



# Focus report employee motivation

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## Peter Muster

Demo LUXX

## Focus evaluation employee motivation

With this focus evaluation, you will receive an employee-specific toolbox with suggestions and tips on how you can motivate and lead your employees more specifically and effectively in the future with regard to their strong red or blue motives. With an individual, motivation-oriented employee management, you will be able to reduce the effort necessary in your management work.

All the measures described below focus on motivating employees. All measures are sought to always be implemented within the framework of the company's possibilities and interests.

On this basis, individual, motivation-oriented leadership based on the LUXXprofile principles provides employees with the work-related framework that allows them to live their individual motivation in their daily work. This will contribute to more lasting willingness to perform, commitment, and satisfaction. The goal is corporate performance with loyal and motivated employees.

If people can satisfy their individual motivation in their daily actions, fun at work is the result. All negative consequences of demotivation can be reduced to a minimum. Poor performance, tasks not completed on time, lack of commitment, or perhaps motivation-related absenteeism should become the exception within your sphere of influence, if implemented correctly.

At first glance, it may seem a bit tedious to deal with 15 or 16 motives, each with two directions of expression. You may find it impossible to remember all these things. But don't worry! On the one hand, it is just a matter of practice and, on the other hand, you will notice after a relatively short time how your leadership effort is reduced and how you become significantly more effective and efficient in your leadership and related results.

In this focus evaluation for the motivation of your employees, you will receive concrete tips on what you can do for the respective employee in order to address their motivation as precisely as possible. When we speak of shaping framework conditions, we do not mean to "make a wish", but we are talking about the things that can be well shaped by you as a manager in the majority of all management situations. When we talk about framework conditions, we are talking about the questions:

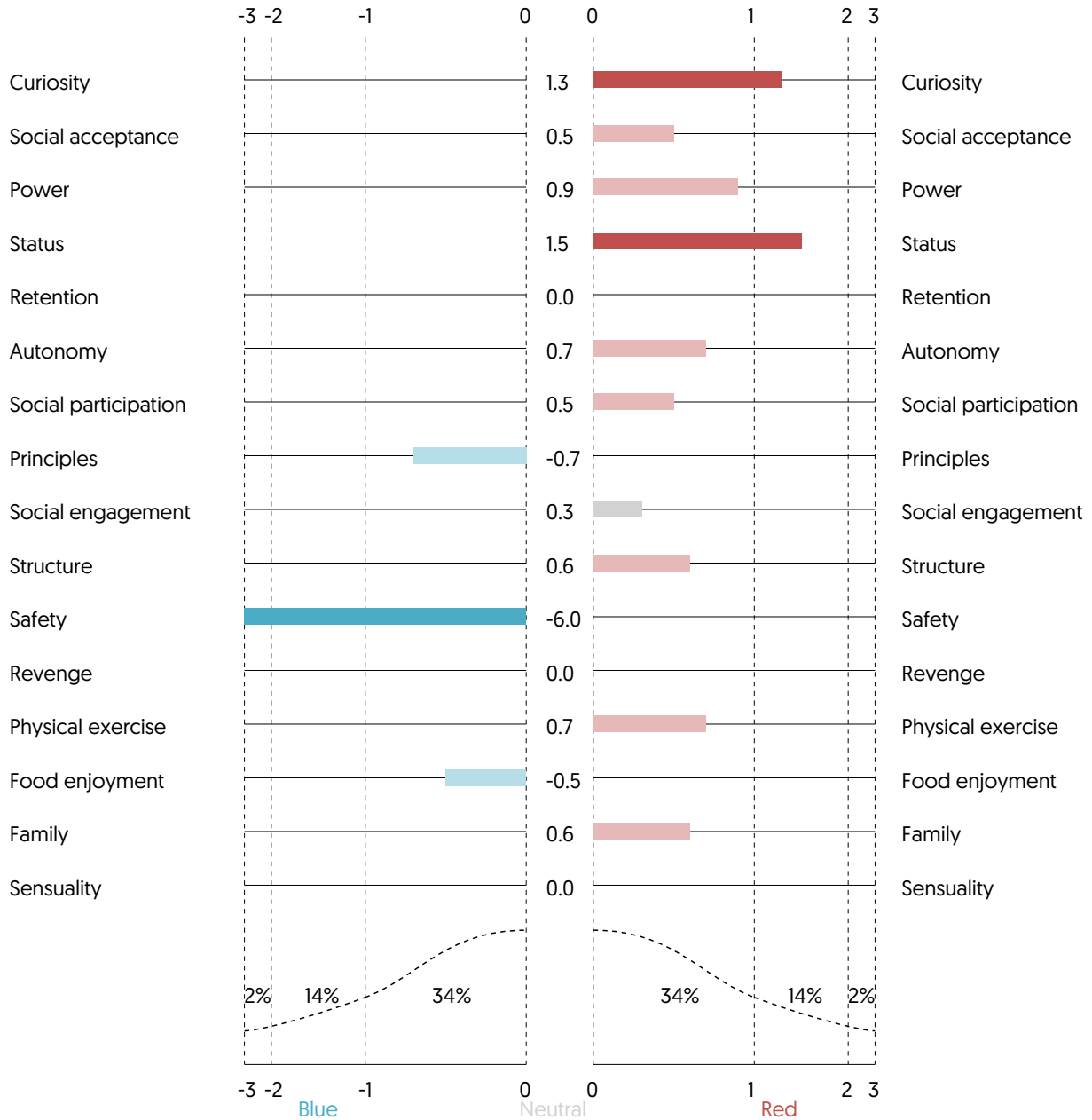
- What tasks are particularly well suited to this employee?
- What informal roles do they do well in the team?
- What style of work and what approach to task completion should you provide?
- What environmental factors and collaboration structures should you consider?
- What should you consider in your individual communication and information behavior in order to target this employee and their motivation?
- ... and more.

If you have any questions about the focus evaluations of your individual employees, please contact your LUXX Expert. They will be pleased to help you. Your LUXX Expert will also offer support when it comes to observing the interaction between certain motives and working out how you can take this into account in your individualized leadership strategies.

This focus evaluation is solely about the motivation of your employees, not about competencies [skills]. From our experience, we know that motivation can develop into a passion, which leads to your employees learning something particularly well or easily because it gives them a lot of pleasure. This leads to competences being developed particularly strongly and, moreover, having a positive effect on performance. The suggestions presented in this report always refer to motivation. You can derive the assessment of and attention to the competencies of your employees from everyday's professional work results.

We wish you success in implementing the following motivational suggestions for your employees.

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## Curiosity

■ Red characteristic

### **Motivation for employees with a significant red expression in the motive CURIOSITY**

The motive CURIOSITY explores the aim and purpose of the reflection and the acquisition of knowledge that take place.

Individuals with a significant red expression in the motive CURIOSITY acquire knowledge with the goal of accumulating knowledge and new insights. They prefer intellectually challenging tasks and cognitive variety.

### **Possible measures for employees with a significant red expression**

Employees with a red expression in the CURIOSITY motive have optimal performance prerequisites if they can work in an analyzing, diagnosing, strategic, conceptual manner. They prefer intellectually challenging tasks, the development of new content or new knowledge, and fundamental insights. They are also happy to pass on their knowledge to others.

### **Tasks for these employees**

You will gain the motivation and performance of these employees if you:

- Give them a constant variation of new tasks that they can cognitively familiarize themselves with
- Give them the opportunity to develop strategies, concepts, and ideas
- Give them the opportunity to conduct research
- Entrust them with the analyses and the diagnosis of fundamental issues and strategies
- Let them provide fundamental solutions to existing or new problems

### **Your personal communication and approach to these employees**

You will gain the motivation and performance of these employees if you:

- Highlight the importance of the theoretical basis of a project or a task for the team/company
- Let them discuss open questions, also on the meta level
- Actively ask them about their knowledge and insights
- Express appreciation for the value of always questioning
- Appreciate and embrace new ideas and seriously consider their significance
- When assigning tasks, continually emphasize the intellectual novelty of the task and the intellectual challenge of completing the task.

### **Roles and behavior in the team**

You will gain the motivation and performance of these employees if you:

- Enable them to share their knowledge and insights with other team members/people
- Give them time for substantive discussions with colleagues to further develop knowledge and insights through conversation
- Assign them the role of idea generator in the team

**General conditions for these employees**


You will gain the motivation and performance of these employees if you:

- Enable them to acquire new knowledge and insights through self-study or continuing education
- Prompt them to acquire in-depth or new knowledge and insights
- Provide them with many information channels and time to gain knowledge and insight

**Avoid frustration**

These employees will quickly feel boredom and emotional frustration if they are involved in the practical implementation of tasks or are primarily assigned routine tasks. Of course, these employees can also take on routine tasks once in a while, but these should be clearly defined in terms of their time scope and should generally be very limited.

## Status

 Red characteristic

### **Motivation for employees with a significant red expression in the motive STATUS**

The motive STATUS describes how outstanding and special or how equal individuals see themselves in comparison to others.

People with a significant red expression in the motive STATUS want to be seen as something special. It is important that what they have achieved is visible to the public. It is very important to them to be perceived as special, elite, or exceptional.

### **Possible measures for employees with a significant red expression**

Employees with a red expression in the motive STATUS like to be in the center of attention and to behave accordingly. This is done by showing off special competencies, but also through a particularly status-oriented appearance.

### **Tasks for these employees**

You will gain the motivation and performance of these employees if you:

- Assign tasks that offer the opportunity to represent the team/company externally e.g. at events, trade fairs, congresses, or at lectures etc.
- Assign tasks that give visibility, e.g. as contact person, representative for particularly important or highlighted tasks, or tasks with high management attention
- Assign the task of ensuring a good team image to the outside world and all tasks related to the external image of the team

### **Your personal communication and approach to these employees**

You will gain the motivation and performance of these employees if you:

- Publicly recognize and highlight their achievements
- Address them by their name (title)
- Make them feel elitist
- Rewarding performance with status symbols
- Offer the prospect of status for special achievements

### **Roles and behavior in the team**

You will gain the motivation and performance of these employees if you:

- Give them a special role in the team
- Give them the role of team representative/team spokesperson
- Assign marketing tasks for their team
- Let them review the external impact and presentation of activities/projects for the team

**General conditions for these employees**

You will gain the motivation and performance of these employees if you:

- Give them the space to be visible to others
- Provide them with a stage for external visibility on a regular basis
- Make their status clear, for example, through business cards, name badges or on the homepage
- Let them participate in important group meetings or gatherings to show their face
- Assure an achievable status in the future
- Actively promote your professional development towards relevance and visibility

**Avoid frustration**

These employees will feel boredom and frustration if they work in a position not being seen or generally feeling meaningless. They need a public stage to showcase themselves and satisfy their need for status.

Of course, these employees can also do work tasks, which are associated with little attention and uniqueness but these should be limited.