

## Mindset

There are five motivation mindsets, each with two opposing points of view:

**Achievers** tend to move *toward* their goals and *achieve* them.

**Problem Solvers** move *away from* possible difficulties and consequences. Achievers (40%), Problem Solvers (40%), both (20%).

**Leaders** gather information and *decide for themselves*.

**Followers** tend to *ask other people* for direction on which way to go. (40-40-20%)

**Innovators** like *choices and alternatives*. They love to *break the rules* and may have a hard time finishing projects.

**Processors** like to make things *right* by following and finishing *procedures*. (40-40-20%)

**Doers** (20%) like to *just do it*.

**Thinkers** (20%) like to *reflect* about things first. Think-first-then-Do (60%).

**Evolutionaries** (65%) like to make things better. They like change every 7 years.

**Revolutionaries** (30%) like *new and different*. They initiate change every 1-2 years.

**Traditionalists** (5%) only change every 15-25 years.

## Hiring

### Identify the Right "Mindset"

What values are key to the position. Customer service people *have* to like people. Installation, repair, and service people *haveto* like activities. Researchers *have* to like knowledge. Buyers *have* to like things. Sales people usually *have* to like people and they usually like getting and having things.

**What does the person in this job need to value** to be successful? Rank the following five values in order from 1 (high) to 5 (low):

- \_\_\_ People (relating with people)
- \_\_\_ Places (where you live, vacation)
- \_\_\_ Activities (doing, sports, etc.)
- \_\_\_ Knowledge (learning)
- \_\_\_ Things (getting and having stuff)

### What's their motivation mindset?

Do they need to be:

- self-motivated (e.g., sales)?
- follow detailed procedures repeatedly (accounting, invoicing, etc.)?
- innovative, potentially revolutionary (e.g., new product development)?

### Profile Your Jobs and Employees

Think about the motivation mindset of each job title. Do they need to be an:

- |                   |                    |
|-------------------|--------------------|
| ___ Achiever      | ___ Problem Solver |
| ___ Leader        | ___ Follower       |
| ___ Innovator     | ___ Processor      |
| ___ Doer          | ___ Thinker        |
| ___ Revolutionary | ___ Evolutionary?  |

## Marketing

### Analyze Your Valuable Customers

Do your frequent buyers and advocates buy:

- To move *toward* pleasure? Or *away from* pain and discomfort?
- Because they "feel" it's the right choice? Or because others tell them?
- Because they have *options*? Or because it's easy to buy?
- Immediately? Or after they *think* about it awhile?
- Because the product is the *same, improved, or new and different*?

### Tailor Your Message

Using the irresistible influencing language of Motivate Everyone, craft your marketing messages to appeal to your ideal (profitable) prospect.

Then you will attract more of these kinds of buyers to maximize your profitability.

You can also identify the motivation style of customers who take up too much time and energy for the value they bring. Then deliberately craft your marketing messages to *discourage* them from becoming customers.

**The early adopters** want *new and different* products and services.

**The majority** want *complete, proven* products and processes that they can implement immediately to *improve* their productivity and profitability.

# Motivate Everyone

## Simple Questions and Irresistible Influencing Language

## Quick Reference Card

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# How To Analyze And Motivate Anyone

| First ask...   | Whatever they answer...  | These may involve...   | To motivate them use...   |
|--|--|--|---|
| What's important about your work?<br>(To get their values)   | are the key words tied to things they value highly.  | people-relating, places-being, activities-doing, knowledge-learning, things-getting or having. | their exact words or phrases and tie them to your project or objectives.      |
| Then when you ask...   | and they answer...   | They are an ...  | Use words or phrases like...  |
| Why is that (value) important?<br><b>Achiever</b> (Toward)   | "because of what I can get, do, achieve, or accomplish."   | <b>Achiever</b> motivated toward possibilities.  | achieve, accomplish, etc.   |
| <b>Problem Solver</b> (Away)   | "because I <i>wouldn't</i> want the consequences of <i>not</i> getting, doing, learning, or becoming..." | <b>Problem Solver</b> that can see and avoid the consequences of most actions.                 | wouldn't cost too much, wouldn't be too far, wouldn't take too much time.     |
| How do you know you've done a good job?<br><b>Leader</b> (Internal)                                    | "I just know."<br>(Touching their chest or stomach.)   | <b>Leader</b> who makes decisions based on their internal guidance.                            | You might consider...<br>Only you can decide...                               |
| <b>Follower</b> (External)   | "People tell me."<br>(Gesturing away from themselves.)   | <b>Follower</b> who relies on other people for decisions.                                      | Experts recommend...<br>Join 1,000s of others who...                          |
| Why did you choose your current job?<br><b>Processor</b> (Procedures)                                  | by telling a <i>story</i> of how they got the job.   | <b>Processor</b> who likes to follow procedures and do it right.                               | step-by-step, first step, next step the "right" way to do this                |
| <b>Innovator</b> (Options)   | by giving a <i>list of short words or phrases</i> that represent their criteria.                         | <b>Innovator</b> who like to have lots of options and to break the rules!                      | freedom, choice, options<br>break the rules                                   |
| What's the relationship between your work this year and last year?<br><b>Traditionalist</b> (Sameness) | <i>Same</i>  | <b>Traditionalist</b> who likes things to stay the same and rarely changes (15-25 years).      | same, similar, familiar   |
| <b>Evolutionary</b> (Progress)   | <i>Better, enhanced, improved</i>  | <b>Evolutionary</b> who likes progress and change every 5-7 years.                             | improve, enrich, enhance, expand, better, more, etc.                          |
| <b>Revolutionary</b> (Difference)  | "There is no relationship...Do you mean 'What's the <i>difference</i> ?'"                                | <b>Revolutionary</b> who likes radical change every 1-2 years.                                 | new, different, breakthrough  |
| What's your ideal job?<br><b>Thinker</b> (Passive)   | There's a set of rules and my boss tells me what to do.  | <b>Thinker</b> who is more passive and tends to react to their environment.                    | Haven't you waited long enough to...<br>or will you wait until it's too late? |
| <b>Doer</b> (Active)   | I like to figure out what needs to be done and make it happen.   | <b>Doer</b> who actively pursues the completion of tasks and objectives.                       | Just do it!   |