

WHAT DO YOU WANT?...

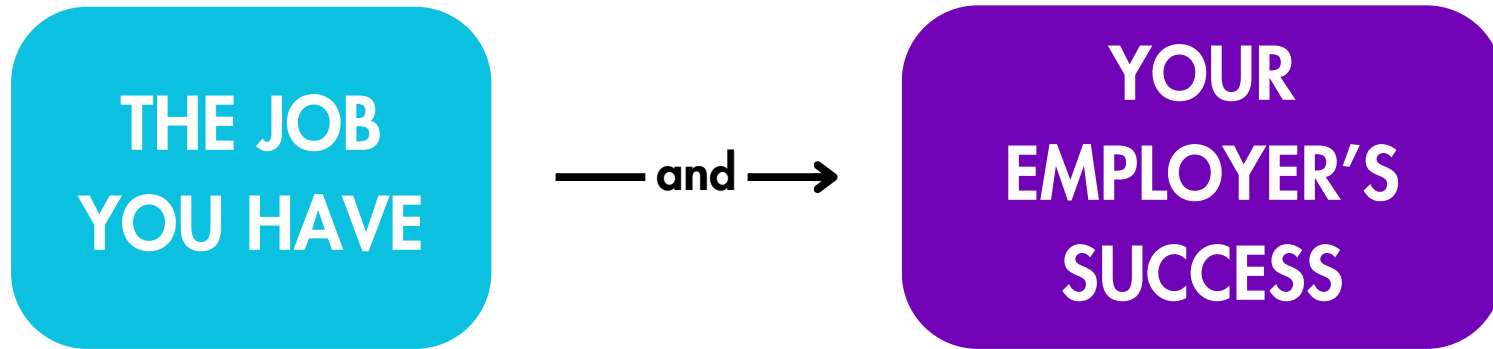
**MOTIVATING
TOP PERFORMANCE
IN WAYS PEOPLE
ACTUALLY CARE ABOUT**

PHIL PUTNAM COACHING

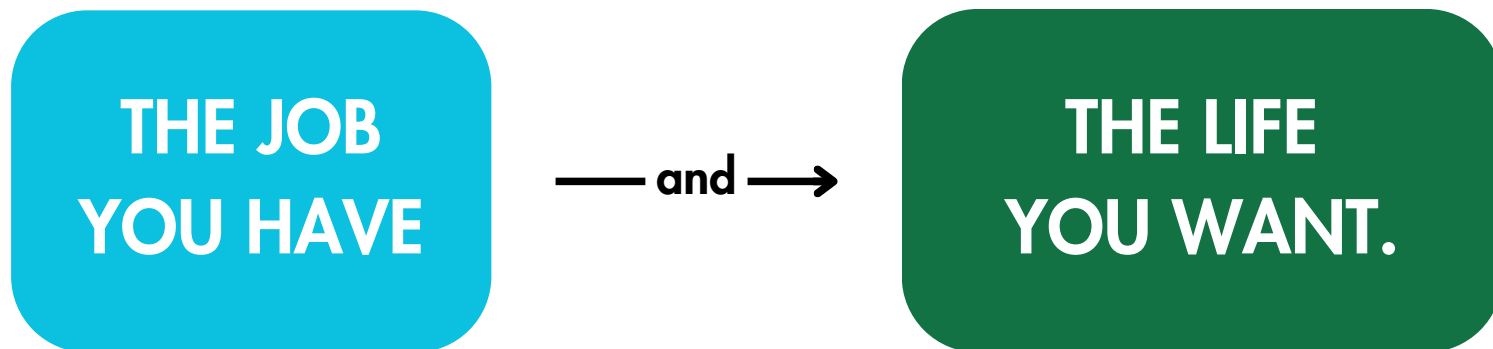


THE BIG IDEA

Most employers try to motivate top performance by emphasizing the connection between



However, **ACTUAL** motivation comes from the connection between



THE PATH OF ACTUAL MOTIVATION

When there
IS
a real,
material connection
between

THE LIFE
I WANT

— and →

MY
CURRENT
JOB

I will be fundamentally
motivated to

- Better individual performance
- Lower attrition
- Lower operational cost
- Better revenue outcomes

← and my
employer
will gain —

- Work here longer
- Expand my skills
- Have higher satisfaction
- Have greater endurance

THE PATH OF ATTRITION

When there is
NOT
a real,
material connection
between

**THE LIFE
I WANT**

— and —→

**MY
CURRENT
JOB**

**I will
eventually
leave.**

I will

↑
and
└─┘

**my performance
quality will drop**

← and
then —

disengage

WHAT YOU CAN DO ABOUT IT

To know if you (or those you lead) will be motivated to give consistently top performance,

USE THE
MOTIVATION DISCOVERY MODEL
TO DISCOVER THE DETAILS OF THE LIFE YOU WANT

and then

HONESTLY ASSESS IF YOUR CURRENT
JOB CAN HELP YOU GET THAT LIFE.

MOTIVATION DISCOVERY MODEL

This model helps you define the life you want
by four key *Motivation Factors*

LIFESTYLE

1

How do you want to spend your non-work time, and who do you want to spend it with?

MONEY

2

What do you want money to help you do in your life, and how do you want money to make you feel?

WORK ENVIRONMENT

3

How do you want your job to make you feel about your life?

EMOTIONAL ENVIRONMENT

4

How do you want your life to make you feel?

HOW TO USE IT

For Yourself

1

Answer the discovery questions about the four Motivation Factors found on pages 8-11 below.

2

Enter your answers into the Motivation Discovery Profile.

3

On the Motivation Profile Analysis, enter what your job would need to provide for you in order to get the life you described on your Motivation Discovery Profile.

For Those You Lead

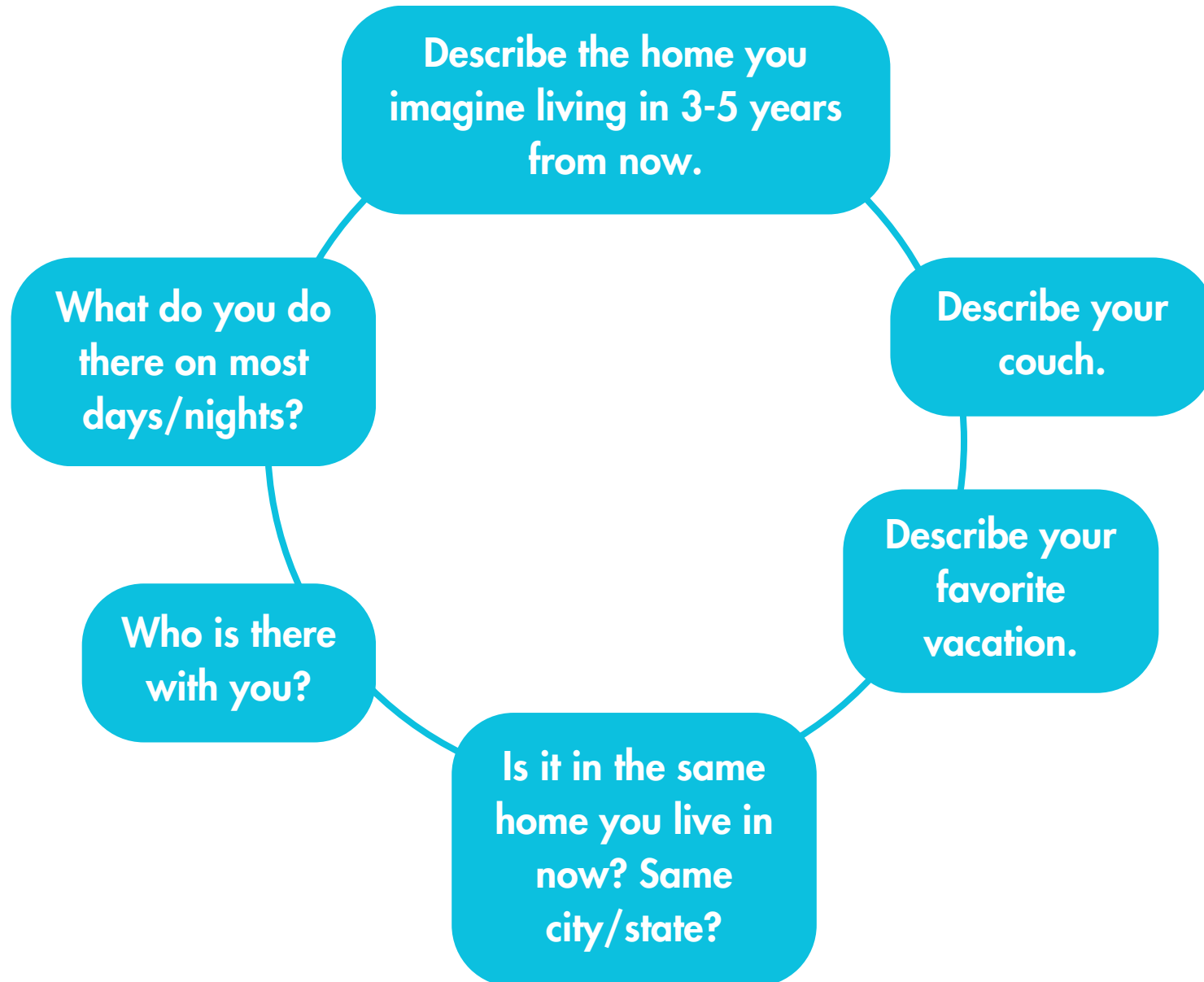
Lead your team member through a 1-on-1 where they answer the discovery questions about the four Motivation Factors found on pages 8-11 below.

Enter their answers into the Motivation Discovery Profile, and get their alignment that it is accurate.

On the Motivation Profile Analysis, enter what you need to provide for them in order for them to get the life described on their Motivation Discovery Profile.

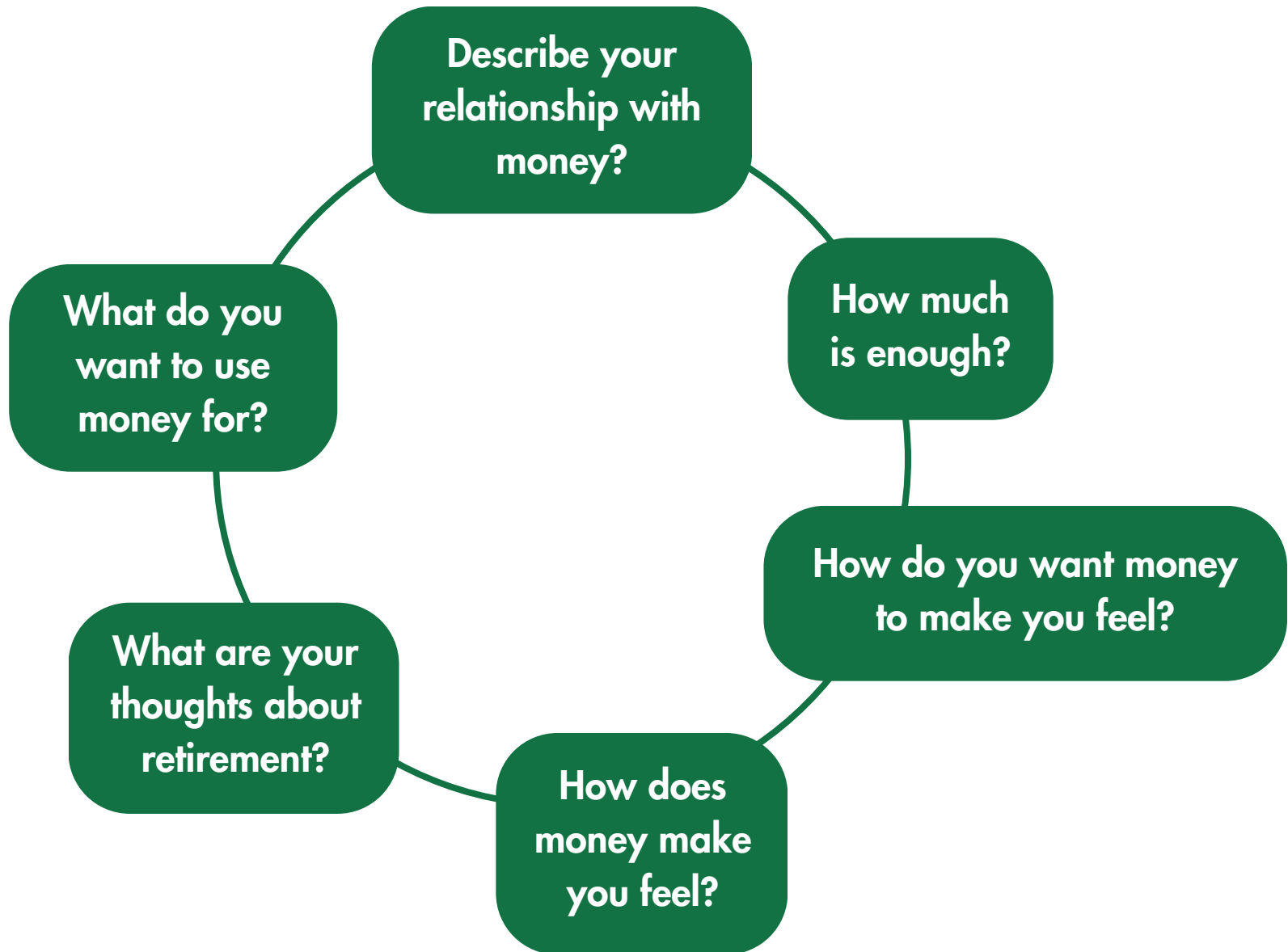
LIFESTYLE

MOTIVATION FACTOR 1



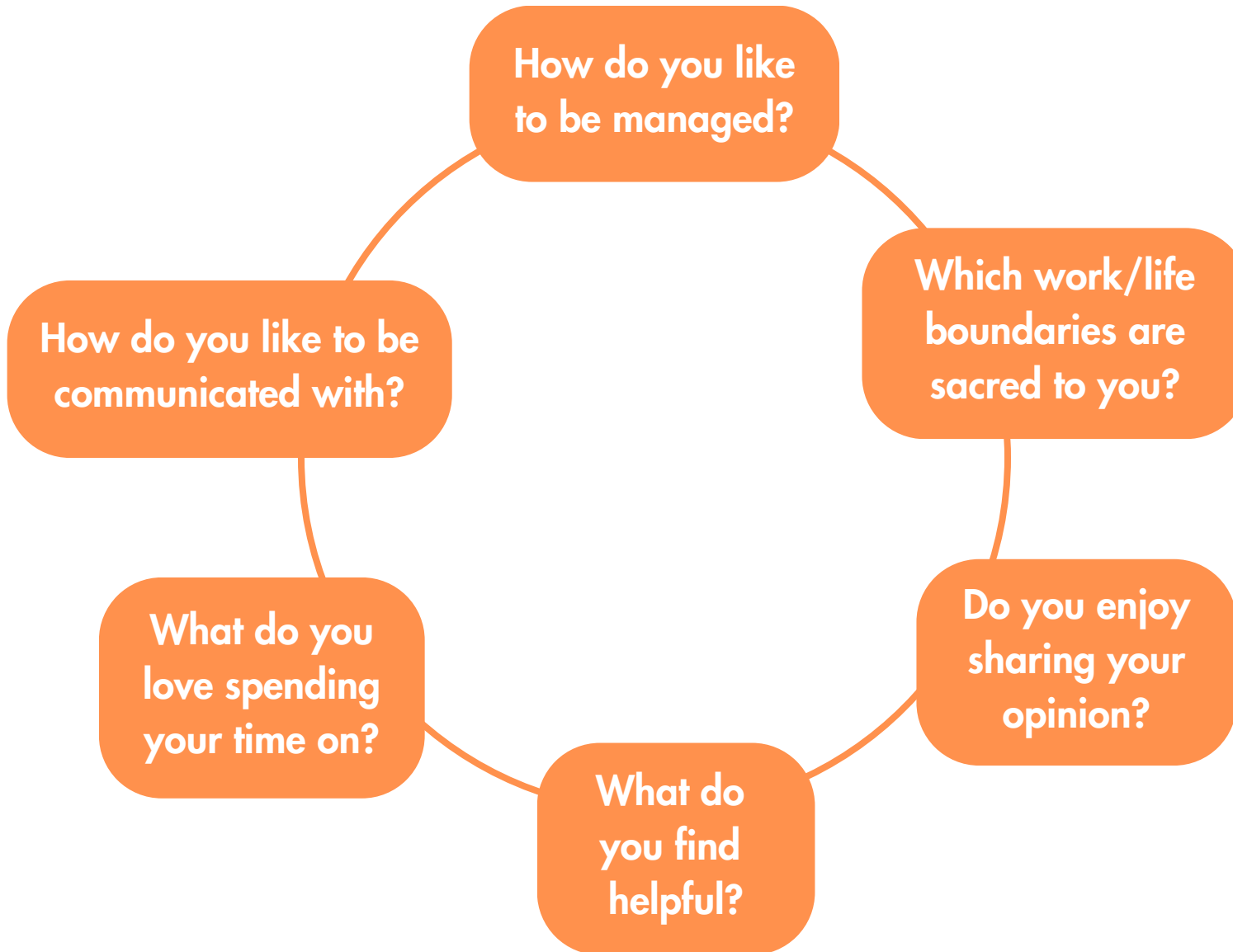
MONEY

MOTIVATION FACTOR 2



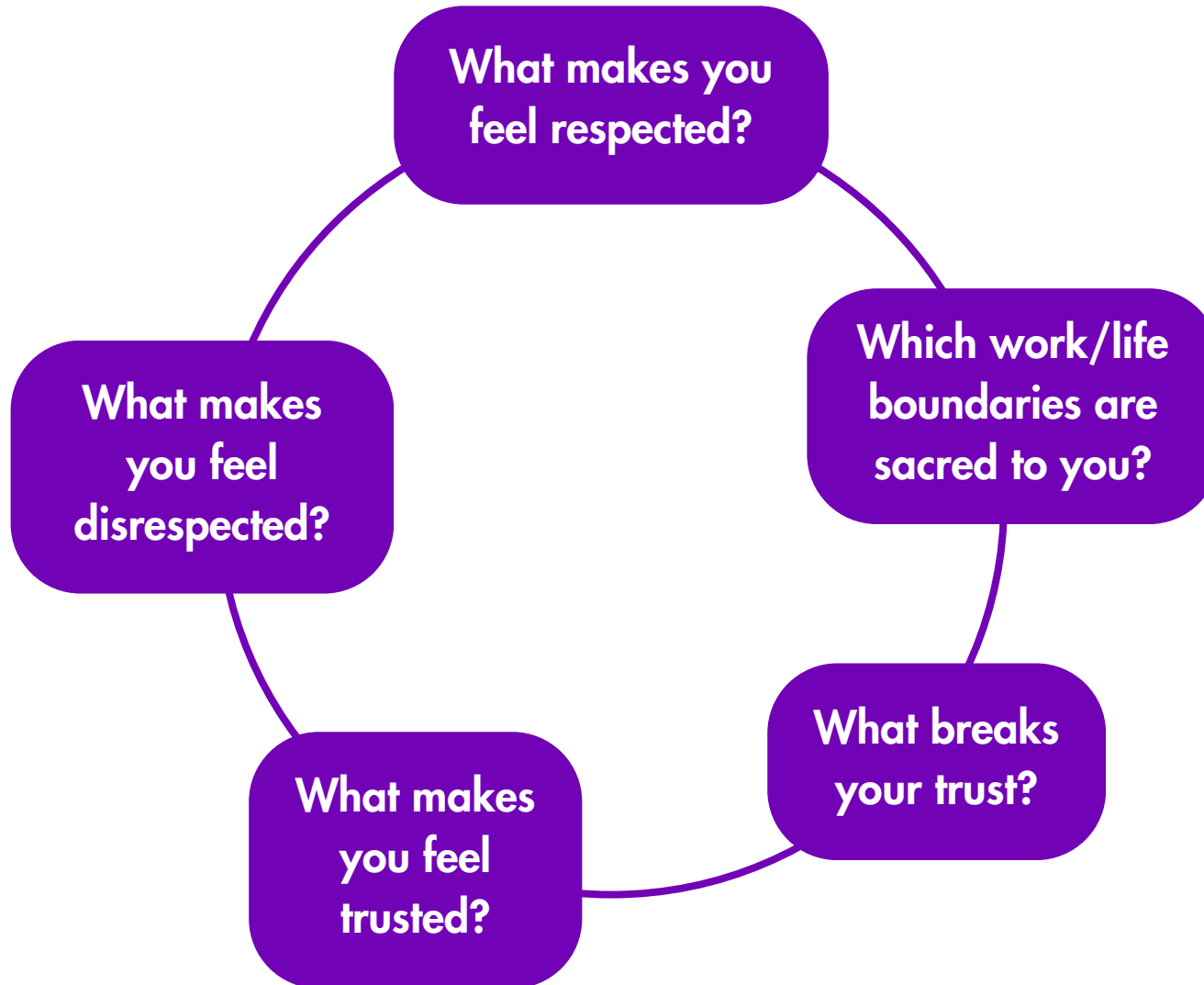
WORK ENVIRONMENT

MOTIVATION FACTOR 3



EMOTIONAL ENVIRONMENT

MOTIVATION FACTOR 4



**Here's an example of the
Motivation Discovery Profile and
Motivation Discovery Analysis filled in.**

**These are my actual Profile and
Analysis from November 2023.**

**There's also blank templates of them that you can
use as a starting point for your use of the
Motivation Discovery Model.**

-Phil

MOTIVATION DISCOVERY PROFILE: PHIL PUTNAM

LIFESTYLE

1

- Plan to stay in my current home in NYC for a long time, possibly forever
- Will renovate kitchen/bath in the next 2-3 years
- Wedding in the next 12-18 months
- My couch is just fine for cuddling with Bacio (my dog) and relaxing with Raj (my partner)
- I care more about what I do in my home than how my home looks/what it costs

MONEY

2

- I want money to reduce my anxiety
- I don't want too little or too much money; both sound stressful to me
- I expect my pay to reflect my value
- I want to be able to pay for the experiences my family and I want to have
- I want to be able to afford to have options for my care and lifestyle in my senior years

WORK ENVIRONMENT

3

- Surprise me as seldom as possible
- Never exclude me from credit for my work
- Video/Phone comms are better than email
- Above all, be reasonable (i.e. ditch the drama)
- Give me proper time to give you excellence
- When I cause a problem, allow me to participate in the solution

EMOTIONAL ENVIRONMENT

4

- Allow me to explain my reasoning
- Don't punish me for answering your questions honestly
- Be as resilient as you expect me to be
- Never expect me to behave like I love my job more than I love my life
- Create space for me to go above & beyond and I will naturally do so.

MOTIVATION DISCOVERY ANALYSIS: PHIL PUTNAM

LIFESTYLE

1

- Don't need to facilitate relocation in the near term, or perhaps ever
- Need to keep pace with NYC job market inflation/cost of living
- Job needs to support my work/life balance
- Low flexibility in the where/when of work may likely frustrate me, especially once wedding and renovation stuff kick into motion

MONEY

2

- Money is peace of mind for me
- Salary escalation = recognition of value
- I need a raise every year I've earned one, but it may not need to be a big raise every year
- Check in frequently about level of peace of mind, because it's a moving target
- Make sure employer provides 401(k) with matching and other retirement savings options.

WORK ENVIRONMENT

3

- I expect to have a hand in shaping the environment and expectations I work within
- Solicit my opinion, allow me to consult and set strategy
- Don't violate my work/life boundaries
- Tone is a big communication risk area
- Keep watch over if my ego outweighs my value

EMOTIONAL ENVIRONMENT

4

- Need control of my environment as much as is possible
- Involve me in decisions about my work
- Be remarkably clear about expectations; lack of clarity will add avoidable frustration
- Allow me to self-correct before you correct me
- Lead by example
- Consider audience & context before asking my opinion

MOTIVATION DISCOVERY PROFILE

TEMPLATE

LIFESTYLE

1

MONEY

2

WORK ENVIRONMENT

3

EMOTIONAL ENVIRONMENT

4

MOTIVATION DISCOVERY ANALYSIS

TEMPLATE

LIFESTYLE

1

MONEY

2

WORK ENVIRONMENT

3

EMOTIONAL ENVIRONMENT

4

Want to dig deeper into motivation, work/life balance and career satisfaction?

I'd love to help you with that.

Click [here](#) to book a free coaching call and we'll make it happen.

-Phil

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PHILPUTNAM.COM

