

The Motivation Factor Pin Pointer Pro

The Motivation Factor Pin Pointer Pro is neither a personality test nor is it a kind of typology.

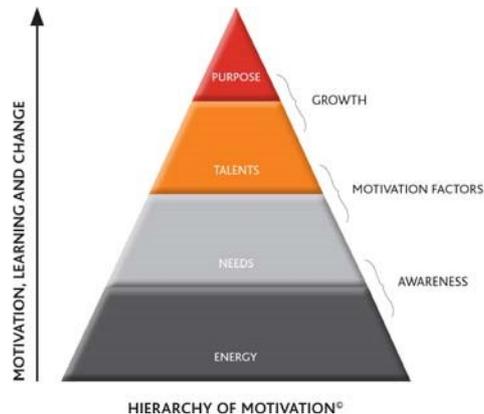
The Pin Pointer Pro is an internet-based assessment that reveals the individual's fundamental motivation factors and provides actionable insight into what the individual need to avoid and pursue to get and stay motivated in any situation.

The Pin Pointer Pro are exploiting the same powerful research and proven methods that drive all our programs – from building resilience and emotional intelligence to identifying and applying inherent talents and passions for lasting motivation.

The Pin Pointer Pro is based on the Hierarchy of Motivation. Recent brain research supports the theory that your ability to incorporate new learning and to manage change grows proportionally with how well you are able to take care of each level in the Hierarchy of Motivation. The Hierarchy of Motivation is based theoretically and empirically on positive and cognitive psychology, on well established motivation theories, and recent discoveries in neuropsychology.

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

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



Calculated from the response to 112 questions the Pin Pointer Pro report will provide insight into:

- The level of individual motivation in the form of Motivation Capabilities, Intrinsic Motivation and Strategic Connection
- The Individual's motivation factors in the form their top 5 needs and top 5 talents

Measuring Motivation and Strategic Connection

The Pin Pointer Pro measures on a score from 1-100 the individual's motivation capabilities and intrinsic motivation. The score is benchmarked against the aggregated customer database. Strategic Connection is a factual Score.

Motivation Capability

This equals the two lower levels on the Hierarchy of Motivation (energy and needs). Motivation Capability measures to what extent an individual is able to get and stay motivated towards their goals. This includes the ability to identify and address what is prohibiting them to succeed as well as the ability to be aware of, and responsible for, the impact of their personal needs to achieve your goals.

The score on motivation capabilities reflects how capable the individual are at identifying what they need and what they should avoid in order to remain highly motivated.

Intrinsic Motivation

This equals the two upper levels of the Hierarchy of Motivation (talents and purpose). Intrinsic motivation is based on taking pleasure in an activity itself rather than working towards an external reward. This includes the ability to feel connected to, or finding joy in one’s work, and actively leveraging one’s personal talents.

The score on intrinsic motivation reflects the extent to which an individual are able to optimally utilize their talents and the extent to which the individual feel they are contributing to something meaningful.

Validation

Content Validity

An assessment is considered to have content validity if its items are a suitable representation of the dimensions that are to be measured by the assessment. The panels of experts, used by Motivation Factor to ensure the content validity of the questionnaire are experts in the field of neuroscience, positive and cognitive psychology, and master coaches.

Based on the completion of hundreds of Motivation Factor workshops and coaching sessions we found that there were some recurring patterns and behaviors when people were low or average on Motivation Capabilities and Intrinsic Motivation.

The behaviors linked to low or average Motivation Capabilities were characterized by:

- Interpersonal conflicts
- Defensiveness, blaming of others or outside circumstances for lack of progress
- Misalignment of goals and expectations
- Frustration with or lack of tolerance for diverse ideas and approaches
- Participating in "Hallway conversations" where communication or decisions are made outside of formal channels
- Lack of initiative or resourcefulness
- Performance problems
- Irritation, erratic behavior
- Low productivity due to stress

The behaviors linked to low or average Intrinsic Motivation were characterized by:

- "What’s in it for me?" focus instead of "How can I contribute"
- Lack of connection to stakeholders/customers
- Lack of sense of community or camaraderie
- Progressively less passion for the work or direction
- External motivation factors like benefits and compensation becomes more important
- Resistance to organizational or functional changes
- Low productivity due to boredom
- Silo thinking

Construct Validity

Construct validity answers the question: Are we actually measuring (validity) what (construct) we think we are measuring?" To answer this we asked Boston Research Group <http://www.bostonresearchgroup.com> to conduct a factor analysis based on the responses from:

Individuals	Region
357	North America
1478	Europe

A few key points about a factor analysis:

- Factor Analysis is a data reduction method that allows us to move from many individual variables to a smaller number of themes or factors
- Factor Analysis examines patterns of data and groups variables that are highly correlated
- Highly correlated variables tend to represent a higher level theme or construct (i.e., they always go together in a person’s mind)
- Factor loadings are the degree to which a variable loads on (or contributes to) a factor: the higher the loading the greater the contribution. When evaluating the factor and trying to understand what it means, greater emphasis should be placed on the variables with the highest factor loadings.

We asked Boston Research Group to factor analyze the question related to the motivation capabilities and intrinsic motivation. The questions related to Motivation Capabilities variables formed a clear factor with other Motivation Capabilities variables and the same applied to Intrinsic Motivation. This confirms the basic concept that Motivation Capabilities and Intrinsic Motivation address unique areas within the respondents’ way of thinking.

Factor	Factor Loadings - from/to
Motivation Capabilities	0.453 – 0.822
Intrinsic Motivation	0.460 – 0.808

Reliability

Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable.

The following displays scores and interpretations (the interpretation is a general rule of thumb):

Cronbach’s Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Cronbach’s alpha ratings for the Motivation Measurement

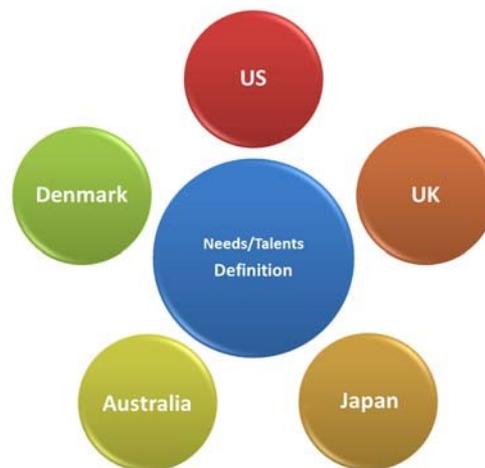
Cronbach’s Alpha	Internal Consistency
Motivation Capability	0.8545
Intrinsic Motivation	0.9604

Identifying Individual motivation factors (Needs and Talents)

Our research showed that individual needs and talents forms a Identifying individual motivation factors has been tried and tested on individuals in Europe and North America before commercial. Its foundation includes:

- Four years of research and development

- Primary and secondary research and analysis of motivation factors
- Research and empirical data from the fields of neuropsychology
- Research and empirical data from the fields of emotional and social intelligence
- Research and empirical data on the development of strengths and talents
- Empirical studies conducted in each of the countries listed below in combination with current literature on needs and talents.



Our research identified a total of about 200 needs and 170 talents. The results were grouped into 30 “main categories”. Further research was conducted across each of the above countries to achieve culture-neutral names for each of the main categories.

As an example, the words supporting the need main category of Order are: Perfection, Symmetry, Consistent, Sequential, Structure, Unvarying, Rightness, and Literalness.

This is why the need Order, depending on the individual, can mean any of following:

- structure, process and guidelines
- physical alignment of objects
- chronological steps taken

Likewise, the talent Mastery and the words supporting the talent main category of Mastery are: Expert, Dominate field, Adept Superiority, Primacy Preeminence, Greatest, Best, Outdo, Set standards, Excellence.

This is why the talent Mastery, depending on the individual, can mean any of following:

- to be the expert in a given area
- to know every detail
- to set new standards within a field of interest

Face Validity

The ultimate, practical validation of the individual motivation factors is the unique personal interpretation the respondent ascribes to the needs and talents. A questionnaire can be said to have face validity if it look as if it is going to measure what it is supposed to measure. 400 people helped us evaluate the questionnaire linked to the needs and talents in order to demonstrate face validity. The following feedback and criteria had to be true from the respondent’s perspective:

- the questionnaire should make sense regardless of personal or professional context
- the questionnaire should be based on what the respondent currently find motivating, important and energizing
- the questionnaire outcome should be adaptable in any current life situation
- the questionnaire outcome should apply regardless of personal or professional context
- the questionnaire outcome should reflect words that describe what the respondent's know about himself or herself.

Construct Validity

Boston Research Group found 31 factors main categories. The results strongly confirmed Motivation Factor's identification of needs and talents. Needs variables formed a clear factor with other needs, and talents formed a clear factor with other talents. This confirms the basic concept that needs and talents address unique areas within the respondents' way of thinking.

Further, needs were found to be unique from talents and did not correlate or form factors. The data also confirmed that the respondent interpret needs and talents as very different ideas and that Motivation Factor has created an instrument able to express these two very different ideas, with the set of needs and talents generated by the Indicator.

It turned out that 23 factors (main categories), stood out with exceptional high factor loadings and we ended up with 9 main categories for Talents and 14 main categories for Needs.

Factor	Factor Loadings, from/to
Honesty	0.716 – 0.862
Certainty	0.546 – 0.737
Recognition	0.796 – 0.823
Respect	0.470 – 0.540
Be appreciated	0.500 – 0.732
Order	0.735 – 0.791
Be active	0.772 – 0.802
Personal Power	0.516 – 0.611
Control	0.621 – 0.724
To succeed	0.567 – 0.747
Balance	0.665 – 0.739
Freedom	0.599 – 0.636
Be right	0.583 – 0.692
Be heard	0.417 – 0.504
Lead	0.637 – 0.674
Catalyze	0.527 – 0.588
Discovery	0.753 – 0.777
Mastery	0.542 – 0.713
Communicate	0.565 – 0.730
Connecting	0.567 – 0.605
Contribute	0.636 – 0.728
Creativity	0.635 – 0.739
Win	0.717 – 0.767

Reliability

Cronbach's alpha measurement for talents and needs.

Main Categories Talents	Cronbach's alpha	Main Categories Needs	Cronbach's alpha
Catalyze	0.71	Honesty	0.80
Lead	0.74	Certainty	0.80
Discovery	0.82	Recognition	0.88
Mastery	0.74	Respect	0.73
Communicate	0.73	Be appreciated	0.72
Connecting	0.80	Order	0.83
Contribute	0.73	Be active	0.83
Creativity	0.76	Personal Power	0.78
Win	0.84	Control	0.76
		To Succeed	0.71
		Balance	0.73
		Freedom	0.73
		Be right	0.76
		Be heard	0.73