MOTIVATION FACTOR
PIN POINTER PRO

Christina Sullivan
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Dear Christina Sullivan

Congratulations! You have completed the Motivation Factor© Pin Pointer Pro. On this page you will find a summary of the Pin Pointer Pro Report. On the pages that follow, we will further explore your result in-depth.

Enjoy!

Your Total Motivation Score
(Weighted average of Motivation Capability, Intrinsic Motivation and Strategic Connection)

**TOTAL MOTIVATION**

61 ![Score Icon]

Motivation Capability Score
How well do you motivate yourself?

**MOTIVATION CAPABILITY**

50 ![Score Icon]

Intrinsic Motivation Score
How intrinsically motivated are you?

**INTRINSIC MOTIVATION**

69 ![Score Icon]

Strategic Connection
How well do you associate with the company strategy?

**STRATEGIC CONNECTION**

75 ![Score Icon]

Your highest scoring questions
1. I know what I am passionate about in relation to my job
2. I am passionate about what I do
3. My work is appreciated by my manager
4. I am inspired by my company’s or business’ overarching purpose
5. I know my colleagues’ strengths and how to leverage them

Your lowest scoring questions
1. I rarely experience frustrations related to my company or business
2. I rarely experience frustrations related to my work
3. My work contributes to my sense of well-being
4. My work is inspiring
5. I feel energized by my work

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Welcome

Dear Christina Sullivan

Congratulations!

This report will help you take an important step towards understanding what you should pursue and what you should avoid in order to remain highly motivated.

Motivation and happiness are inseparable. When your needs are met and your talents are in play, you will experience a greater sense of happiness. Recent brain research and positive psychology tells us that motivation is a reflection of how well you are able to take care of each level in the Hierarchy of Motivation®.

Your Hierarchy of Motivation®
The Hierarchy of Motivation charts your ability to stay motivated, incorporate new learning and manage changes. This grows proportionally with your ability to handle each level of the hierarchy.

For your personal development, it is crucial that you understand ‘your own Hierarchy of Motivation’ and how to leverage your needs and talents. With this knowledge you can focus on your own motivation and engagement.

Enjoy!
Introduction

Motivation Factor Pin Pointer Pro

Before exploring the report, you should note the following:

1. The Motivation Factor Pin Pointer Pro is not a personality test. It does not answer how you react in different situations or whether or not you have leadership potential.

2. The report explains what motivates you and how to utilize this in your daily life.

3. Every statement is unbiased. No judgments are implied by the comments made. The important thing is to recognize how you can capitalize on the benefits while minimizing the disadvantages.

4. The extent to which any particular characteristic is an advantage or a liability will depend on the context in which it is being applied.

5. It is up to you to decide to what extent the information in this report will impact your future development.

6. The purpose of Motivation Factor Pin Pointer Pro is to:
   - Provide feedback on your current level of motivation
   - Inspire you to increase your motivation capability and your intrinsic motivation
   - Identify your top-5 needs and talents
   - Help you understand how to meet your needs and how to leverage your talents
   - Identify the level to which you associate with the company strategy

7. Everything reported is based upon what you have revealed about yourself. If you are uncertain about, or disagree with some of the results, it will be useful to reflect on those aspects. Seeking feedback from people you trust can be a useful way of validating what the report suggests.
Motivation Factor Pin Pointer Pro measures:

**Motivation Capability, Intrinsic Motivation and Strategic Connection** on a scale from 1 to 100.

- The Motivation Capability score reflects how capable you are at identifying what you need and what you should avoid in order to become or remain highly motivated.
- The Intrinsic Motivation score reflects the extent to which you are able to optimally utilize your talents, and the extent to which you feel you are contributing to something meaningful.
- The Strategic Connection score reflects to which extent you are capable of associating with the corporate strategy. The measurement is based on three core factors: knowledge, attitude and behaviour.

![Venn Diagram](image)

Traditional employee satisfaction analyses focus on External Motivation. A study by the Boston Research Group concluded that 55% of total employee motivation is linked to external factors, whereas the remaining 45% is linked to Intrinsic Motivation and Motivation Capability. Motivation Factor Pin Pointer Pro measures Motivation Capability and Intrinsic Motivation.

**Highest and lowest score**

Motivation Factor Pin Pointer Pro identifies which of the 118 questions have received the highest and lowest scores and provides inspiration for how to improve the score. Questions that you score “highest” and “lowest”, respectively, are relative to your individual scoring of the questions. (read more on page 11).

**Needs and talents**

Motivation Factor Pin Pointer Pro puts words to your significant needs and talents (motivation factors). On pages 13 and 15, we present the team’s “Need-Cloud” and “Talent-Cloud” - a graphic illustration of the words that depict your needs and talents.
Motivation Factor Index

The Motivation Factor® Index tool measures an individual’s ability to get and stay motivated. The index is exploiting the same powerful research and proven methods that drive all of our programs – from building resilience and emotional intelligence to identifying and applying inherent talents and passions for lasting motivation.

The Motivation Factor Index 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.

In relation to the Hierarchy of Motivation, motivation capabilities are linked to the two lower levels and intrinsic motivation is linked to the two upper levels.

Your Motivation Factor Index Score:
The score is based on a scale from 1–100 and measures your motivation capabilities and your intrinsic motivation.

The average is calculated on the basis of previous users of Motivation Factor Pin Pointer Pro users and is dynamically adjusted to reflect your unique score.

Note: Your score is a snapshot of your current situation. For example if you are displeased with your job, and may be considering new challenges, your score will reflect that. Your score is not an expression of how a new situation will motivate you.
Motivation Capability

Motivation Capability Score
(How well do you motivate yourself?)

Motivation Capability measures to what extent you are able to get and stay motivated towards your goals. This includes the ability to identify and address what is prohibiting you to succeed as well as the ability to be aware of, and responsible for, the impact of your personal needs to achieve your goals.

Behavior:
These statements below are the kind of behavior you can observe in yourself or your colleagues if the score is low or average on Motivation Capabilities:
- 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

What you can do to improve your motivation capabilities:

Get rid of your energy drainers
- Approximately 80% of what drains your energy has to do with external factors such as other’s behavior, decisions made by others, or circumstantial limitations. Unfortunately, these factors are almost always beyond your control to change. Motivation, engagement, and ultimately your success, rests on your ability to identify your energy drainers, and to generate options and actions to get rid of them.
Intrinsic Motivation Score
(How intrinsically motivated are you?)

Intrinsic motivation measures the extent to which you responded positively to factors associated with:

- feeling connected to, or finding joy in your work,
- actively leveraging your personal talents.

**Behavior:**
These statements below are the kind of behavior you can observe in yourself or your colleagues if the score is low or average on Intrinsic Motivation:

- “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

**What you can do to improve your intrinsic motivation:**

**Leverage your talents**
Your ability to acquire new competencies and maintain motivation depends on how effective you are at leveraging your personal talents. Once you understand the value of utilizing your own talents, your focus naturally turns to facilitating and incorporating other people's talents. You have much more capacity and a higher level of engagement when you actively employ your talents in your daily life and work.
Strategic Connection indicates to what extent you know, understand and relate to company strategy and goals. The measurement is based on three core factors: knowledge, attitude and behaviour.

How to improve Strategic Connection?

To improve your Strategic Connection, it is important to:
1. Know the strategy and know how goals are related to it
2. Ensure the strategy makes sense to you
3. Feel motivated by the strategy and feel responsible for its implementation

The model shows the coupling between individual and/or team energy, needs, talents and purpose and overall company goals. The coupling is crucial to employee/team motivation as well as the realization of corporate goals.
High and Low Score Questions

Declaration:

Questions to which you score “highest” and “lowest”, respectively, are relative to your total scoring of the questions. For example, take an elite high-jumper who in three record-breaking attempts jumps 2.25, 2.26 and 2.27 cm, respectively.

- The lowest score of 2.25 does not make him a poor high-jumper but, relatively speaking, it is his lowest score.
- If hypothetically you scored the maximum points (5 of 5) to all questions except one, to which you scored 4 of 5, then that question would be your “lowest score”.
- If hypothetically you scored maximum points (5 of 5) on all questions, the overall lowest validated and the overall highest validated question would emerge as “Lowest and Highest scores”, respectively.

Read more about validation here.

Your highest scoring assessment questions:

1. I know what I am passionate about in relation to my job
2. I am passionate about what I do
3. My work is appreciated by my manager
4. I am inspired by my company's or business' overarching purpose
5. I know my colleagues' strengths and how to leverage them

Your lowest scoring assessment questions:

1. I rarely experience frustrations related to my company or business
2. I rarely experience frustrations related to my work
3. My work contributes to my sense of well-being
4. My work is inspiring
5. I feel energized by my work

How can you work with your high and low score questions?

High score questions - ask yourself:
1. Which two high score questions are the most important in relation to my job and motivation?
2. Why do I score high on these two questions?
3. What effect does it have on my work and motivation that I score high on these two questions?
4. What can I do (when and why) to get more of it?

Low score questions - ask yourself:
1. Which two low score questions are the most critical to my job and motivation?
2. Why do I score low on these two issues?
3. What effect does it have on my work and motivation that I score low on these two questions?
4. What can I do (when and why) to improve my score on these two questions?
Needs

Your needs govern your behavior

Try to remember an instance where you lost control and reproached someone with a severity that you realized afterwards was completely out of proportion with what happened.

In a situation like this, one or more of your needs are threatened and a surge of neural reactions, adrenaline and stress hormones are released when one or all of the following happens:

- You believe that your personal needs will not be met.
- Someone is preventing you from meeting your personal needs,
- It turns out that you do have the possibility to satisfy a need, but you will have to fight for it.

Your ability to recognize and respond to your own and others’ needs is not only essential to motivation, it is also an important way to prevent stress. You are constantly confronted with things that threaten your needs, and the more frequently your needs are threatened, the higher the state of mental distress. This long-term state of alert can bring about the condition we now recognize as burnout.

By understanding your own and others’ needs, you free your brain up to more effectively learn, grow and manage change.

Christina Sullivan
Your top-5 needs, based on your response to the Motivation Factor Pin Pointer Pro:

Honesty
The need for honesty can mean that you feel comfortable in an open, loyal and frank atmosphere. Dishonesty drains your energy and behaviors you dislike can include lying, not telling the whole truth or being disingenuous. I Truth is the only option. I Openness in management - and among colleagues. I Always tell the truth.

Personal power
The need for personal power can mean that you want to have an impact on things. Being able to influence your circumstances is most likely crucial for you. You may dislike apathy and be frustrated by "victims" of circumstance. I Seek to Inspire. I Strength and volume. I Bringing Know how. I Walk the talk.

Freedom
The need for freedom can mean that independence fuels you. You are likely most comfortable when you have a high degree of influence over how you use your time and choice regarding which tasks to work on. You may feel constrained by rules and limitations. I The day is my own. I Ability to make own plans. I Lot’s of options. I Low dependency.

Respect
The need for respect can mean that you are most comfortable in an environment where mutual respect is highly valued. It might be important for you that others care about your opinion and contributions and you may have a strong aversion to being discounted or diminished. I Deference is important. I Politeness and courtesy is vital. I Always welcomed. I Accepted and included.

To succeed
The need to succeed can mean that setting and reaching goals is an important driver for you and a measure of success. When you have a goal, you go for it. You may feel unfocused without a clear objective. I Targeted and result driven. I Persistency and perseverance. I Goal oriented. I Achiever.
**Needs (continued)**

**Need Cloud**
Your top-5 needs have been associated with a series of value-laden words which are shown graphically positioned in the image below.

Use the graphic as an inspiration, print it out and study it regularly.

You can also click on any of the icons below to share your Need Cloud on social media. You will only share the Need Cloud image. None of your other test results will be visible to others.
Your Talents

Together with needs your talents form your most significant motivation factors. Here are some important key points that you should be aware of when we talk about talents:

1. **We all have them.** Your talents are defined as being the strongest clusters of connections in the brain. Each time you use a talent, the connections that enable that talent get even stronger.

2. **You feel good when you put your talents to use.** When you use your talents it triggers the production of “feel good” hormones in the brain.

3. **You can use your talents to learn more efficiently.** The brain always seeks the fastest path to gaining new knowledge and developing new competencies. You can build new competencies more efficiently and with more confidence when you draw upon your existing talents. (see suggestion on how to do this on page 9)

4. **You should focus on your talents.** Recent findings in business research, neuroscience and psychology support the idea that focusing on your talents is a much better strategy than focusing on your weaknesses.

5. **You can overuse your talents.** You can overuse your talents to the point that they become a potential weakness. For example, if you have a talent for mastery you might be too detail oriented or if you have a talent to catalyze you might start too many projects at once.

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**Christina Sullivan**

Your top-5 talents, based on your response to the Motivation Factor Pin Pointer Pro:

**Catalyze**
The talent catalyze can mean that you have a natural ability to make things happen and you induce other people to take action. You may love to set new initiatives in motion and are always on the lookout for new exciting things to do. | Kick-start new initiatives. | Setting new ships in the sea. | Proactive and impatient. | Entrepreneurial approach.

**Communicate**
The talent communicate can mean that you have a natural sense for how to convey information whether by teaching, writing or speaking. You may have a way with words or just know the best way to convey a message. | Disseminate knowledge. | Pass on information. | Guidance and instruction. | Present and impart.

**Lead**
The talent lead can mean that being in charge, taking the lead, being the one other people follow or breaking new ground feels natural to you whether leading people, projects or tasks. | Setting directions. | Responsibility and decision making. | Role model. | Being in charge.

**Win**
The talent to win can mean that you love competition, a sense of victory, achieving perfection or accomplishment. You may feel particularly fueled by being the best you can be. | Competition is inspiring. | Winning makes a difference. | Challenge and succeed. | No one remember number 2.

**Creativity**
The talent for creativity can mean that you tend to look at things differently, see possibility and are on the lookout for the “new”. Building something out of nothing whether a new product or a new way of doing things most likely fascinates you. | Leave no stone unturned in. | Induce new initiatives. | Create new things. | Innovative and productive.
Talent Cloud
Your top five talents have been associated with a series of value-laden words which are shown graphically positioned in the image below.

Use the graphic as an inspiration, print it out and study it regularly.

You can also click on any of the icons below to share your Talent Cloud on social media. You will only be sharing the Talent Cloud image. None of your other test results will be visible to others.
Would you like to know more?

Motivation Factor in your company or organization

In today's typical company or organization all management is change management. This makes it crucial for individual employees to contribute with a sense of ownership and responsibility, and for managers to know how to awaken the potential of their staff. It's the only way to create powerful teams and achieve results.

The Motivation Factor Methodology can be used with a great effect in companies with goals centered around:

- Embedding of business strategy, objectives and values
- Implementation of organizational changes
- Putting realization or change management into practice
- Team building and team optimization
- Leader and employee development programs

A Motivation Factor program structures and targets the company's development and change processes, helps leaders and employees co-operate on joint objectives and creates lasting motivation and commitment. The program modules consist of workshops and individual dialogues, which focus on a stated objective and make the process transparent and manageable for employees, leaders and teams. Each participant gets the opportunity to put words to what motivates him/her, and the methodology ensures a solid internal commitment – immediately and over time to gaining more lasting motivation.

Motivation Factor for Advanced Users


Symbion Science Park
Fruebjergvej 3
DK – 2100 København Ø

T : +45 70 25 16 46
E : info@motivationfactor.com