



# STAFF ACTIVATION

*How to Leverage Motives and Values  
to Recruit and Retain*

*Presented by Jason Jones, Ph.D.*

# DIRECTION

- Learn the science-based facts of what really motivates people.
- Identify the unique, natural drivers of the people you lead.
- Help people gain a sense of achievement and fulfillment.
- Learn a proven framework to build a high-performance team and a culture.



**MOTIVATION - ENGAGEMENT - PERFORMANCE**

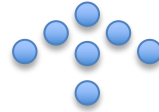
# #1 LEADERSHIP COMPETENCY

**Inspiring and Motivating People  
to High Performance**

*The Inspiring Leader*, Zenger, Folkman, & Edinger,



# HIGH PERFORMANCE



ENGAGEMENT



MOTIVATION

# What Motivates You?





# CORE BRAIN DRIVES



# History of Motivation Methodology



INTIMIDATION

CONTROL

REWARD

PURPOSE

# OPTIONAL MOTIVATION & PERFORMANCE

## INTERNAL

*Physiological / Psychological*

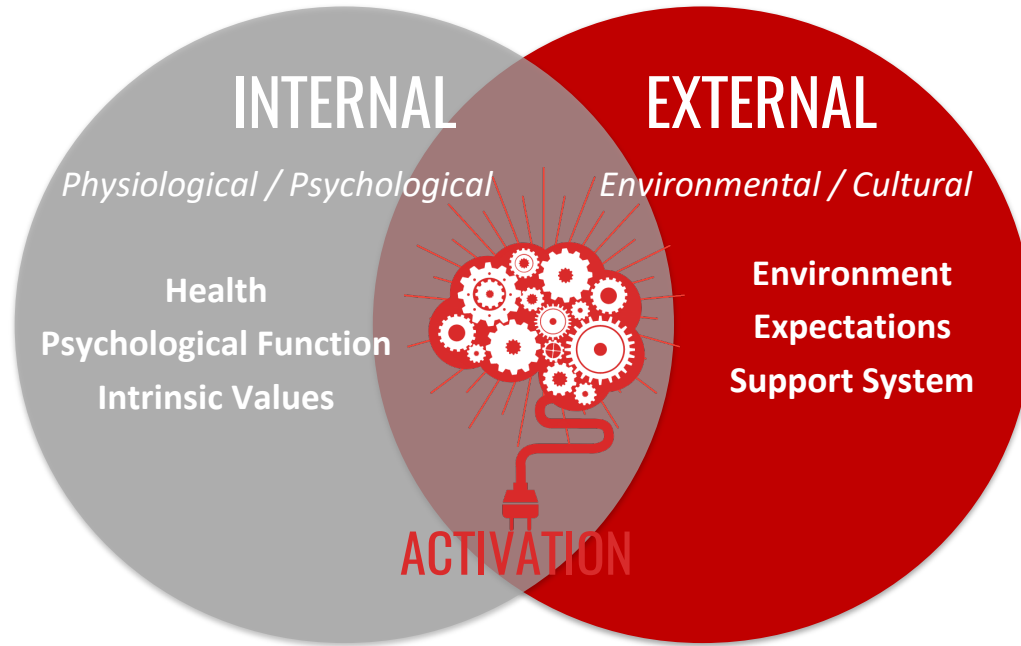
Health  
Psychological Function  
Intrinsic Values

## EXTERNAL

*Environmental / Cultural*

Environment  
Expectations  
Support System

# OPTIMAL MOTIVATION & PERFORMANCE





# INTERNAL: NATURAL MOTIVATORS

## BASIC DESIRES - VALUES & MOTIVES

Acceptance	Family	Order	Social Contact
Beauty	Honor	Physical Activity	Status
Curiosity	Idealism	Power	Tranquility
Eating	Independence	Saving	Vengeance

Take the MVQ at [www.DrJasonJones.com/MVQ](http://www.DrJasonJones.com/MVQ)

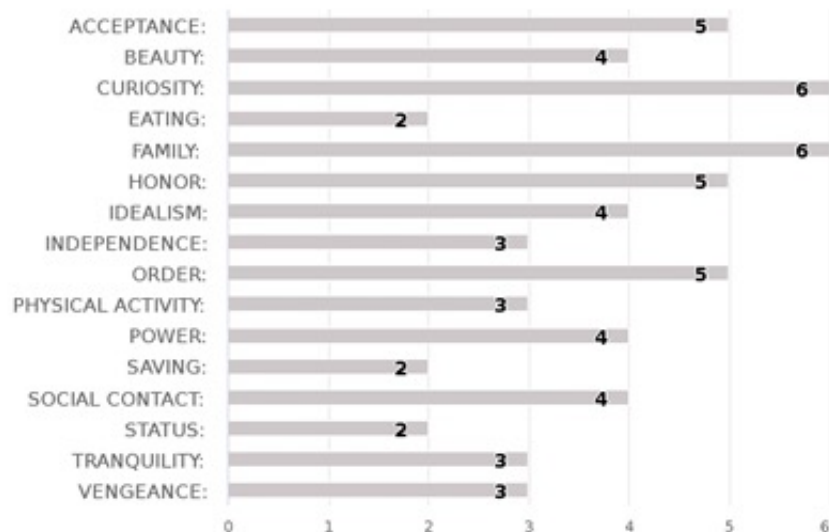
# MVQ

MOTIVES & VALUES QUIZ



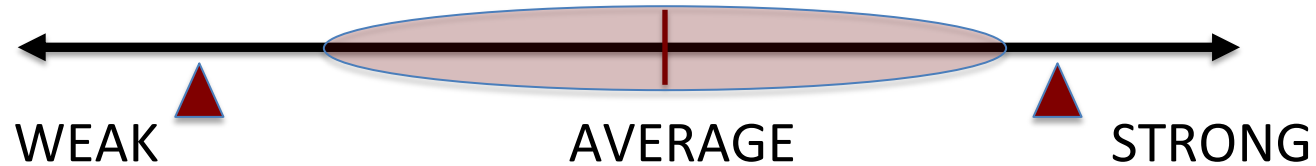
Thank you for taking the MVQ. You will find your results below in alphabetical order. Each Motive (desire) is listed along with a statement of your level of intensity (WEAK, AVERAGE, or STRONG). If your intensity level is WEAK or STRONG, the motive is a significant value that drives your thinking and behavior. The motives that have an AVERAGE intensity level can still motivate your behavior, but with less intensity and consistency in your work and life.

## YOUR RESULTS:



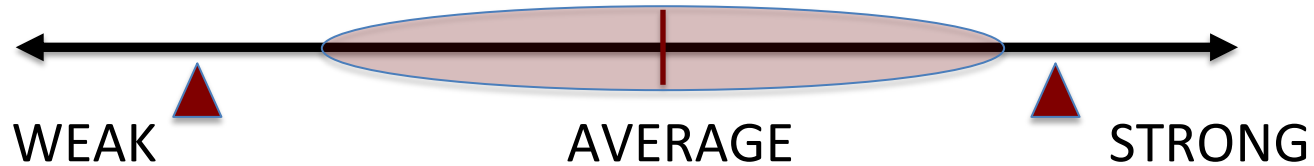
# **INTERNAL:** NATURAL MOTIVATORS

## INDEPENDENCE



# **INTERNAL:** NATURAL MOTIVATORS

## **POWER**



# INTERNAL: INTRINSIC MOTIVES & VALUES

- ◇ MEASURE AS STRONG AND WEAK (dichotomous)
- ◇ HIGHLIGHTS INDIVIDUAL UNIQUENESS
- ◇ COMMON MOTIVATORS ATTRACT (marriage, friends, work)
- ◇ PROGRESS TOWARDS SATISFYING MOTIVATORS PROVIDES SATISFACTION
- ◇ MOTIVATORS HELP PREDICT BEHAVIOR

*Basic Desires Theory by Steven Reiss, The Ohio State University*

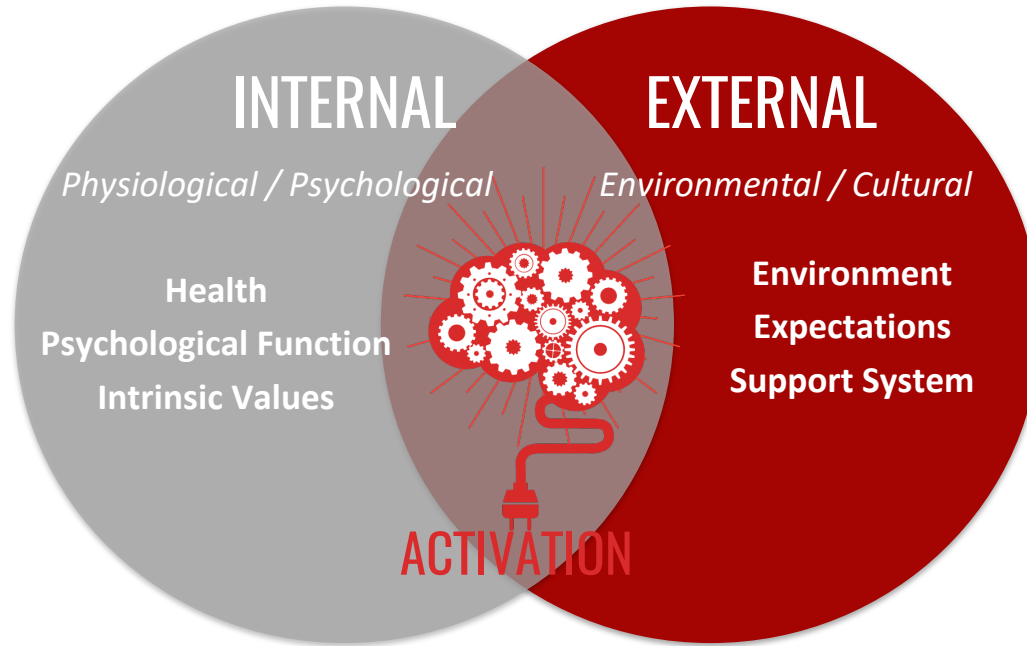
# USING MOTIVES & VALUES TO RECRUIT AND RETAIN

- ◇ Seek to understand each staff member
- ◇ Observe behaviors with the 16 motives and values in mind
- ◇ Point out their motives and values
- ◇ Have a conversation about their intrinsic motivations (the deeper why)
- ◇ Find tasks and projects that help them pursue their values and motives
- ◇ Give them autonomy and freedom to determine how goals are met

*Basic Desires Theory by Steven Reiss, The Ohio State University*

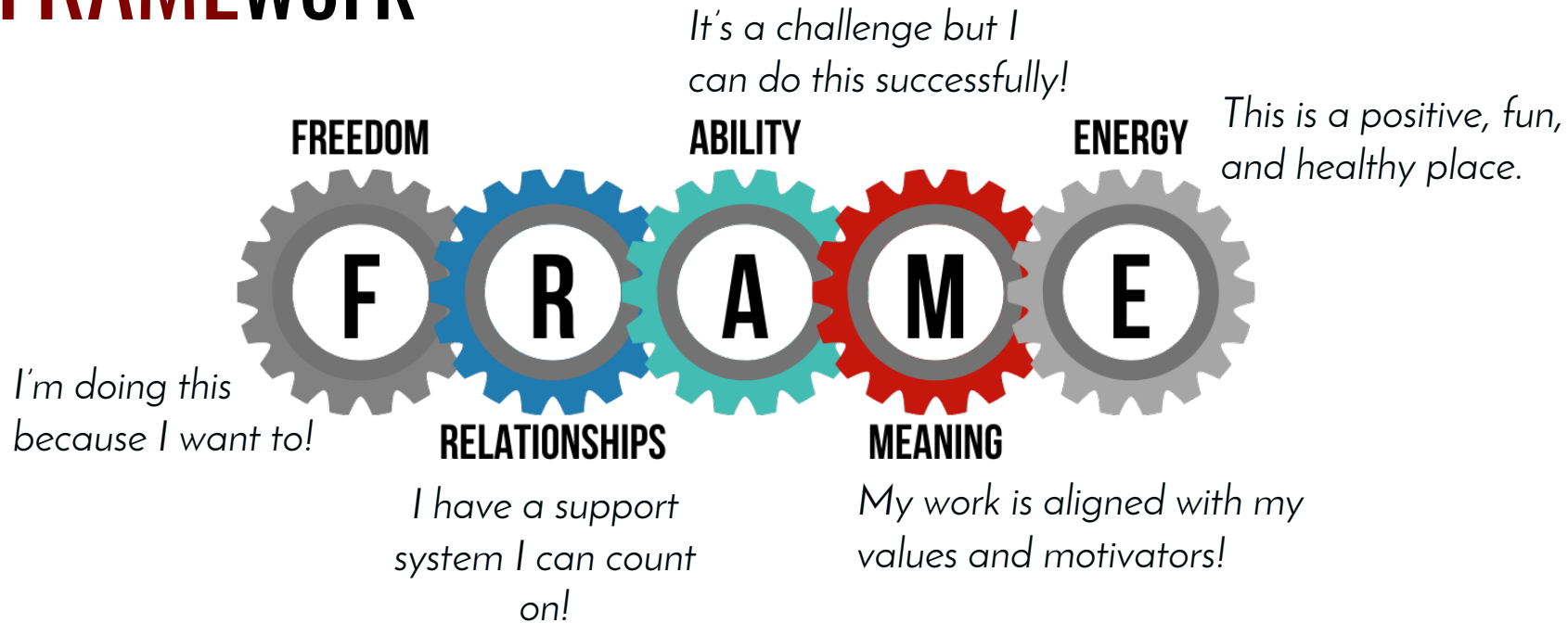


# OPTIMAL MOTIVATION & PERFORMANCE



# EXTERNAL: ENVIRONMENT AND CULTURE

## FRAMEwork



# ENVIRONMENT AND CULTURE

## FREEDOM

- Collaboration
- Creativity
- Choices
- Self-Direction
- Influence on Goals and Processes

## RELATIONSHIPS

- Friends at work
- Boss knows you
- Support
- Care

## ABILITY

- Training
- Resources
- Coaching/Feedback
- Acknowledgement/Recognition
- Challenge

# ENVIRONMENT AND CULTURE


## MEANING

- Clear vision/mission
- Understand the direction
- Meaningfulness of work
- Alignment of work with values/motives
- Pride


## ENERGY

- Positivity
- Healthy
- Challenging
- Sense of Achievement
- Fun!

# FRAME CHECKLIST



### FRAME CHECKLIST



#### FREEDOM

- ☐ Allow employees to create individual goals when possible.
- ☐ Allow teams to create their goals whenever possible.
- ☐ Encourage employees to create professional development goals and action plans.
- ☐ Build a flexible work environment.
- ☐ Focus on goal achievement, not how many hours are worked.
- ☐ Give employees control over how they reach goals.
- ☐ Refuse to micromanage.
- ☐ Use language that connotes freedom and autonomy.
- ☐ Eliminate unnecessary policies and rules.
- ☐ Allow virtual or mobile work when possible.
- ☐ Facilitate the expression of differing perspectives and ideas within the group.
- ☐ Promote and support employees' work-life balance.

#### RELATIONSHIPS

- ☐ Get to know every employee on a personal level.
- ☐ Encourage all team members to connect with each other on a deeper level than work (e.g., know about each other's hobbies, interests, passions, families, etc.).
- ☐ Help employees to understand the strengths of their teammates.
- ☐ Facilitate team-building activities to help team members learn how to collaborate.
- ☐ Facilitate team discussions about team goals, processes, standards, expectations, and accountability.
- ☐ Recognize the work of each team member publicly so everyone is aware of the contributions of other team members.
- ☐ Hold "off-site" meetings for employees to plan together, share ideas, and build camaraderie.
- ☐ Have one-on-one conversations with each employee at least twice a month.
- ☐ Discover the desires and values of each employee.
- ☐ Commend team members when they support and help each other.
- ☐ Celebrate both individual and team accomplishments.
- ☐ Model mature friendship and apply healthy conflict-resolution strategies.

#### ABILITY

- ☐ Provide the best onboarding and training experience possible.
- ☐ Provide employees with the resources they need to do their jobs effectively.
- ☐ Define the results and outcomes employees are responsible for delivering.
- ☐ Communicate performance expectations clearly.
- ☐ Give employees timely feedback for work performed, covering both process and results.
- ☐ Acknowledge and celebrate each employee's achievements.
- ☐ Look for areas to coach employees and give constructive feedback respectfully.
- ☐ Help employees challenge themselves and stretch their goals.
- ☐ Model and reinforce positive communication (words, tone, facial expressions, and body language) during meetings and conversations with employees.

#### MEANING

- ☐ Help employees to understand their intrinsic values, desires, and what is meaningful to them.
- ☐ Encourage employees to create a personal mission.
- ☐ Help employees develop a team mission that aligns with the company's mission.
- ☐ Help employees to bridge the connection between the team's mission and their personal ones.
- ☐ Communicate the impact the team and each individual makes on the company and the world.
- ☐ Recognize each employee's unique contribution to the team and to furthering the organization's goals.
- ☐ Communicate the team's mission and vision often and with meaningful stories.

#### ENERGY

- ☐ Develop your positive energy and model it to others militantly.
- ☐ Don't accept toxic behaviors from people with negative energy.
- ☐ Teach people how mood and energy impact others.
- ☐ Encourage a healthy lifestyle, which may include balanced nutrition, regular exercise, and personal development.
- ☐ Provide healthy snacks and lunches during meetings and special events.
- ☐ Schedule frequent breaks during meetings.
- ☐ Encourage healthy work-life integration.
- ☐ Celebrate and recognize individual and team achievements.
- ☐ Commend employees who display positive energy.

www.DrJasonJones.com      ACTIVATOR BOOK      DrJ@DrJasonJones.com

TheActivatorBook.com  
/Resources

# FREEDOM PRACTICES

- Allow employees to create some of their own work goals
- Allow employees to create their team goals
- Provide flexible work environments
- Provide flexible scheduling
- Use a coaching approach to management that focuses on asking questions



# RELATIONSHIP PRACTICES

- Team building activities
- Trainings
- Team lunches
- Celebrations
- Peer to peer recognition
- Assign a “Buddy” to new employees
- Encourage positive language among employees
- Don’t allow bullying or sarcasm
- Link people together to help each other

# ABILITY PRACTICES

- Ongoing training/development
- Make continual learning a way of work
- Allow mistakes/leverage setbacks
- Place people in roles for success and challenge
- Look for those who are overqualified or bored in their role, and give them challenges
- Help people become experts in their area
- Make continual learning way of work

# MEANING PRACTICES

- Define and communicate the teams impact
- Help people understand their values and motivators
- Help people link their values and motivators with their daily work
- Communicate the connection between each employee's work goals, team's goals, and organization's goals
- Look for work opportunities and projects that will support an employee's desires and motivators
- Allow time off for community service

# ENERGY PRACTICES

- Bring positive attitude and energy to all conversations and communications
- Set a standard to be positive not negative
- Reframe negative conversations and interaction to positive outcome and “meeting the challenge”
- Encourage healthy eating and exercise
- Celebrate individual and team successes
- Fun activities (team builders, field trips, etc.)
- Create pride for your organization by telling stories

**Q & A**

# THANK YOU!



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