

Create satisfaction  
and LASTING results

MOTIVATION FACTOR

**PRACTITIONER**

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## MOTIVATION FACTOR<sup>®</sup> PRACTITIONER

Become a certified practitioner with Motivation Factor Institute and gain access to a structured process tool enabling you to facilitate complex change processes in an effective and straightforward way. As certified practitioner you have the opportunity to expand your business by means of an innovative, complete program consisting of a number of workshops, tools and coaching dialogues. We keep you updated on the most recent brain research, recognized motivation theories and positive and cognitive psychology, leaving you to concentrate on creating development processes that move employees, leaders and teams forward.

The Motivation Factor Methodology is a development process that enables a structured and goal-oriented approach to change and management. The process consists of a number of workshops and individual coaching dialogues, which can be used and adapted to any situation, where the challenge is to involve and motivate individuals or teams towards a joint objective.

The methodology rests on a scientific and factual basis, while the practice is composed with respect for the integrity of each participant. This makes the methodology trustworthy, secure and transparent – and at the same time goal-oriented. The direction of the process is defined during the first workshop, where the participants must agree to a joint objective. In that way participants know the success criteria of the process, and management has a clear signpost for their investment.

### Become a Certified Practitioner

Today Motivation Factor Institute has practitioners in all parts of Denmark, and is establishing a presence in Europe and the USA. In the coming years it is our objective to expand further internationally. We'll pursue this goal through a strong and dedicated practitioner network, of which you may become a part. A typical practitioner has the following profile:

- Consultancy companies and independent consultants using the Motivation Factor Methodology commercially in their own businesses.
- Companies that have trained their own employees in the use of the Motivation Factor Methodology for internal development processes.

### Sign up for the certification

The certification is based on a three-day certification program including all material.

Take a look at [www.motivationfactor.com](http://www.motivationfactor.com) and find more information about price, training places and dates.

*”Often it is a matter of handling the challenges – maybe chaos – that follow in the wake of organizational changes, mergers and changes. No matter if co-operation, communication, working spirit, efficiency or change management in practice is in question. And exactly here Motivation Factor provides a solid platform, based on which it is possible to create transparent and goal-orientated processes – for employees, leaders and teams. The methodology is engaging and focuses on the personal and professional barriers to overcome to make changes root – in reality. The foundation of the methodology in recognized theories further ensures that the personal ownership, our individual motivation and talents are being noticed and brought into play”*

Heidi Friis, Development Consultant, facilitator and coach,  
Friis & Ko



## The Certification

In order to become a Motivation Factor practitioner you will have to go through our certification. The certification covers presentations of the theory behind the process, and includes individual and team-based exercises. The entire certification is fitted into a Motivation Factor frame, meaning that you will be led through an entire Motivation Factor process.

### Certification Program

#### Day 1


- Introduction to the Motivation Factor Methodology
- Introduction to the four levels of the Hierarchy of Motivation
- The Flow-theory
- First level of the Hierarchy: Energy in theory and practice

#### Day 2

- Introduction to the Motivation Factor Indicator
- Second level of the Hierarchy: Personal needs in theory and practice
- Third level of the Hierarchy: Personal talents in theory and practice

#### Day 3

- Passions in theory and practice
- Fourth level of the Hierarchy: Purpose in theory and practice



*”We use the Motivation Factor Methodology, because this is a methodology that most effectively gets to the needs, talents and purpose of people, which is decisive for motivation and personal development. The Motivation Factor Methodology is a fine supplement to our other concepts, and we have only received positive feed-back from our customers, which count both CEOs and employees in Danish and international companies.”*

Henrik Kjergaard Jørgensen, CEO Advizion

## Practitioner network

As certified practitioner you are invited to join a dynamic network, where we draw on each others' experiences and contribute insights from our competences to further develop change management tools and practices.

Through a joint commitment to the practitioner network we will stand even stronger as change agents. The Motivation Factor organization is responsible for developing and updating the Motivation Factor Methodology.

## About the Motivation Factor Methodology

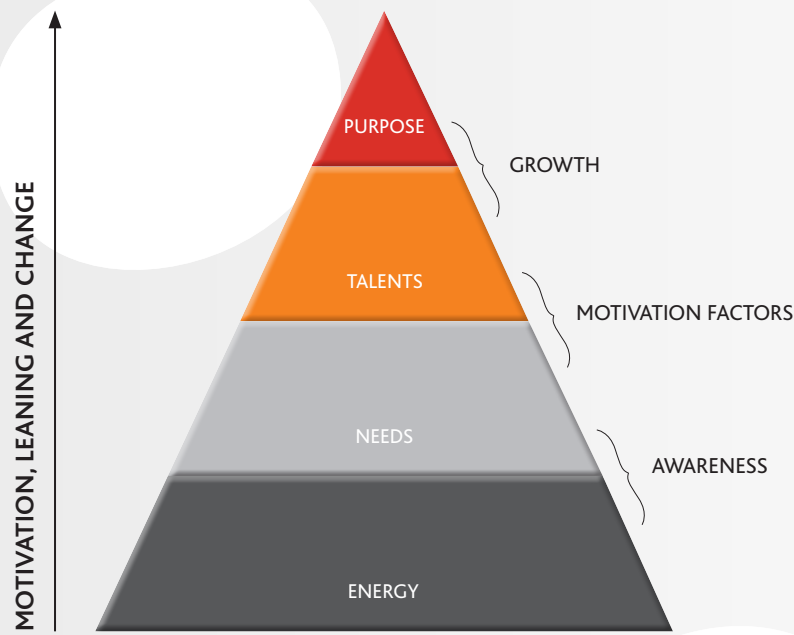
The Hierarchy of Motivation is based theoretically and empirically on positive and cognitive psychology, recognized motivation theories and the most recent brain research – including emotional and social intelligence. At all four levels of the hierarchy we work with goal-oriented motivation, learning and readiness for changes. For further information about the Methodology, see the brochure “The Motivation Factor Methodology”.

## The Hierarchy of Motivation

Our ability to stay motivated, take in new learning and handle changes grows in proportion to our skills at handling every single level of the hierarchy. A Motivation Factor process ensures that all participants work with the four levels of the hierarchy and obtain the insight and the tools that enable them to move upwards and perform at a higher level.

# 7 good reasons to become certified practitioner

- You gain access to a methodology that creates results measured on creativity, commitment, reduction in absenteeism and the bottom line.
- You are equipped with a complete set of manuals and tools, which can easily be scaled to all types and sizes of teams and organizations.
- You get the opportunity to compose structured development processes creating satisfaction and motivation across professional borders, competences and individual requirements.
- You will make a difference when it comes to change management in practice.
- You will contribute with a focus on gaining internal commitment to goals, as the methodology bridges personal responsibility, team motivation and organizational objective.
- You will create development processes which are both transparent and manageable in busy everyday life under pressure and change.
- You will strengthen commitment to goals and to the team, as specific tools ensure the establishment of a joint language and frame of reference.



HIERARCHY OF MOTIVATION®





“It is our job to help people who are outside the job market to find a way back to work. Therefore we are always looking for specific and dynamic tools, which strengthen the possibilities of each person. With Motivation Factor Institute we have found a development program with a tight structure, which contains the right elements and is based on recognized theories. At the same time the Motivation Factor Indicator is a fantastic tool that focuses on what you are good at and actually burn for. All in all a partnership making it possible for us to offer an intensive interview process, which may form the basis of a new and positive “history”.”

Lene Værge. Team leader, Job- and Competence Center West

## The Motivation Factor® process

Workshops		Key questions	Benefits
↑ Individual conversations	Commitment	How do we maintain focus on what we have learnt?	Exchange of purposes and actions when following up
	Purpose	What are my passions in relation to the joint objective?	Identification of purpose pursuant to joint objectives
	Talents	How do my talents come into play in the best possible way?	Identification of focus areas
	Needs	What do I need to stay motivated?	Insight in the relational understanding
	Energy	What drains my energy in relation to our joint objective?	Actions on specific energy drainers
	Objective	What is the team's specific challenge or objective?	Clear objective of the process
			↓ The Motivation Factor Indicator

### A typical Motivation Factor process

A typical Motivation Factor process consists of six joint workshops, corresponding to the six steps shown in the table above. Every workshop takes 3-4 hours, and the four middle workshops are followed by individual coaching dialogues. Before the workshop concerning needs participants should complete the Motivation Factor Indicator, which is an online dialogue tool that helps to verbalize individuals' the motivation factors in the shape of their top five needs and top five talents.

As the Motivation Factor process is built up in modules the individual workshops may be put together in a way so they match the actual challenges in a given organization. If you want to give extra attention to strength-based leadership and talent management, it makes good sense to put together a program building on the workshops dealing with needs and talents. If however there is a need to identify and reduce energy drainers, such as might arise in the wake of a larger restructuring, the workshop concerning energy drainers may be a good investment.

### The Motivation Factor Indicator

From the most recent brain research we know that our motivation is rooted in our individual needs and talents. In change and development processes it is therefore essential to focus on that which drives the individual person as the key to make a group or a team move towards a joint objective. Only through insight into our own needs and talents are we able to understand our own behavior – and that of others. Only through this insight are we able to work on motivation to achieve set goals, increase learning and be ready for changes.

The purpose of the Indicator is to draw participants' attention to the fact that our reaction and action patterns are governed by our needs, and that our ability to bring our talents into play depends on whether or not our needs are met. The Indicator is also a strong catalyst in the Motivation Factor process, as it gives each participant the opportunity to express their personal drive in words. The Indicator also sheds light on what motivates the other participants, and what is needed to exploit the joint potential of the team.

# Your role as facilitator

As certified practitioner you will act as facilitator at each workshop and coach during the individual dialogues. A complete Motivation Factor program includes facilitation of the following six workshops:

## Workshop Objective

In this workshop the participants must agree to a joint objective for the complete Motivation Factor process. It may for instance be the wish to create a more dynamic management group or to increase team efficiency. The examples are many, but most important is to have a joint direction for the development in order for all participants to know where the finish line is.

## Workshop Energy

Energy is the prerequisite of all mental and physical activity. Therefore it is important that we are able to identify, classify and remove the things draining us of energy in daily life, which are often unconsciously governing our life and work situations. Solid work with energy drainers is the way to move the participants' focus from the sphere of interest to the sphere of influence – and create action.

## Workshop Needs

To become conscious of and work with our personal needs strengthens our emotional intelligence and our relational understanding. This is the foundation of any personal development process. In this workshop the work is concentrated on the most dominant needs of the participants, and how these influence the person's behavior and how they view others.

## Workshop Talents

Our talents are already formed during childhood and adolescence, where we create some very densely branched networks in the brain. Our ability to acquire new competences and stay motivated depends on our ability to exploit these networks (our talents). In this workshop the objective is to elucidate the value of bringing own talents into play, as this will automatically increase our consciousness when it comes to bringing the talents of others into play.

## Workshop Purpose

Research has shown that the objectives that give us the highest and most lasting energy and motivation are those connected with an overall objective. A purpose concerns what we can contribute with in relation to the role we have. The purpose is defined based on our talents and passions. At this stage of the process each participant is tying it all together and defining her/his own role and motivation.

## Workshop Commitment

The last workshop has commitment as main theme. Here each participant presents his/her purpose in relation to the joint objective of the team and clarifies how the purpose is related to his/her passions, talents and needs. At the same time it is important to reflect on the benefit of each participant and to specify what is needed to maintain focus – individually and as a team.

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

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