

SirsiDynix

Ahead of the Curve Series



Eric Keith

SirsiDynix Chief Marketing
Officer & Strategic Partnerships

What Motivates Me?

With Adrian Gostick



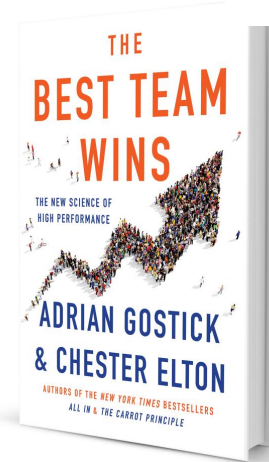
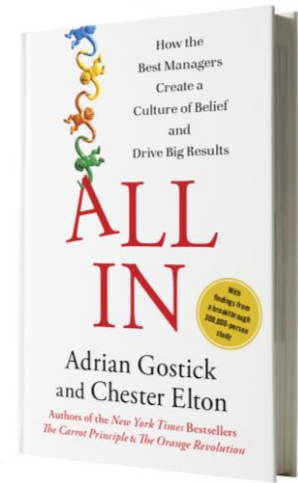
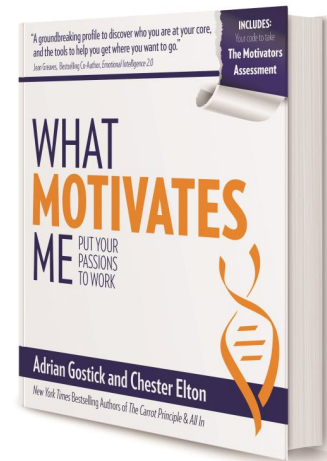
Adrian Gostick

#1 Bestselling Leadership
Author & Organizational
Culture Expert



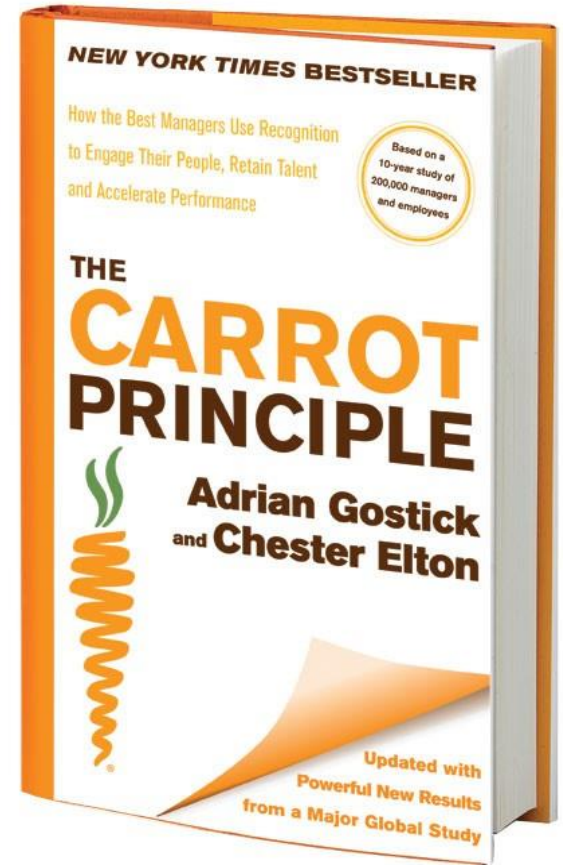
What Motivates Me In the Workplace

with **Adrian Gostick**



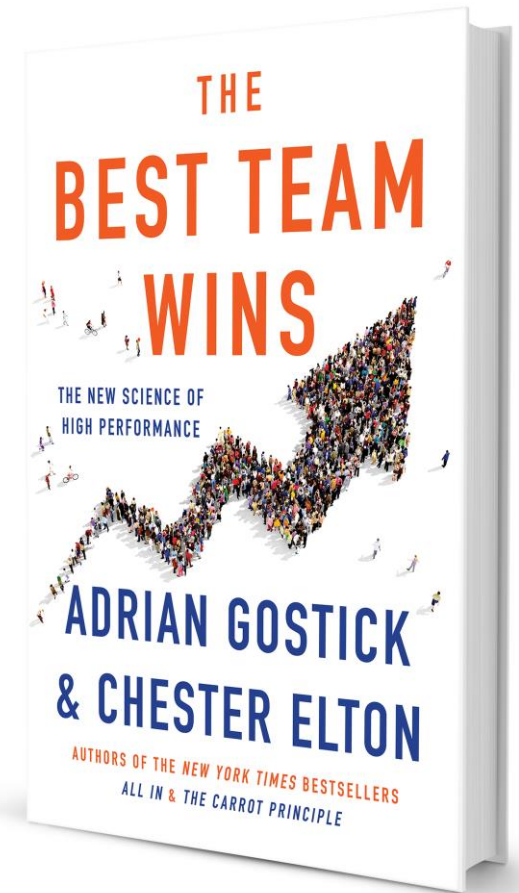


Appreciating great work

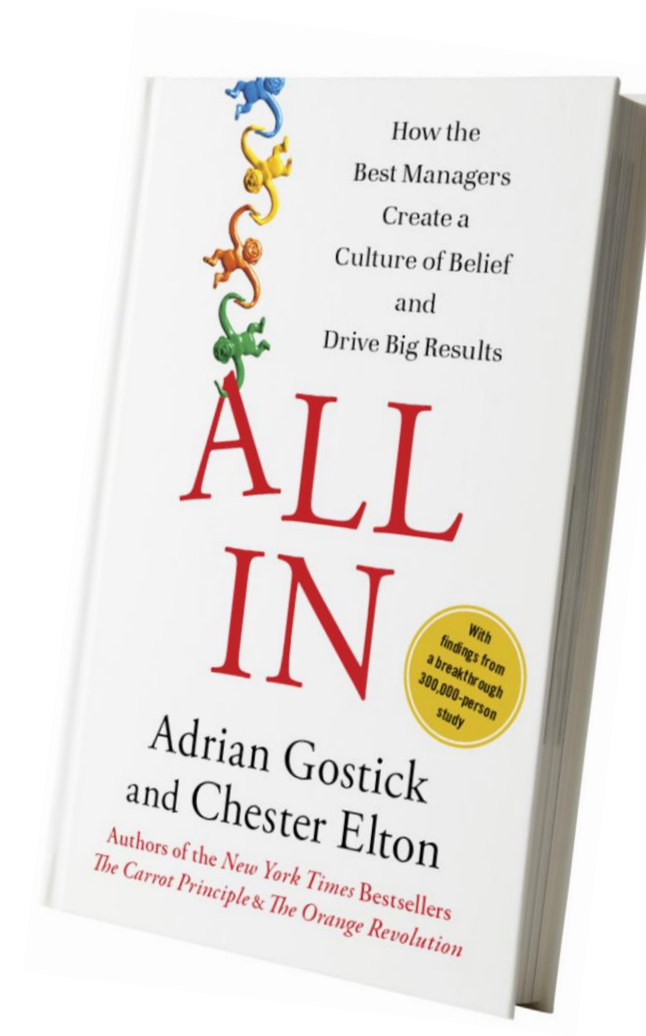


High-performance teams

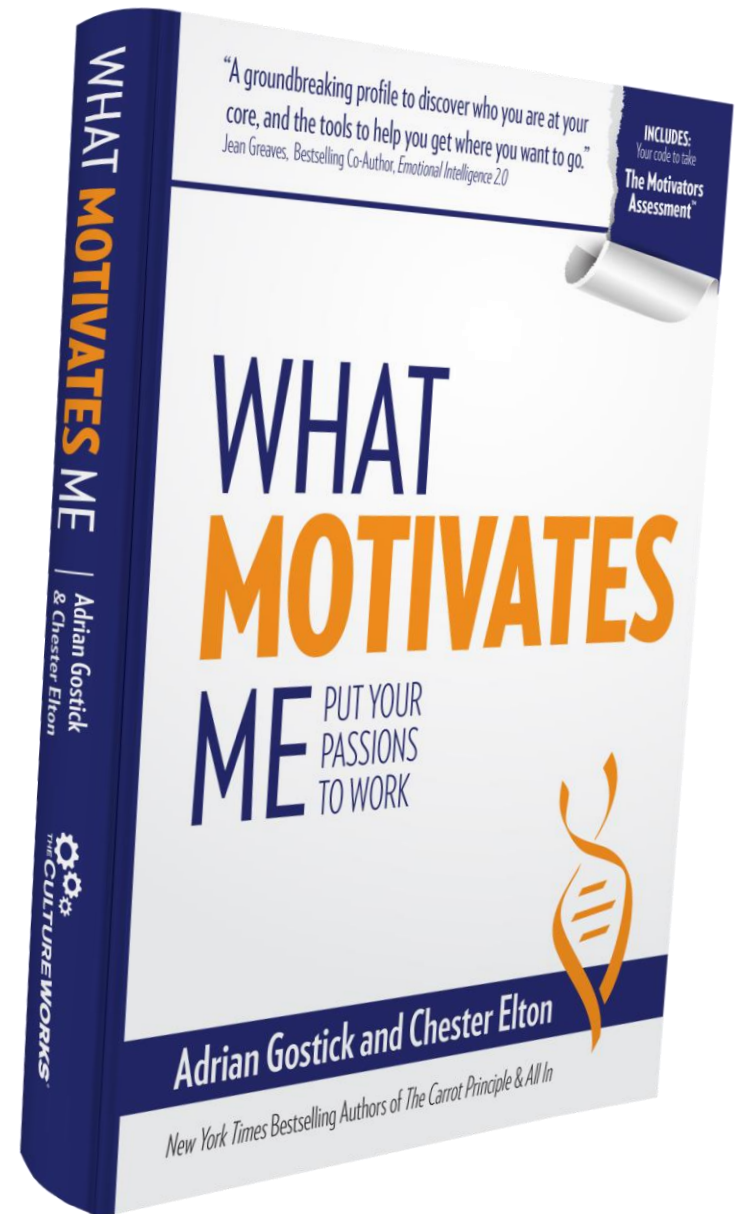
(Simon & Schuster, Feb. 13, 2018)



High-performance work cultures



Individual motivation



Myth: Motivation is simple



Truth: People are complex

We're All **Different!**



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1-12 of 5,365 results for Books : "motivating employees"

15 years

Uh, never mind...

Why
Motivating
People
Doesn't Work...



Foreword by Ken Blanchard

Why Motivating People Doesn't Work .
Engaging Sep 30, 2014

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The Sculptor Who Could See Through Rock



The Sculptor Who Could See Through Rock

“In every block of marble I see a statue as plain as though it stood before me ... I have only to hew away the rough walls that imprison [it].”

Michelangelo

The Dilemma

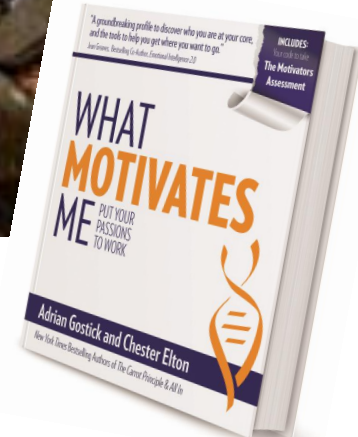
- 90% of leaders recognize the **value** of employee engagement
- 79% consider it to be a **key driver** of performance
- Only 24% believe their employees are **engaged**



Source: Towers Watson
Global Workforce Study 2014
32,000 people in 26 markets

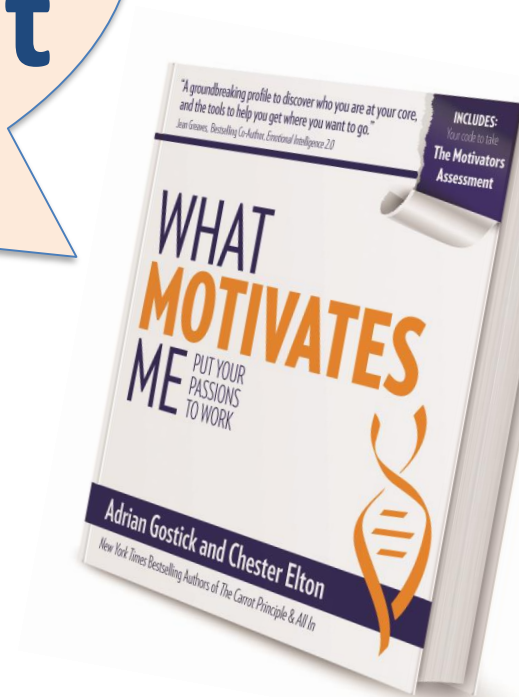
Data Set

850,000
working
adults



+ New 2017 Data

First 50,000 people
to complete the
Motivators Assessment



Key Finding:

The most **engaged** and **energized** employees have aligned their work with their **motivators**

SIGN ME UP





Personality

Who we are

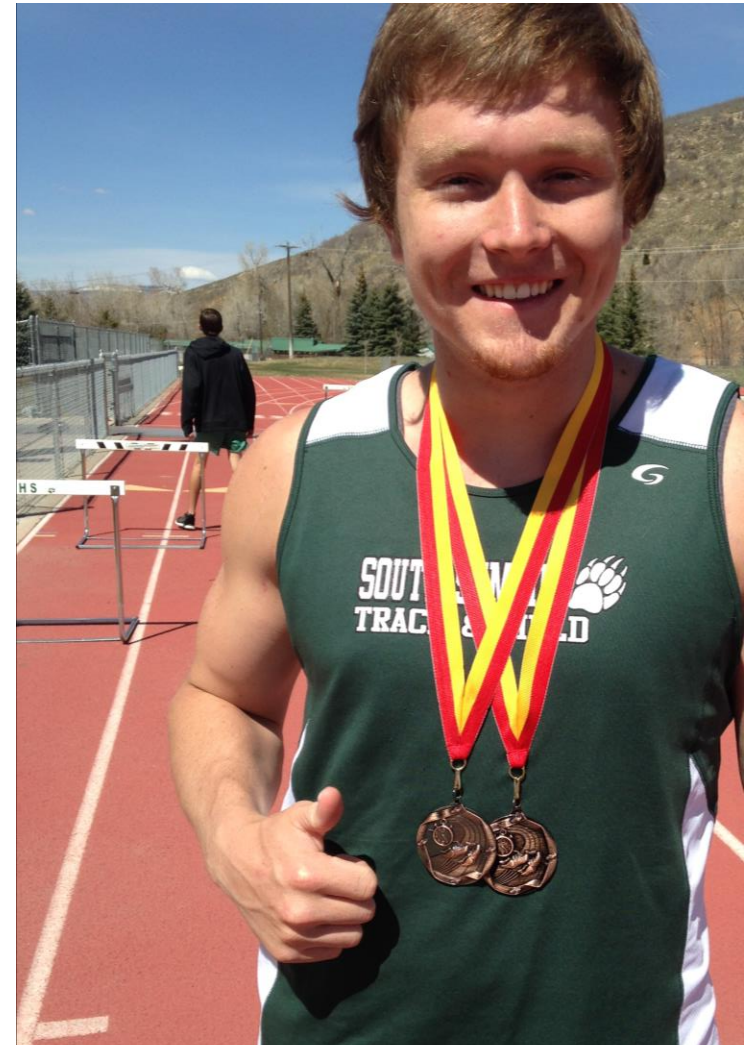
Strengths

What we are good at

Motivators

What our passions are

**It's not just
about our
strengths**



23 Motivators



1. Autonomy
2. Challenge
3. Creativity
4. Developing Others
5. Empathy
6. Excelling
7. Excitement
8. Family
9. Friendship
10. Fun
11. Impact
12. Learning
13. Money
14. Ownership
15. Pressure
16. Prestige
17. Problem Solving
18. Purpose
19. Recognition
20. Service
21. Social Responsibility
22. Teamwork
23. Variety

5 Identities



THE ACHIEVERS

Challenge
Excelling
Ownership
Pressure
Problem-Solving



THE BUILDERS

Developing Others
Friendship
Purpose
Service
Social-Responsibility
Teamwork



THE CAREGIVERS

Empathy
Family
Fun



THE REWARD- DRIVEN

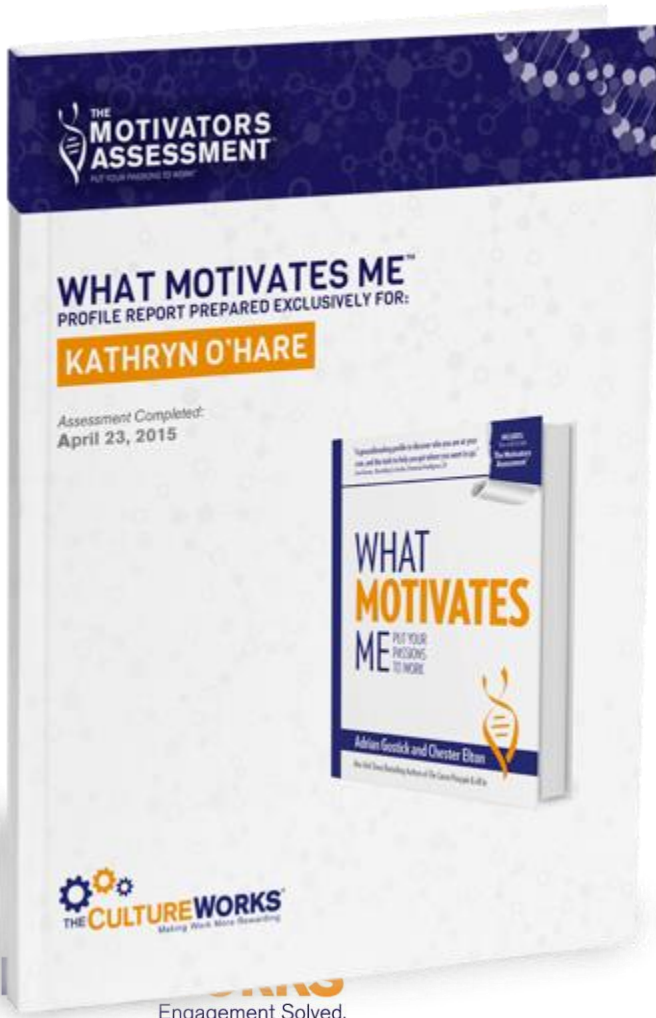
Money
Prestige
Recognition



THE THINKERS

Autonomy
Creativity
Excitement
Impact
Learning
Variety

Motivators Assessment Profile



Your Motivators

STRONG		
1.	VARIETY	For those highly motivated by variety, routines are deadly; in fact, they can drive them batty. They like to change responsibilities frequently to keep things interesting. Trying new work tasks, being given new assignments, or working on a cross-functional team can give them a terrific charge.
2.	IMPACT	Those who are highly impact-driven want to know they are doing work that is important. They often feel a sense of destiny, that they are supposed to do something that will create positive change in the world, and they are usually willing to lead out and can become frustrated if they don't see the positive outcome of their efforts.
3.	LEARNING	Those for whom this is a major driver thrive on trying new things and growing. For some, the pursuit of knowledge is its own goal, while for others the emphasis is on making themselves better at what they do. The stimulation of making new discoveries and seeking out new information outweighs any hesitation to be seen as a bit dorky.
4.	SERVICE	Those driven to serve tend to believe it's a moral obligation to help those around them. That means they put the spotlight on others' needs, and helping others takes precedence over helping oneself. Don't expect them to blow their own horn. They take great satisfaction from being willing to sacrifice of themselves, giving their time and talents to others.
5.	EXCELLING	This motivator leads people to crave the feeling of successfully completing a task, especially when the bar is set high. They want to feel they're doing the highest quality work and are meeting or exceeding expectations. They want to get things done on time and will do pretty much whatever it takes to do so.
6.	FAMILY	People motivated by family want their loved ones to be proud of them and to know they'll always be there for them. They try to make family a high priority, which means balancing home and work time. Their greatest goal is to leave a legacy of love.
7.	PROBLEM SOLVING	When this is a leading motivator, people tend to get a great deal of satisfaction from finding solutions, especially in a crisis, and from resolving conflicts. They also enjoy helping others to come up with ways to solve their own problems—digging in to come up with a realistic plan. They relish the mental exercise of looking at challenges from multiple angles; and trite
MODERATE		
8. Challenge	12. Pressure	
9. Creativity	13. Empathy	
10. Ownership	14. Teamwork	
11. Autonomy		
NEUTRAL		
15. Excitement	18. Recognition	21. Developing Others
16. Purpose	19. Prestige	22. Fun
17. Social Responsibility	20. Friendship	23. Money

Your Identities

STRONG



THE THINKERS

Autonomy
Creativity
Excitement
Impact
Learning
Variety

1. **The Thinkers:** Those who are often more creative, who love to learn, enjoy a varied routine, and like to feel an adrenaline rush now and then. Most Thinkers get frustrated with red tape and bureaucracy, and they want their work to make an impact on the world around them.



THE ACHIEVERS

Challenge
Excelling
Ownership
Pressure
Problem Solving

2. **The Achievers:** Those who thrive on tight deadlines, tackle ambitious goals, and love a good challenge and solving a problem. Often type A personalities, Achievers usually like to be in charge of others, or at least in control of their own destiny.



THE CAREGIVERS

3. **The Caregivers:** Those caring souls who are often more tuned in to others' emotions. They are more motivated when they have regular fun at work, and they believe balancing time at work and time with their families is important.

MODERATE



THE BUILDERS

Developing Others
Friendship
Purpose
Service
Social Responsibility
Teamwork

4. **The Builders:** Those purpose-driven individuals who are hardwired to develop others and serve those around them. They cultivate loyal friendships and thrive in strong team environments. The Builders typically believe it's important to speak out on significant issues.



THE REWARD-DRIVEN

Money
Prestige
Recognition

5. **The Reward-Driven:** Those who are typically more extrinsically motivated, driven to compete and win prizes—whether money or applause or the admiration of others. Many of the Reward-Driven believe that the cocktail-party question, "What do you do?" is extremely important.

- Who Are They?
- Characteristics?
- Where They Thrive
- How to Enhance Your Value and Accomplish More
- How to Address Blind Spots and Potential Conflicts

Let's talk about


Chuck Robbins



YAMANAGOLD




23 Motivators / 5 Identities




THE ACHIEVERS
Challenge
Excelling
Ownership
Pressure
Problem-Solving



THE BUILDERS
Developing Others
Friendship
Purpose
Service
Social-Responsibility
Teamwork



THE CAREGIVERS
Empathy
Family
Fun



THE REWARD-DRIVEN
Money
Prestige
Recognition



THE THINKERS
Autonomy
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Engagement is a **one-on-one** skill



Millennials Rising

- Deloitte: By 2024, **75%** of global workforce will be **Millennials & Gen Z**



Most Motivating Work Concepts for Millennials

1. Learning (68%)

2. Impact (65%)

3. Family (51%)

Least Motivating:

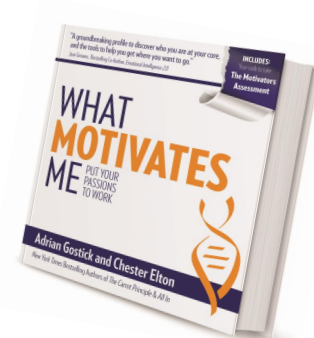
21. Autonomy (18%)

22. Ownership (17%)

23. Money (10%)



N= 50,000



You May Not Share the Same Motivators as Your Employees

Motivator	Age 20-29	30-39	40-49	50-59	60-69
Autonomy	18%	27%	33%	34%	39%
Developing Others	19%	22%	28%	31%	29%
Variety	36%	38%	44%	50%	54%
Recognition	32%	28%	23%	13%	8%
Friendship	33%	29%	27%	27%	24%
Fun	30%	27%	23%	21%	23%

% of people who have this as a top 7 Motivator

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GREAT
PLACE
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EMPLOYEE RATINGS



LEGEND

OFTEN OR ALMOST ALWAYS

SOMETIMES

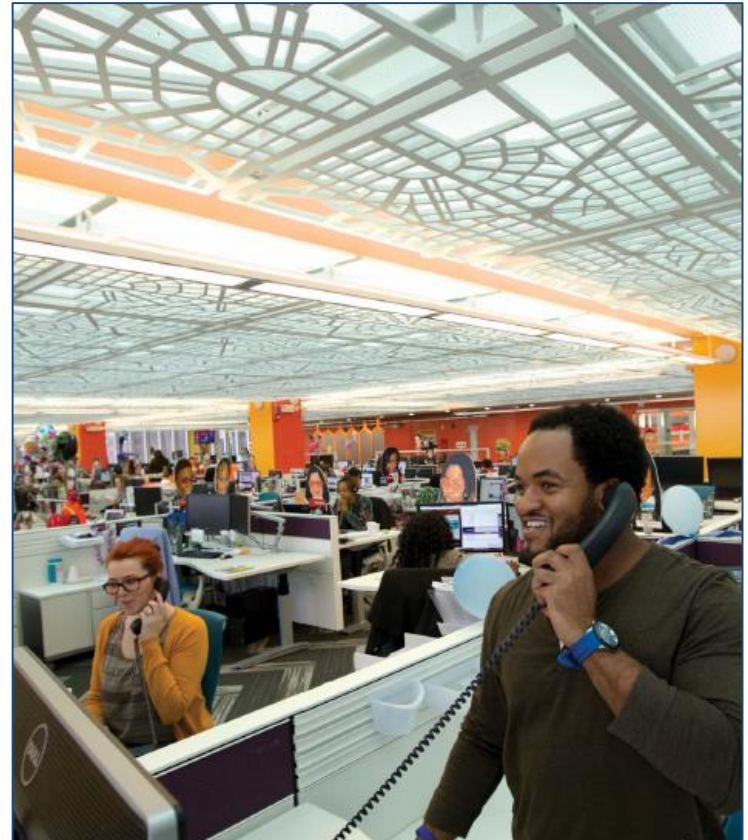
GREAT PERKS >

EMPLOYEE QUOTES >

HOW TO GET HIRED >

This review is based on 1081 employee surveys, with a 95% confidence level and a margin of error of ± 2.80 .

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Engagement SWAT Teams

- When data suggests concerns with the customer experience in region, leaders look to **employee experience for causes**
- Team dialogues/analysis help understand how to make employees more engaged & productive to **better serve customers**



Hiring

- Cultural **fit** a key determinant during selection
- Technical proficiency balanced 50/50 with **behavioral competencies**
- Candidate must articulate exactly how she's been successful working w/ a **team**

Quicken®Loans®
Engineered to **Amaze®**



New Hires

- Create development plan for first 6 weeks **aligned** with at least one company value and/or goal
 - Then 1 year
 - Helps them from Day One to understand how their work contributes to organizational priorities

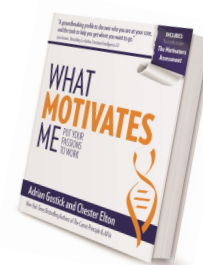


What all this means to a



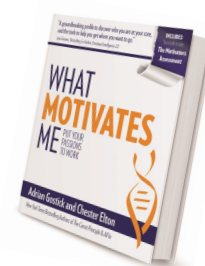
Team Engagement

		Monique	Craig	Erin
Top 7 Motivators	1.	Friendship	Variety	Creativity
	2.	Service	Impact	Family
	3.	Variety	Learning	Learning
	4.	Fun	Service	Autonomy
	5.	Empathy	Excelling	Money
	6.	Impact	Family	Ownership
	7.	Teamwork	Prob. Solving	Variety
Bottom 3 Motivators	21.	Prestige	Dev Others	Teamwork
	22.	Social Resp.	Fun	Empathy
	23.	Money	Money	Social Resp.
Top 3 Identities	1.	Caregiver	Thinker	Thinker
	2.	Thinker	Achiever	Reward-Driven
	3.	Builder	Caregiver	Achiever



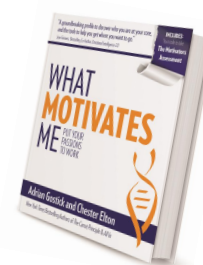
Team Cautions

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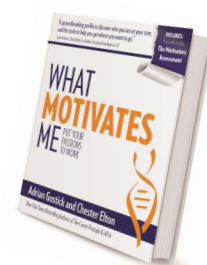
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Old School: We treat everyone fairly & consistently



New School: We treat people as individuals

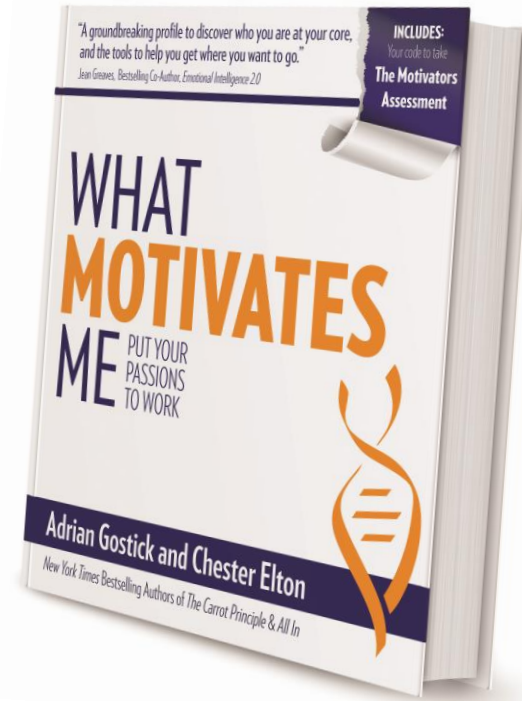


Those Most Engaged at Work

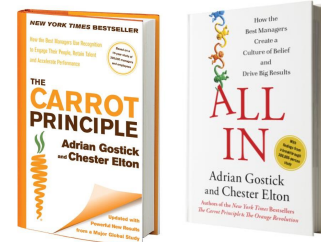
**150% more
likely to have
happier life
overall**

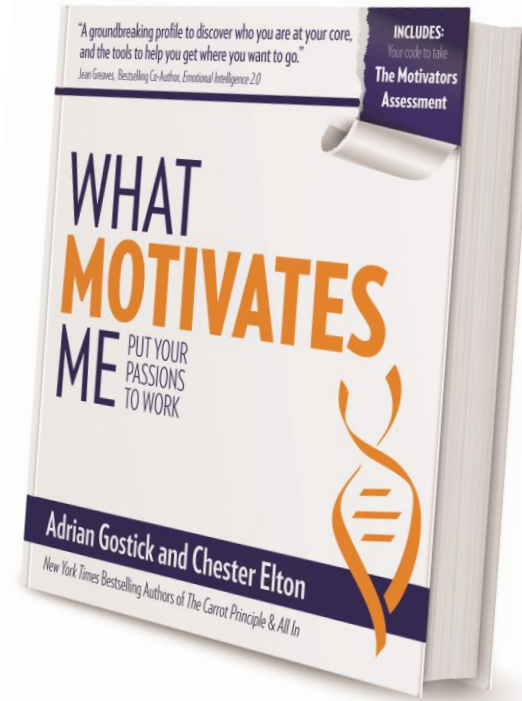


University of California, Professor Sonya Lyubomirsky

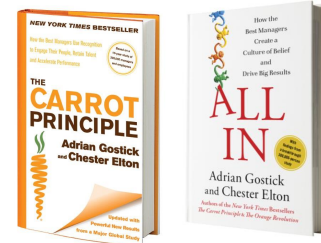


adrian@thecultureworks.com





Questions?



Complimentary Code For Today's Participants



Email Lance Garvin:

Lance@TheCultureWorks.com

Subject: MA Code/SirsiDynix

SirsiDynix

Ahead of the Curve Series

Upcoming Webinars

“How To Deal With Difficult People”

With Sarah Houghton – Dec 12th

Thank You!