

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 have to 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:

- | | |
|--|---|
| <input type="checkbox"/> Achiever | <input type="checkbox"/> Problem Solver |
| <input type="checkbox"/> Leader | <input type="checkbox"/> Follower |
| <input type="checkbox"/> Innovator | <input type="checkbox"/> Processor |
| <input type="checkbox"/> Doer | <input type="checkbox"/> Thinker |
| <input type="checkbox"/> Revolutionary | <input type="checkbox"/> 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

© 2004 Jay Arthur

KnowWare International, Inc.
2696 S. Colorado Blvd. #555
Denver, CO 80222

(888) 468-1537 or (303) 756-9144
(888) 468-1536 (fax)

knowwareman@qimacros.com
<http://www.motivateeveryone.com>

\$3.00

How To Analyze And Motivate Anyone

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