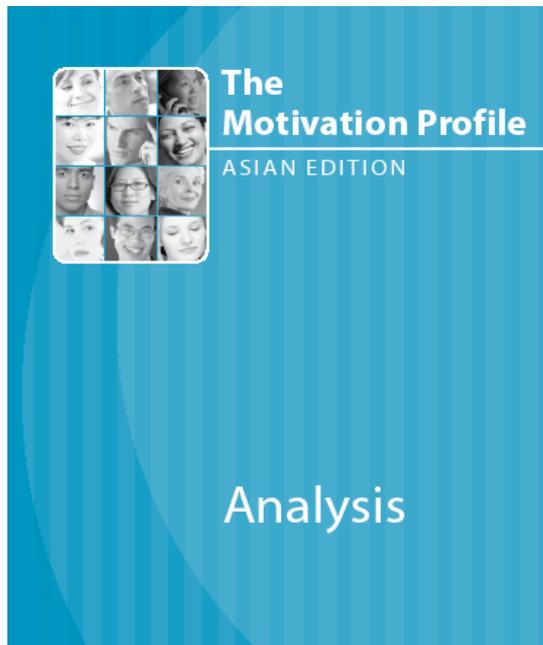


# Understand your preferred behaviour and language through the **Motivation Profile™**



Unlike other personality profiles, which tend to put you in a pigeon-hole, the **Motivation Profile™** measures

- your unique life preferences
- mental filters
- key motivational drivers

with which you engage colleagues, your work and your decisions.

Most critically, it addresses several key motivational drivers that help you understand how to build sustainable motivation in yourself and others.

Applications include coaching, teambuilding, innovation, and leadership development

## **Key behaviour and motivational drivers include:**

Achiever-Problem Solver  
Doer-Thinker  
Leader-Follower  
Dreamer - Processor  
Traditionalist-Progressive-Revolutionary

## **The profile has been used many organisations in areas of improving leadership, communications and teambuilding. These include:**

US SpaceCommand	Hewlett-Packard
Banyan Tree Resorts	Halogen Foundation
Ministry of Finance (Singapore)	Honeywell (Bangalore)
Ministry of Education (Singapore)	Murugappa Group (India)
National Community Leadership Institute	Singapore Airlines

Author Jay Arthur, and co-creator of the Motivation Profile™ offers the seven keys to understanding and motivating everyone in your life without spending a dime or alienating anyone.

The keys are beliefs, values, and the five mental motivation styles. Workshop participants will learn how to use simple questions to discover anyone's motives and irresistible language to influence and motivate others more easily.

Limiting beliefs can stop people's motivation. The five limiting beliefs are: **Hopeless, Helpless, Worthless, Useless, and Blameless.**

Learning ' coaching' questions can transform these limitations into an invitation to explore what's possible, capable, valuable, desirable, and responsible.

Values motivate people to action. There are five core values:  
**People, Places, Knowledge, Activities, and Things.**

The five Motivation Styles each consist of two opposing attitudes and unique language:

- 1. Achievers and Problem Solvers:** Achievers tend to move toward their goals and achieve them. Problem solvers move away from possible difficulties and consequences.
- 2. Leaders-Followers:** Leaders gather information and decide for themselves. Followers tend to ask other people for direction on which way to go.
- 3. Innovators-Processors:** 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.
- 4. Doers-Thinkers:** Doers like to just do it. Thinkers like to reflect about things first.
- 5. Evolutionaries-Revolutionaries:** Evolutionaries like to make things better. They like change every 7 years. Revolutionaries like new and different.. They initiate change every 1-2 years.

The **Motivation Profile™** was created by Lifestar, Inc ( USA ), and based on cognitive behaviour psychology, and has an Asian edition since 2002. Everest Motivation Team is the exclusive Singapore licensee, and has created an online version of the tool. Only current licensed practitioners are allowed to administer the instrument.



Everest Motivation Team Pte. Ltd.,  
192 Pandan Loop, #04-10, Pantech Business Hub,  
Singapore 128381.  
Tel: 65-67779843  
Fax:65-31257170  
[www.everestmotivation.com](http://www.everestmotivation.com)  
Company Reg No: 200413157N