, the results of the Maps gave the senior management team a flying start. Issues were instantly identifiable from their own profiles. This meant that powerful learning and development could happen throughout the company at speed and with complete 'buy-in' from management.

RESULTS

- One unexpected and quite profound outcome was the identification of gaps within the senior management team. Some individuals had become stagnated. To achieve the step change desired by the founder, the process helped to clearly highlight where improvements were needed
- A structural change was made with the appointment of a new Non-Exec Director to steer the agency through its next growth phase
- Another unexpected benefit has been that recruitment has become so much easier. The number of employees who have enthusiastically recommended the company to others has been "astonishing"

"The sessions and the Maps gave me insights into how my employees viewed their roles and the company. The level of commitment across the whole company we now benefit from gives me such pride and fulfilment. We are now fast tracked to achieve growth from the impact of motivation, better internal communications and understanding of each others' strengths. Getting the right levels of motivation and job satisfaction has had real tangible outcomes, with year on year sales growth of over 60% and a total shift in happiness and motivation. I am confident that during the coming years we are going to achieve very big things indeed."

Ross Thornley, Founder and Managing Director





“It is only after we have recognised our own personal drivers, our core motivators, that we can have confidence in what makes us thrive as individuals in the workplace. When we thrive, we are enthused and we do our best work, which clearly has a positive impact on the bottom line”.

**Suzanne Bourner, Employee Engagement and Performance Consultant,
Human Driven Business**

SEE HOW PEAK PERFORMANCE DISCOVERY SESSIONS CAN MAKE A DIFFERENCE TO YOUR ORGANISATION.

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