

DYNAMICS OF MOTIVATION™

Introduction

‘We cannot motivate others’ – from this view of motivation, we can see that the decision to act relates to our own internal needs, perceptions and drives. We can only motivate ourselves. Others can provide suggestions, directives or advice. However the choice of what and how – or even when and why we behave is internal. “Motivation is the fire within”. Others, like incentives, are external. While they may serve as “fuel for the fire”, we still control whether we allow it to “fire us up”.

Are all people motivated similarly? The answer clearly is ‘No’. people are diverse. Diverse in age, gender, personality and in ethnicity. In addition, their socio-economic status differs. What motivates a young, male, single, new employee who lives at home with his parents, will be different from a mid-career married with female, with a home mortgage and children.

We each have the social needs for achievement, affiliation or power but they differ in their intensity for each personality type.

Workshop Contents

- Influence of Personality, Gender and Culture on Thinking and Learning
- Motivation and Leadership
- Needs and Drives
- The Brain and Motivation
- The Chemistry of Motivation
- Motivation and Job Satisfaction
- Diversity and Motivation
- How each personality type has different motivational needs
- Gender and Motivation
- Motivation Across Culture
- Fueling Positive Motivation
- Measuring Performance
- Rewarding and Recognizing individual vs team performance
- Developing a Personal Motivation Action Plan

Learning Objectives

By the end of this program, participants will

- Understand how personality, gender and culture influence thinking, emotional and learning styles
- Recognise a range of different thinking styles and types related to this program
- Appreciate that leadership and motivation are inseparable and that effective leaders produce high motivation.
- Understand the complex relationship between needs, drives, perceptions and their influence on behaviour.
- Know how motivation and behaviour are brain related and where they interact in the brain, through a chemical signals between our sense organs, the emotional (limbic) and cognitive (cerebral) brains.
- Have assessed the main criteria for our job satisfaction Appreciate that motivational patterns differ across cultures and how they differ for diverse individuals and groups, personality wise as well as culturally.
- Understand the role of the leader in fuelling positive motivation for people of diverse personality and culture.
- Produce an action plan to develop increased motivation.

Workshop Methodology

A key and unique feature of this workshop is that all participants will complete a personality traits survey form, resulting in a detailed personality profile. This will enable participant’s to discover their own preferred cognitive and emotional styles, which in turn can strongly influence the dynamics of thinking and learning relating to this workshop.

Workshop design incorporates a variety of methods to both stimulate active learning and appeal to the mix of participants preferred learning styles. Building on participant personality profiles, a number of interactive exercises, games and group discussion help them to understand the different thinking skills needed. Where appropriate, selected multimedia, video or power point visuals augment a comprehensive manual of notes. The workbooks are professionally laid out, appealing to the learner and capturing key learning points and post workshop actions

Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client’s needs.

Brain Dynamics Global

No:7, Jalan 16/3, 46350 Petaling Jaya

Tel: (603) 7957 1130 Fax: (603) 7957 4571 E-mail: admin@bdglobal.org

