

VIRTUAL WORKSHOP & TRAINING

Managing Motivation in theory and practice
Basic Version



- *One-day training session*
- *Follow-up Webinar*
- *Follow-up one-on-one coaching*
- *All material included*

October 21st 2025 | 9AM - 5PM CET

Basic Certification Program | Virtual edition

INVITATION

Motivation Factor Basic Certification

This intensive virtual certification program (New Format: 2 x 4-hour sessions) will walk you through the Motivation Factor methodology, assessment tools, workshops, and best practices.

The certification will equip you to kickstart the use of Motivation Factor within your consulting practice or as a valuable management tool, whether in a virtual or on-site setting.

WHO?

You should consider a Motivation Factor Certification if:

- You possess a deep interest in learning how to connect motivation with the latest research in brain science.
- Within your organization, you are enthusiastic about discovering new tools that can uncover what motivates employees.
- As a consultant, you actively seek instruments to help your clients unveil their motivations.
- You are part of a training organization that is in search of innovative motivational tools to incorporate into its existing training programs.
- With your background as a facilitator, you bring experience in guiding group processes.
- Additionally, you have expertise in coaching individuals within organizational contexts.
- Furthermore, you have a strong foundation of knowledge in the fields of positive and cognitive psychology, emotional intelligence, and appreciative inquiry.

FACTS

Sessions	one-day + webinar
When?	October 21st 2025
Time?	9AM - 5PM CET
Where?	Copenhagen - To be announced
Participants	12 participants max
Facilitator	Karsten Bundgaard
Investment	DKK 5.000
Sign up	Click here or send email



Program

Session #1

Motivation Factor Methodology

What is motivation and why is it so important? We will guide you through the methodology and tools, as well as the groundbreaking neuroscience behind understanding motivation.

Motivation Factor Individual Approach:

Learning by doing! You will participate in the Navigator program as an individual seeking to comprehend your personal motivation and define your unique Hierarchy of Motivation. This session will be focused on Energy and Needs.

October 21st

Session #2

Motivation Factor Individual Approach

We continue with the 'Learning by Doing' approach, concentrating on Talents and Purpose. By the end of this session, you will have a comprehensive map of your own motivations right in front of you.

October 21st

Session #3
1 hour

Motivation Factor platform and resources

In this session, we will closely examine the AMS (Assessment Management System), the resources in the MF Practitioner Dropbox, and review some of the most crucial aspects of the methodology.

November 2025 | TBA

WEBINAR

Session #4

Connecting the dots

We will:

- Explore your individual Hierarchy of Motivation.
- Discuss how you could apply Motivation Factor in your work or business, and how MF could assist you in doing so.
- Address your individual questions related to the Certification Program and the business.

November 2025 | TBA

ONE-ON-ONE
COACHING

Basic Certification Program | Virtual edition

OUTCOME

Once you are certified, you will have the capability to utilize all of our assessment tools with colleagues or clients, whether virtually or on-site.

All Motivation Factor assessments and methodologies are grounded in the latest research within the field of Neuropsychology and have undergone extensive validation and reliability verification by the Boston Research Group. These assessments are employed globally, with a user base exceeding 35,000 individuals.

You will gain the capacity to lead motivation workshops for individuals and teams, adopting an individualized approach, or incorporate Motivation Factor into your existing training programs, whether in virtual or on-site settings. You will possess the ability to collaborate with clients in delineating their unique Hierarchy of Motivation, providing them with a personalized roadmap for motivation. This resource will aid them in promptly identifying what to pursue and what to avoid to sustain motivation across any context.

Furthermore, you will become an integral part of a rapidly expanding international network of proficient Motivation Factor Practitioners, where the exchange of knowledge and resources stands as pivotal values.

FACILITATOR



Karsten Bundgaard | Senior Partner, and co-founder of Motivation Factor. Karsten has been a Motivation Factor Partner since 2012 and is an experienced facilitator. With over 20 years of management experience and a profound interest in sustainable motivation and engagement, Karsten brings a wealth of knowledge to Motivation Factor. He holds responsibility for international relations, business development, marketing, and communications.

Karsten is a certified Motivation Factor Master Trainer. He leads several of Motivation Factor's programs and conducts one, two, and three-day certification programs for Partners worldwide. Karsten has closely followed the development of Motivation Factor since its inception in 2003. He has also served as a former CXO of various multinational companies.

For any inquiries about certification or Motivation Factor, please don't hesitate to contact us at info@motivationfactor.com