



Using tech to create a self-propelled motivational cycle



Seth Preus





Dirty Little Secret

You. Cannot. Motivate. Anyone.



Motivation



A
V
F
O

I N F L U E N C E R

E
V
O



What YOU do
and want YOU want

What **YOUR TEAM** does
and **YOUR TEAM** wants

How?

you can't make it...



but you can move it.



Going to Explore:

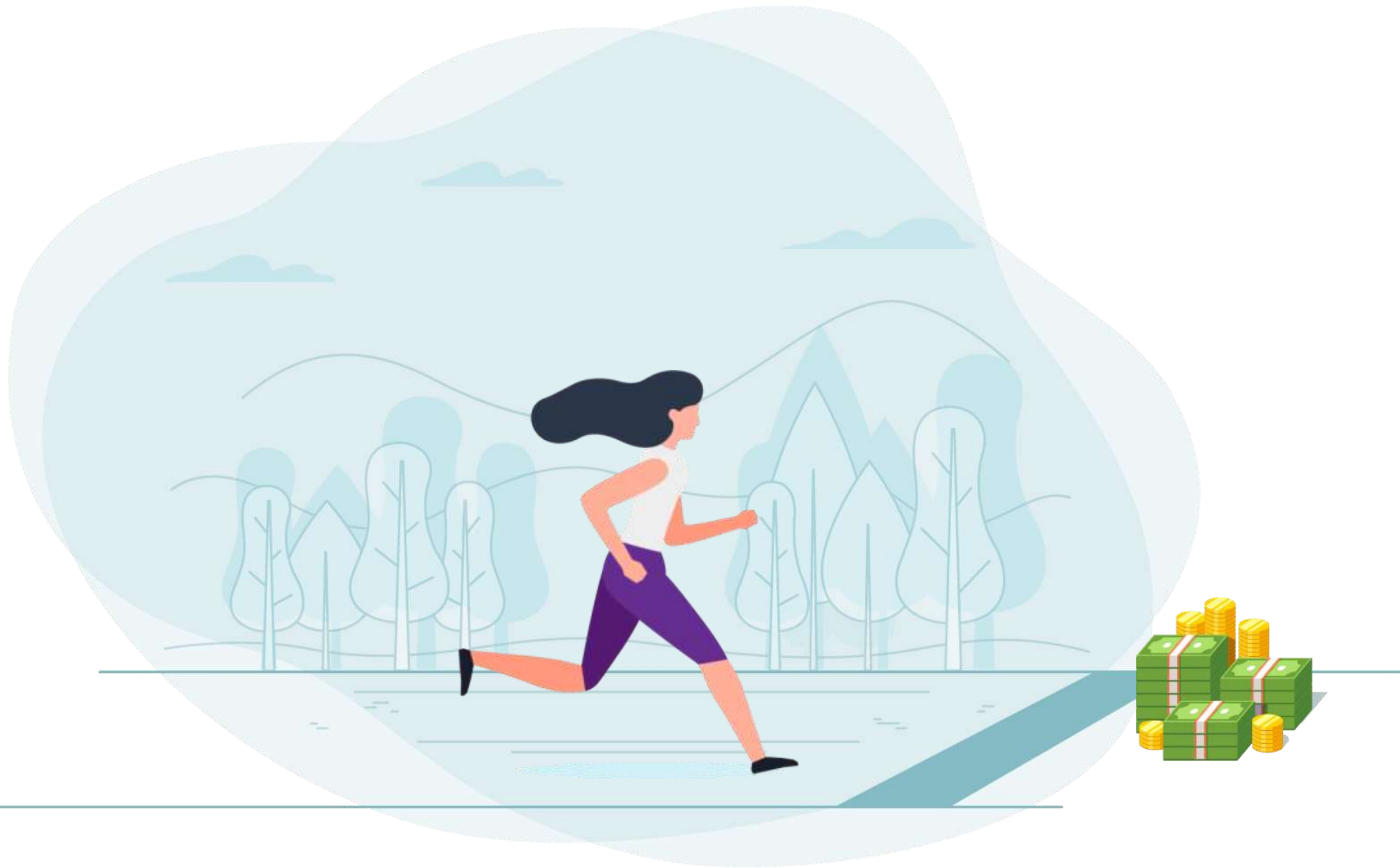
- Motivational Triggers
- 3Ms Cycle of Motivation
- How to Apply all of this

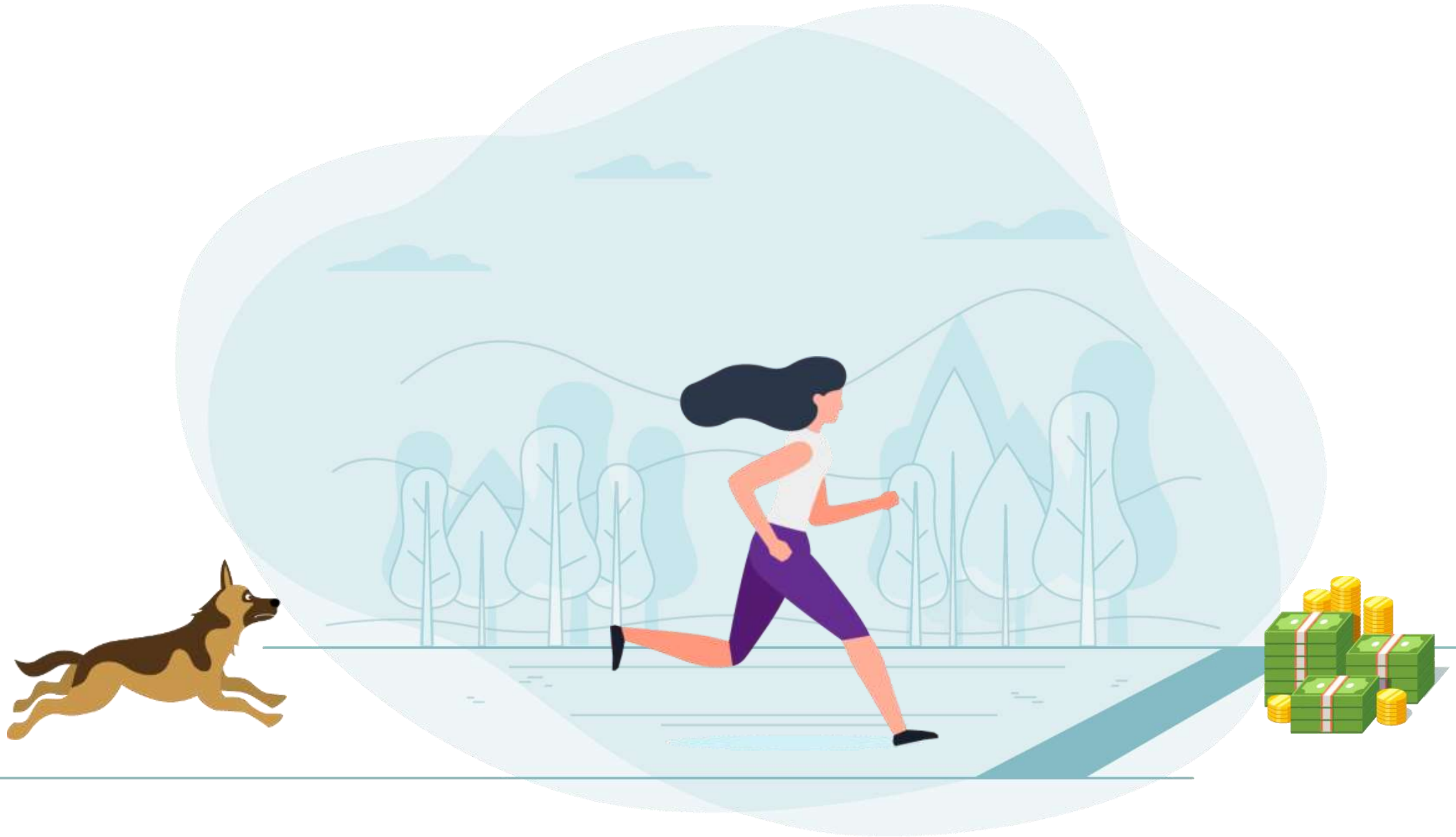
P.S. You're already using a method I'll go through. I'll show you how to do it better.

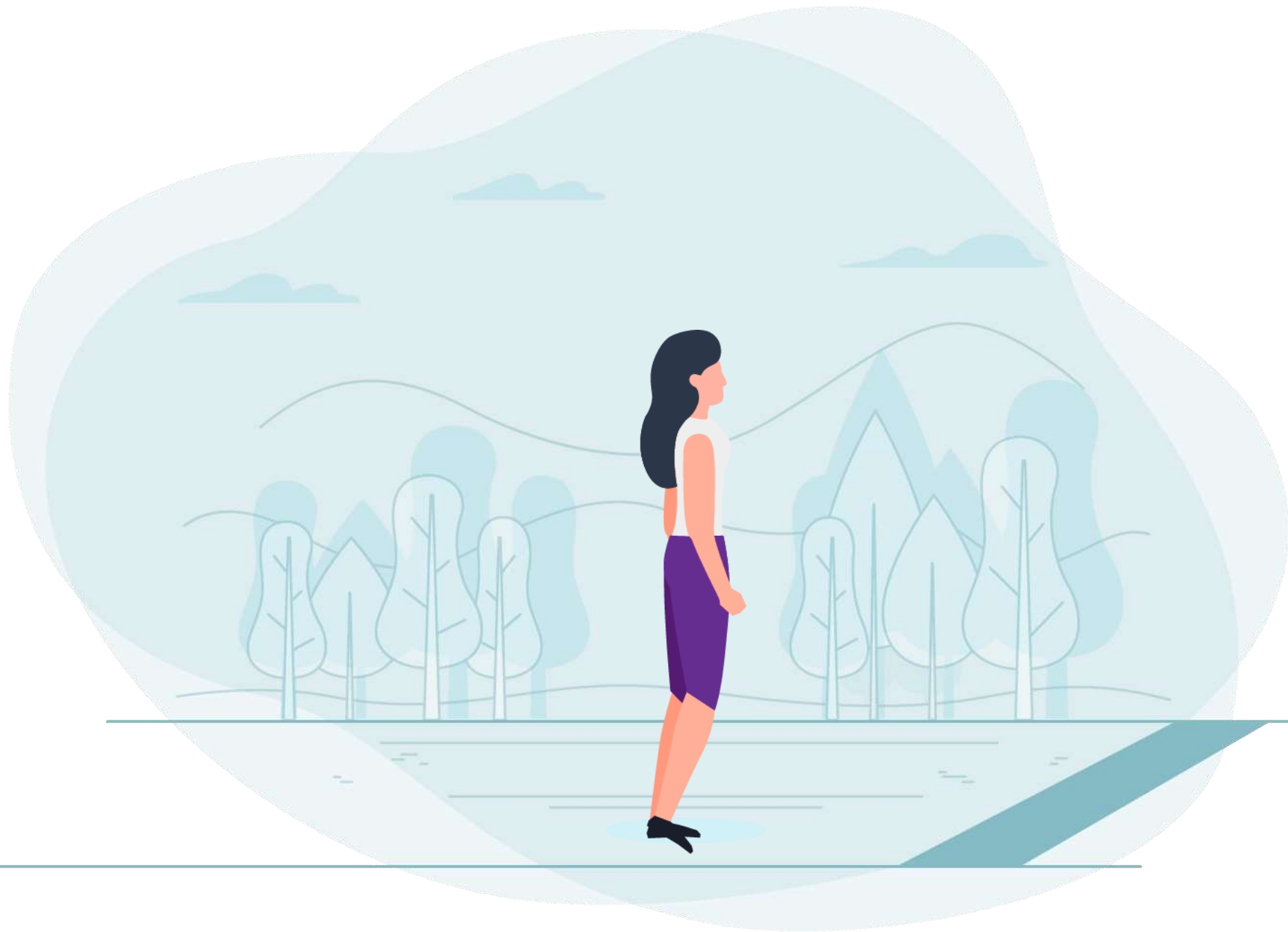
SCENARIO 1

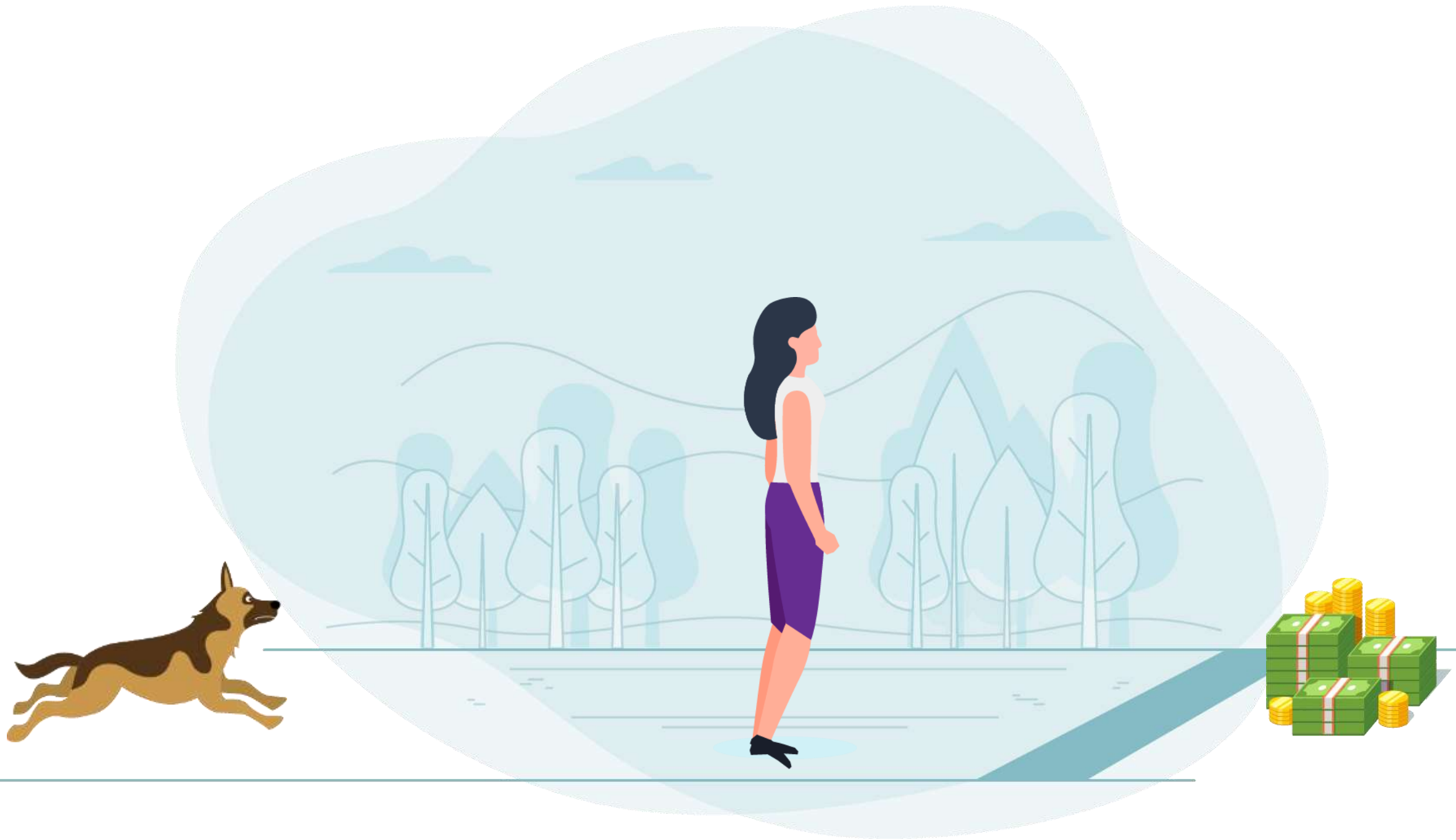
A TYPICAL SALES FRAMEWORK

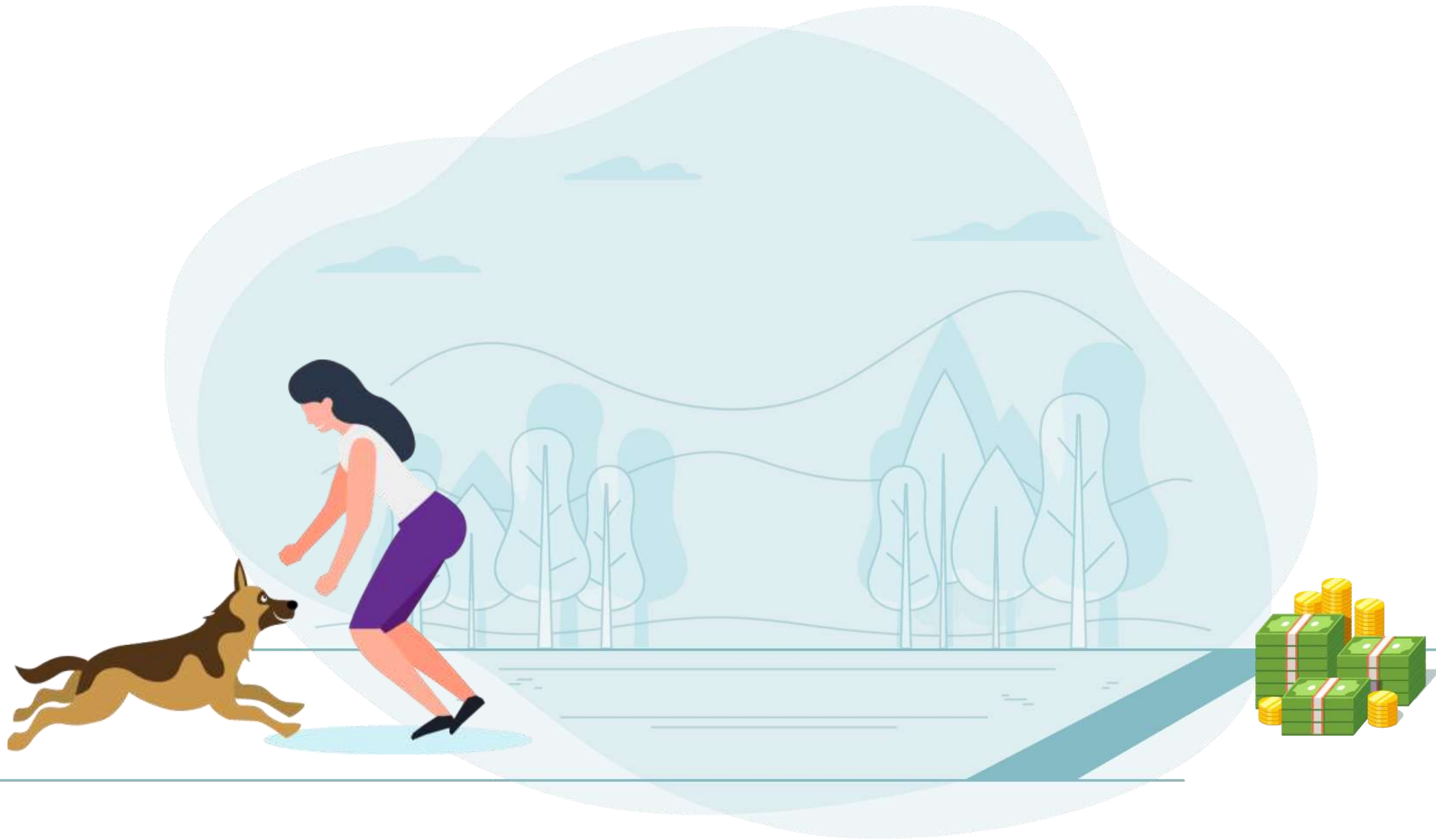








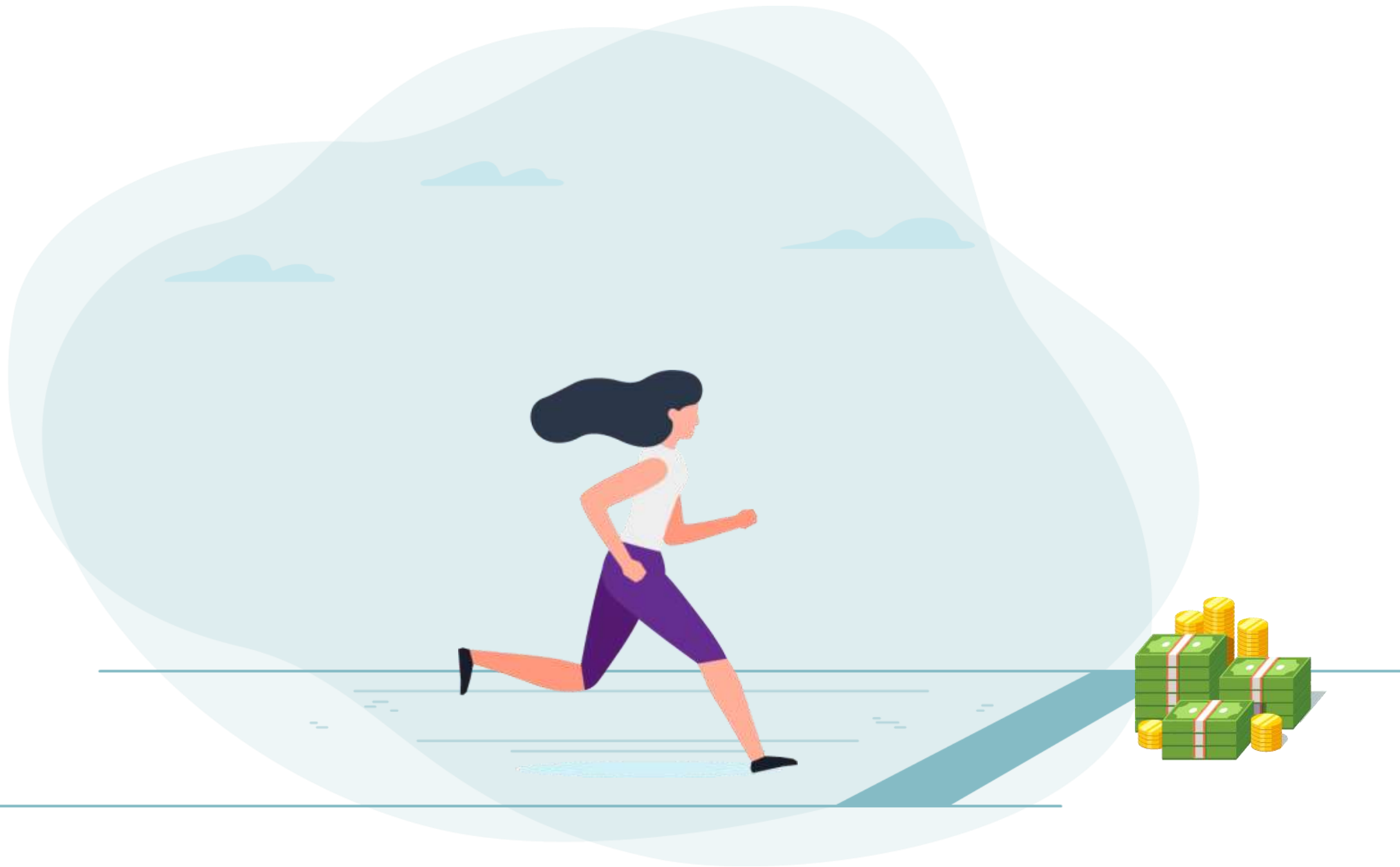


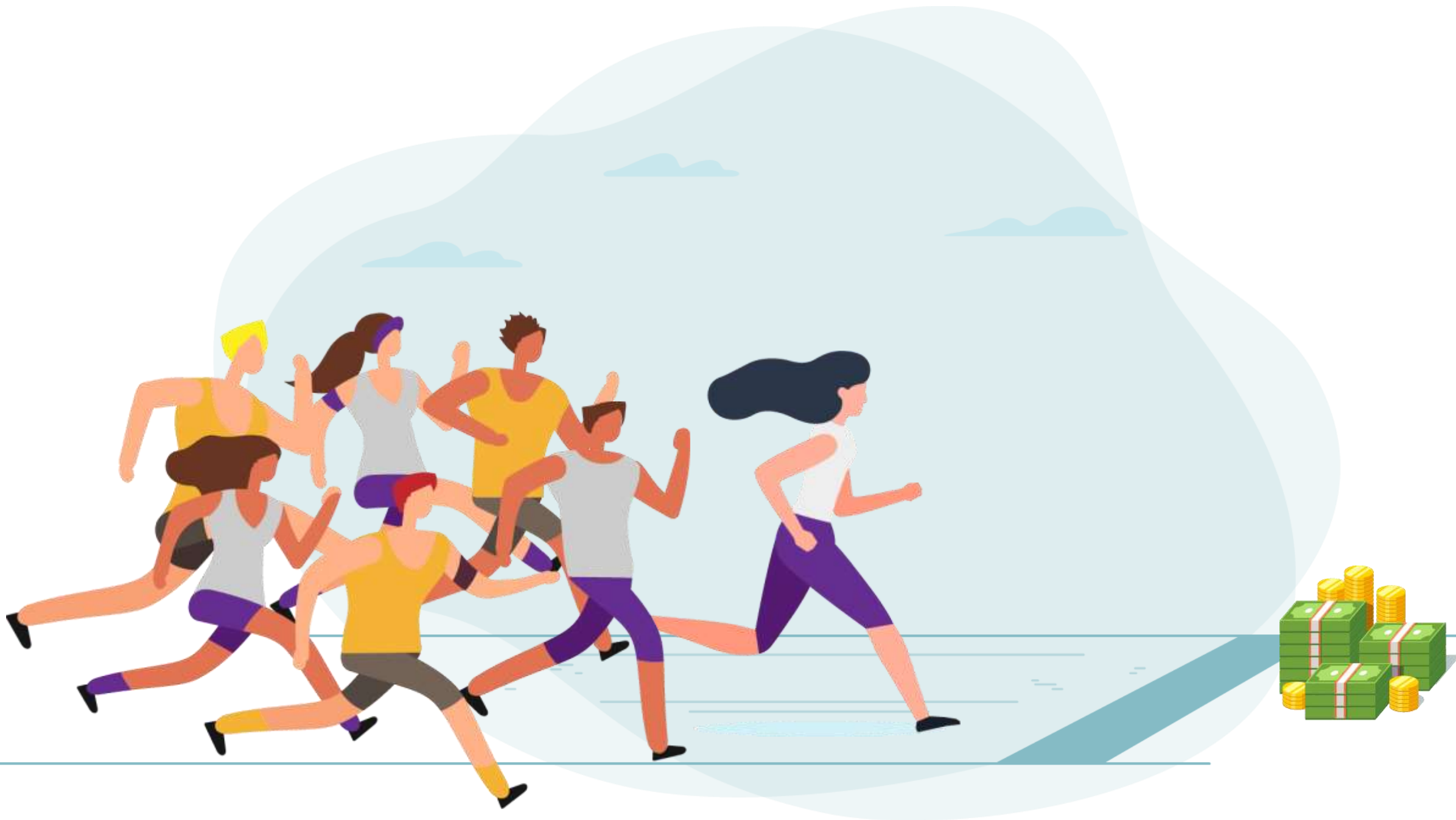


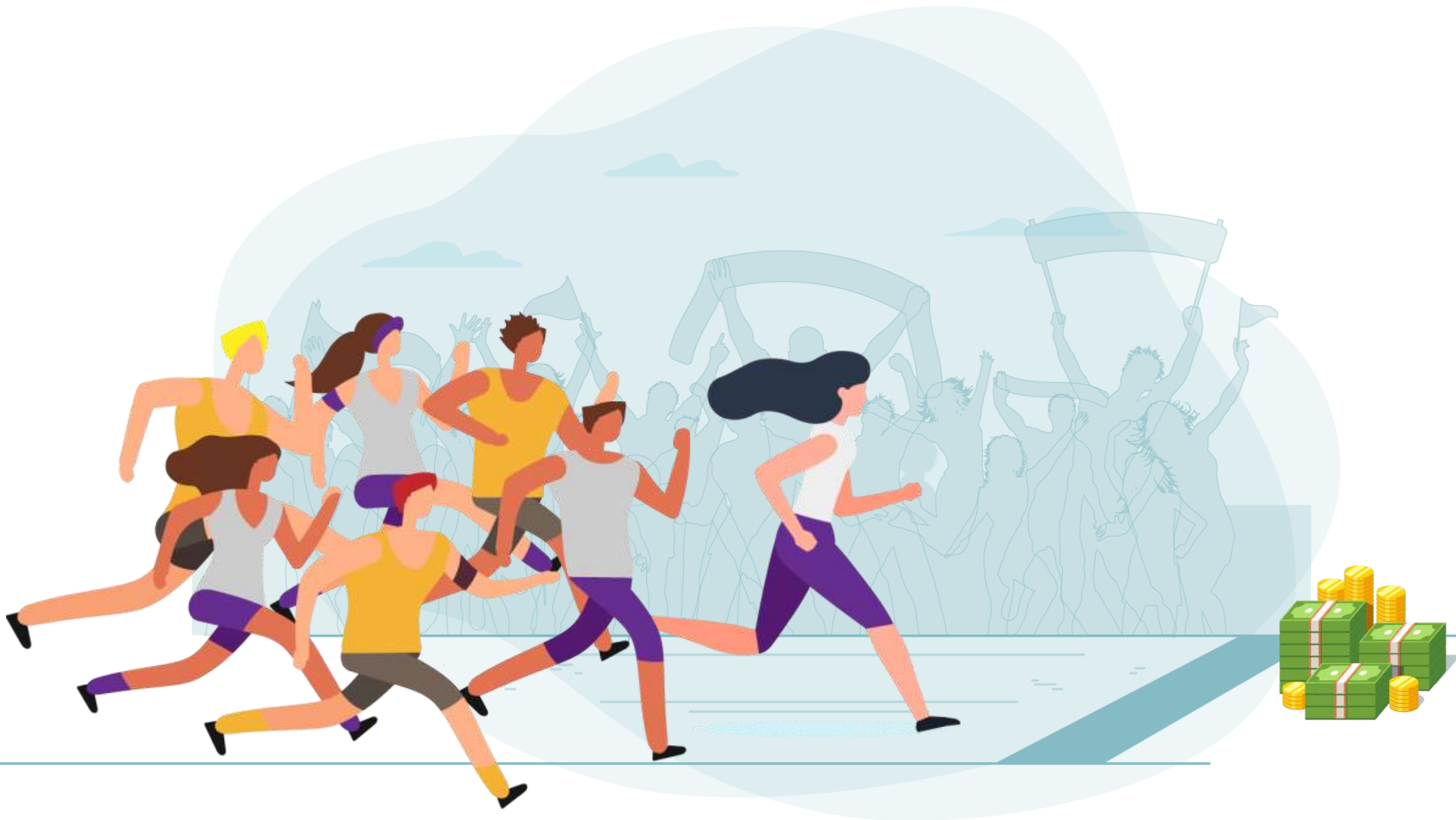


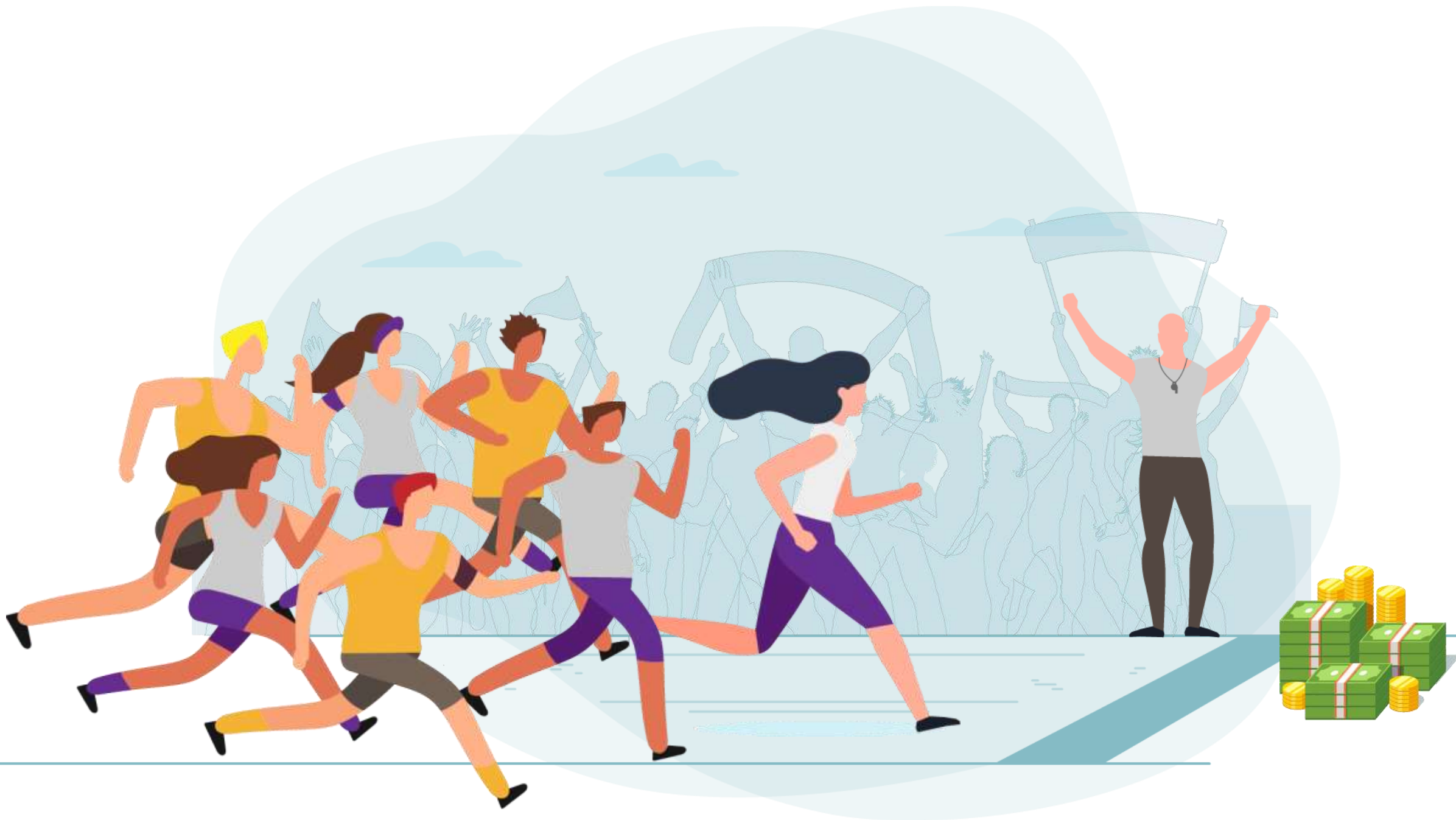
SCENARIO 2

MOTIVATORS









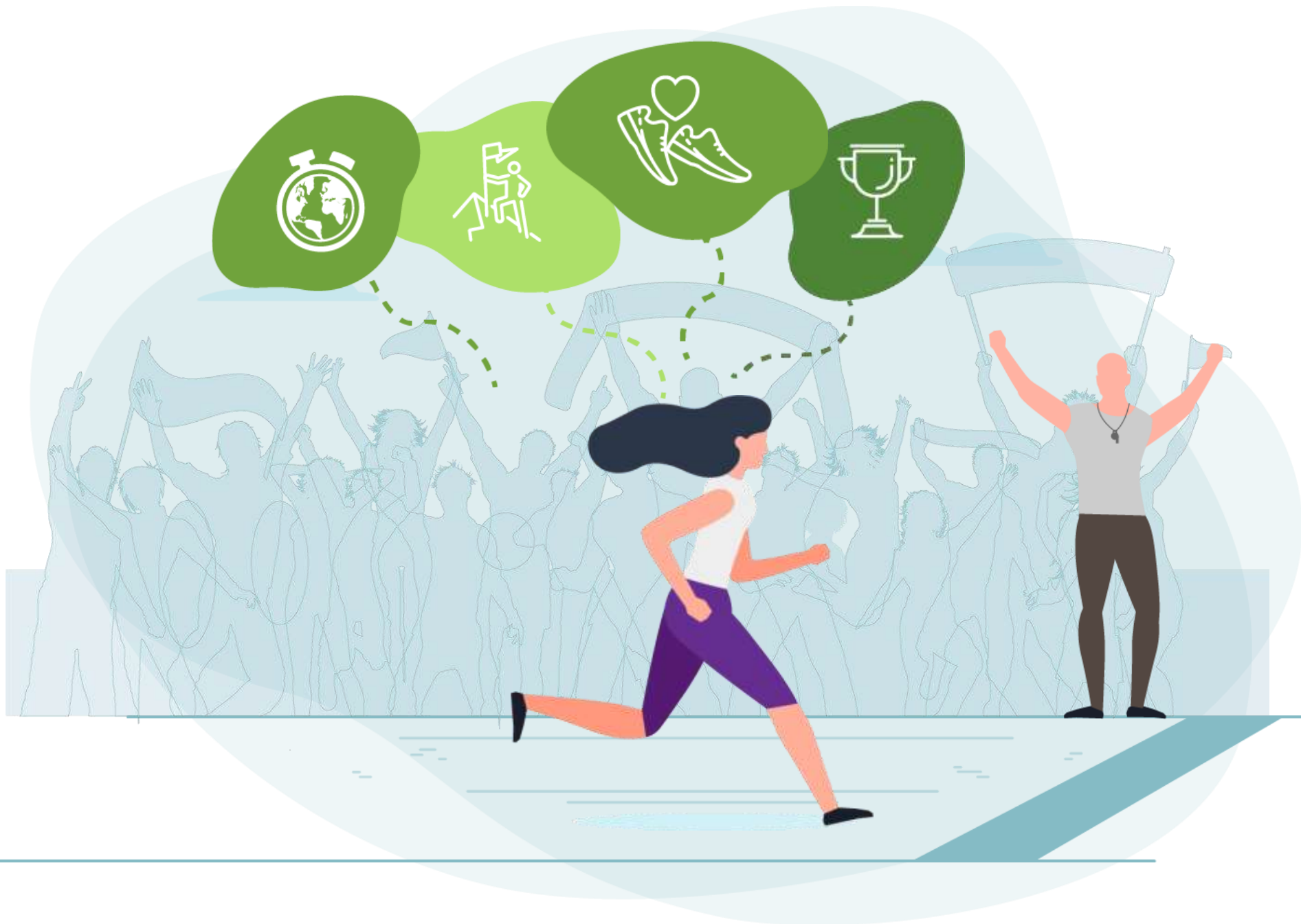


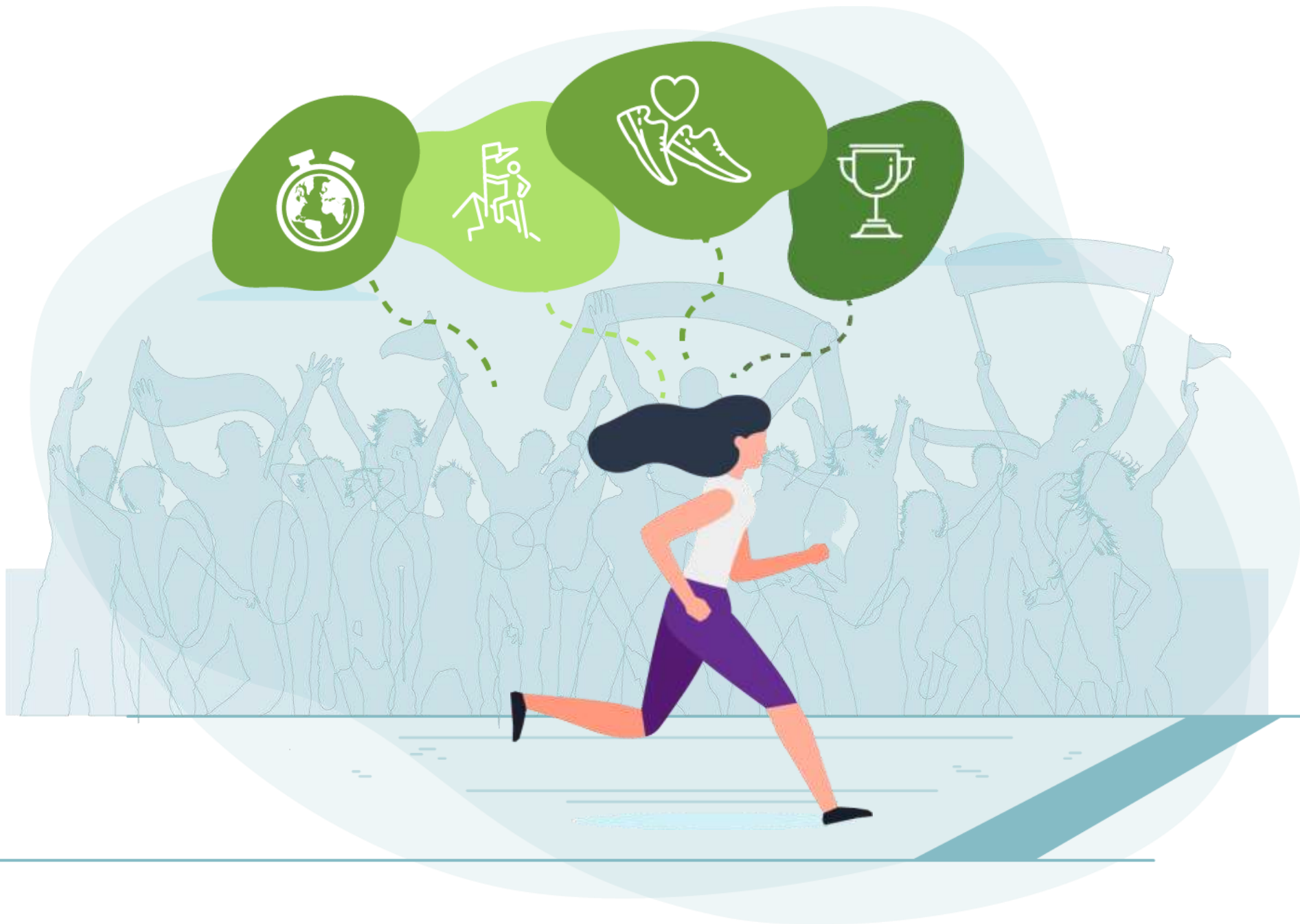


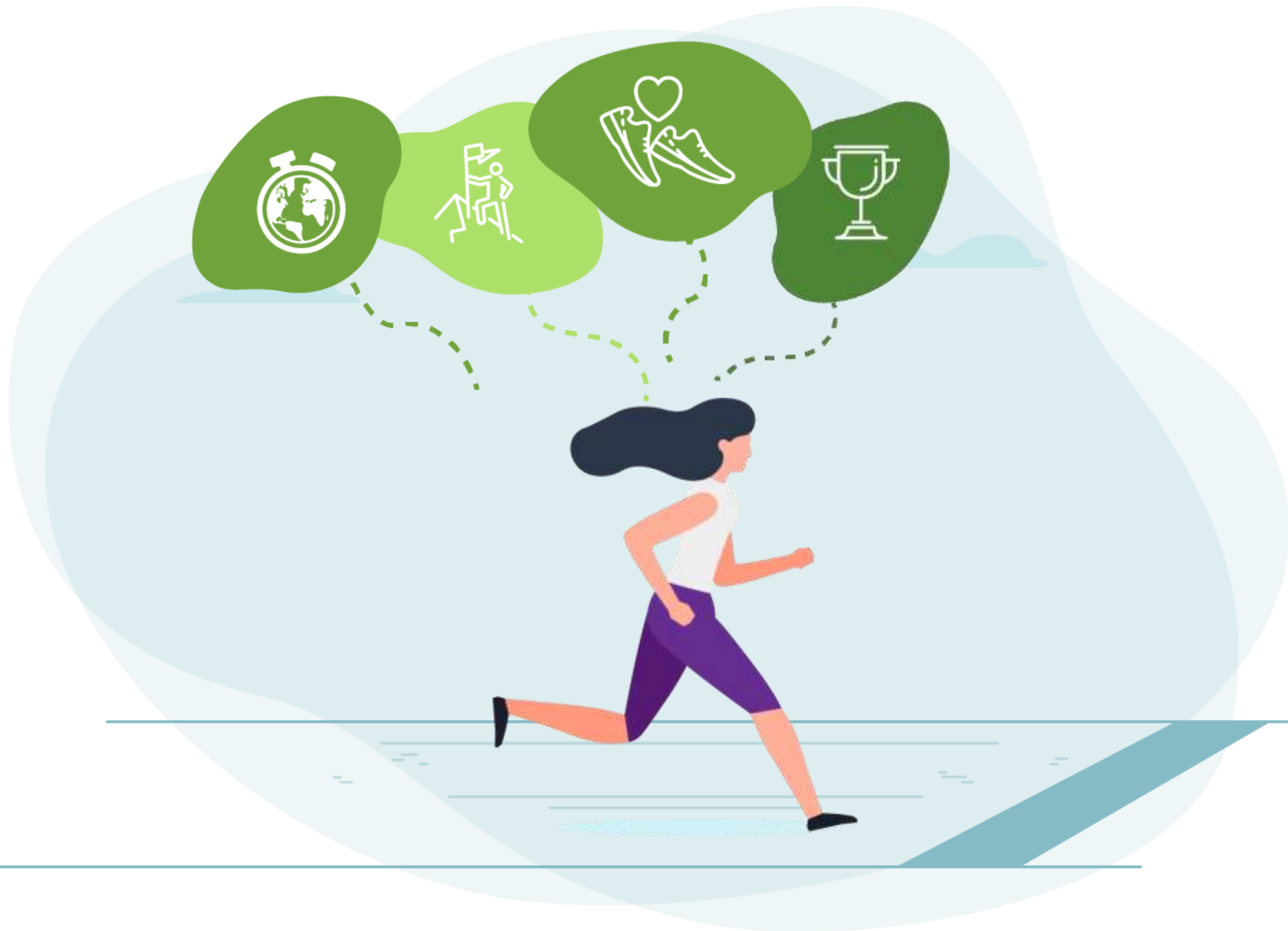




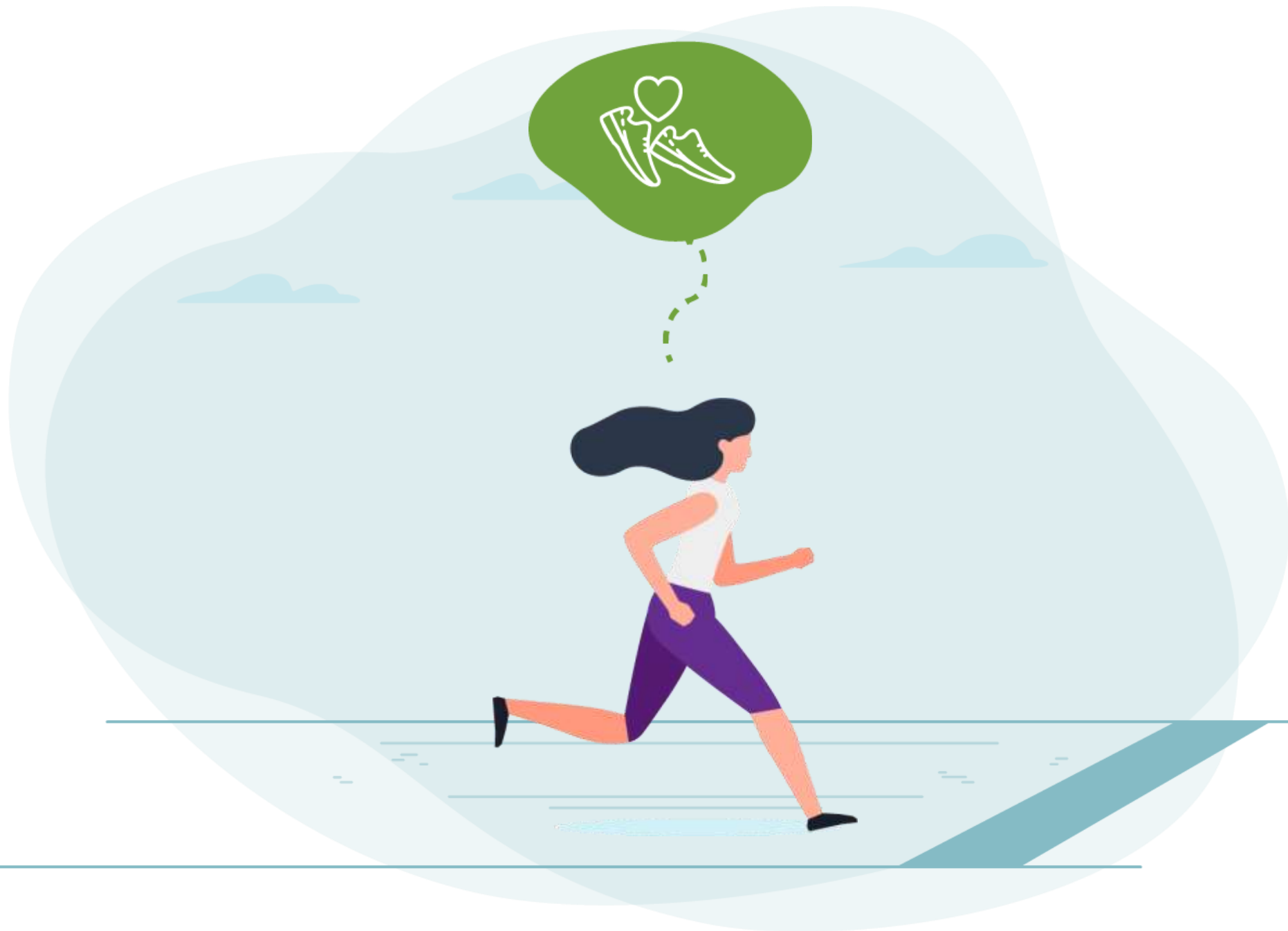












2 Types of Motivators

Extrinsic Motivators

Intrinsic Motivators

Extrinsic Motivators

- Salary
- Commissions and bonuses
- Incentive trips
- Benefits
- Vacation time
- Public recognition

The What

Intrinsic Motivators



- Accountability
- Mastery
- Progress (Momentum)
- Contribution
- Autonomy
- Purpose

Accountability

“I am reliable”

I do what *you* say I am going to do

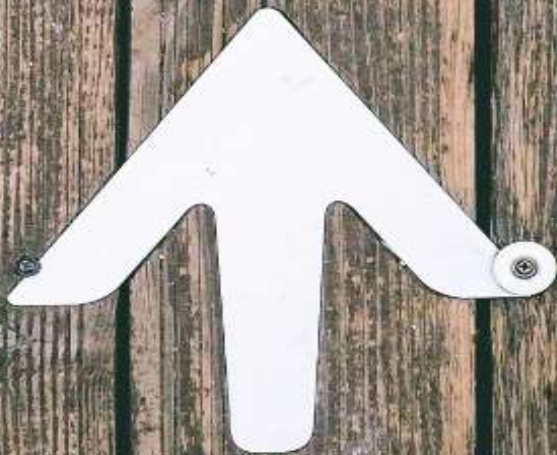
I do what *I* say I am going to do

Mastery
“I’m good at my job”

A +

Progress (Momentum)

“I’m going places”



Doing my *PART*

Autonomy

“I’m self-directed”



Purpose

“My work matters”



The Why

Extrinsic Motivators Are:

Easy to implement

Easy to communicate

Easy to understand

Easy to measure



But, Extrinsic Motivators Are Also:

- Dependent on circumstance
- Illusion of control
- Temporary
- Progressively less impactful





Extrinsic Motivators Are
Easy and Iffy



Intrinsic Motivators Are:

More significant

More enduring

Retention, morale, client
satisfaction

FREE!

A close-up photograph of a person's hand, palm up, holding a single white feather. The background is blurred, showing green foliage. The image is framed with a soft white border.

But, Intrinsic Motivators
Are Also:

- “Fluffy”
- Not related to money
- Not plug and play



Intrinsic
Motivators are
Effective and
Esoteric

When we communicate to
the “why” we are talking
directly to the part of the
brain that controls behavior.

Simon Sinek
Author, Speaker,
Organizational Consultant



The background of the image is a top-down view of a large number of US dollar bills, specifically \$100 bills, arranged in a circular pattern. The bills are oriented radially, with their edges forming concentric circles and their faces pointing towards the center. This arrangement creates a strong sense of depth and perspective, making the viewer feel as if they are looking down a long, dark tunnel. The lighting is somewhat dim, with the center of the tunnel appearing darker, which emphasizes the circular structure and the repetitive pattern of the currency. The text "Mission is to Make Money" is superimposed over the center of this visual field.

Mission is to Make Money

MAGIC FORMULA

EXTRINSIC

INTRINSIC

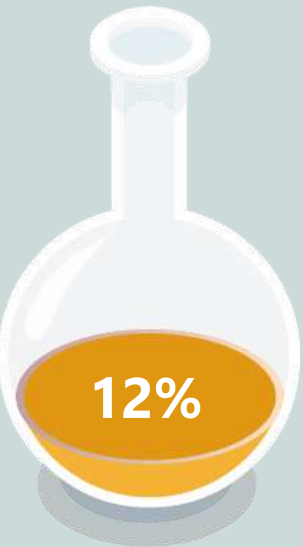
EXTRINSIC +
INTRINSIC



Baseline



Commissions



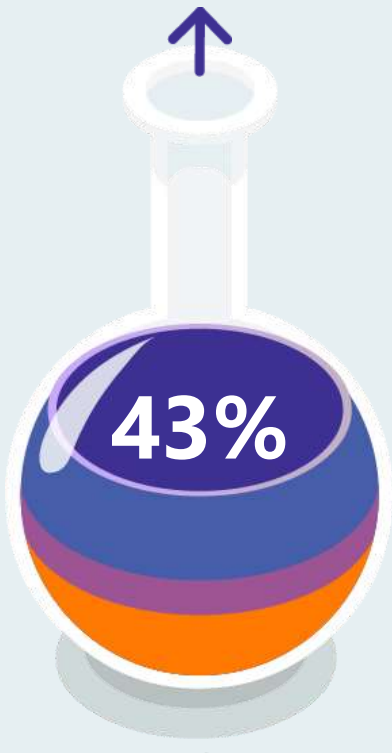
Individual
Goals
*Accountability
Mastery*



Team Goals
Contribution



Activity Plans
*Accountability
Progress
Mastery*



43%



Does this work for
everyone?



Stars – 10% of your team

Top performers
Driven
Successful
Proactive





Strivers – 40% of your team

Trying to become stars

Positive

Eager to learn

Coachable



Strugglers – 40% of your team

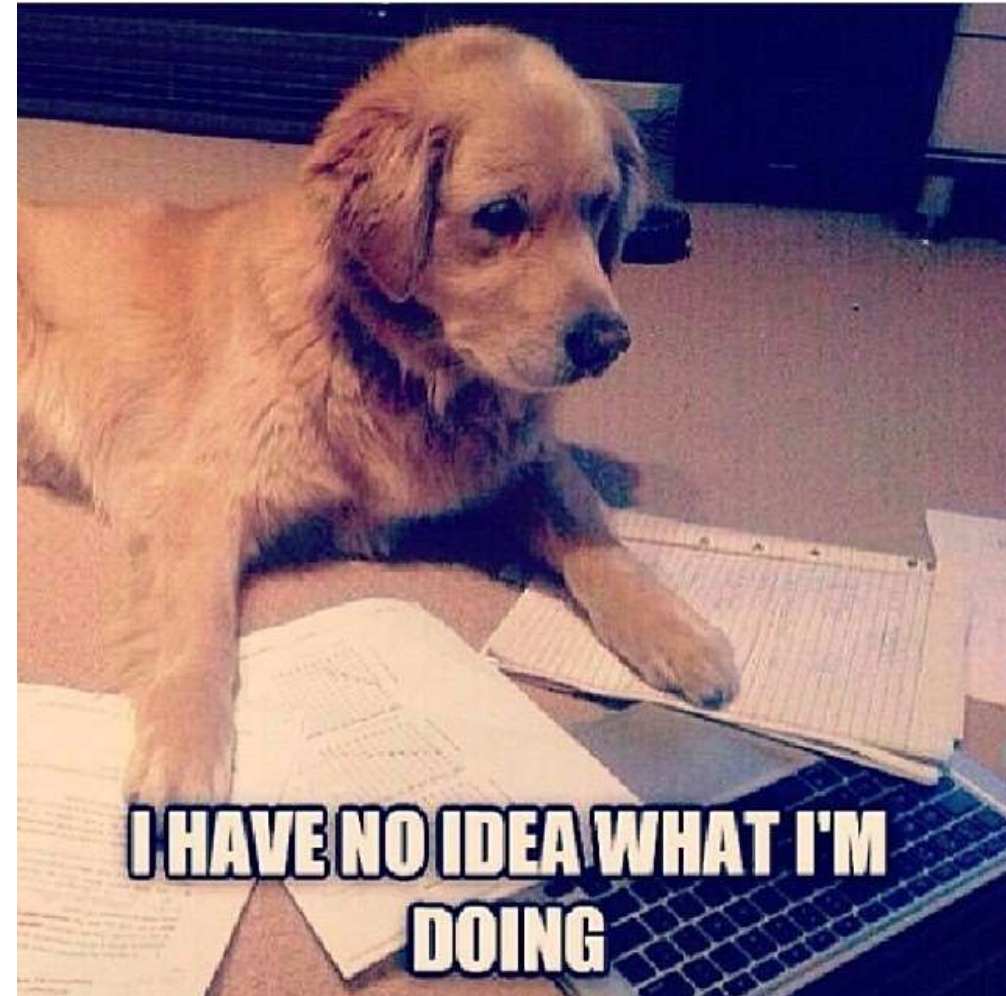
Poor performers

Frustrated

Negative

Haven't quite given up but....

headed in the wrong direction





Slugs – 10% of your team

They've given up
Unengaged
Don't know
Don't care



Motivational Framework Works For



Stars



Strivers



Strugglers

The 3 Ms Cycle



MASTERY

One can have no
smaller or
greater mastery
than mastery of
oneself.

*Leonardo
DaVinci*



A male sprinter is captured in a starting crouch on a track. He is wearing a white long-sleeved shirt, black shorts with white patterns, and white sneakers. He is looking forward with a focused expression, his hands on the ground and feet in a starting position. The background shows a grassy field and a building under a clear sky.

MOTIVATION

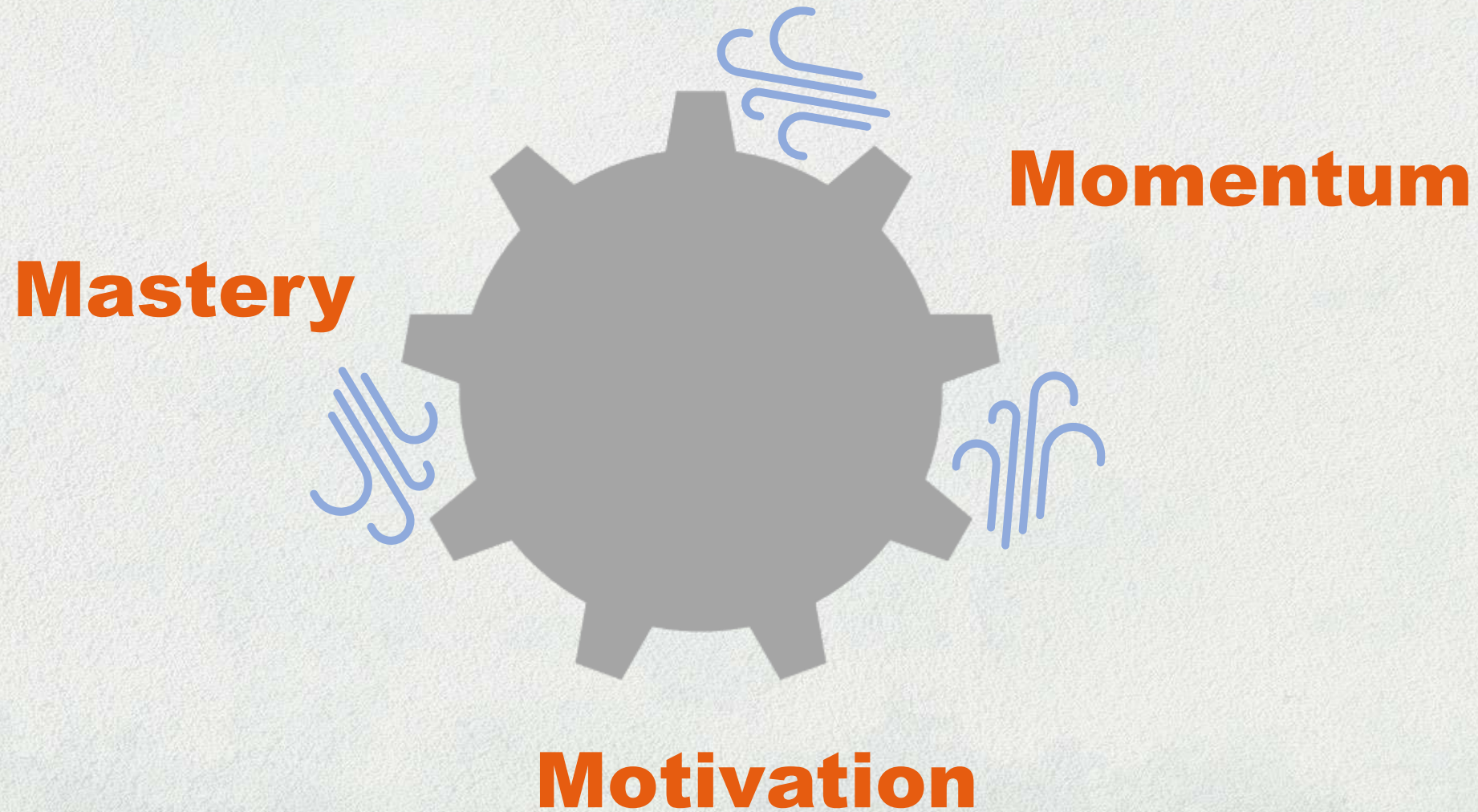
“the general desire or willingness to do something.”

MOMENTUM

*Progress that is the
result of working
toward achieving
even more.*



The 3Ms Cycle



Data Drives Decisions

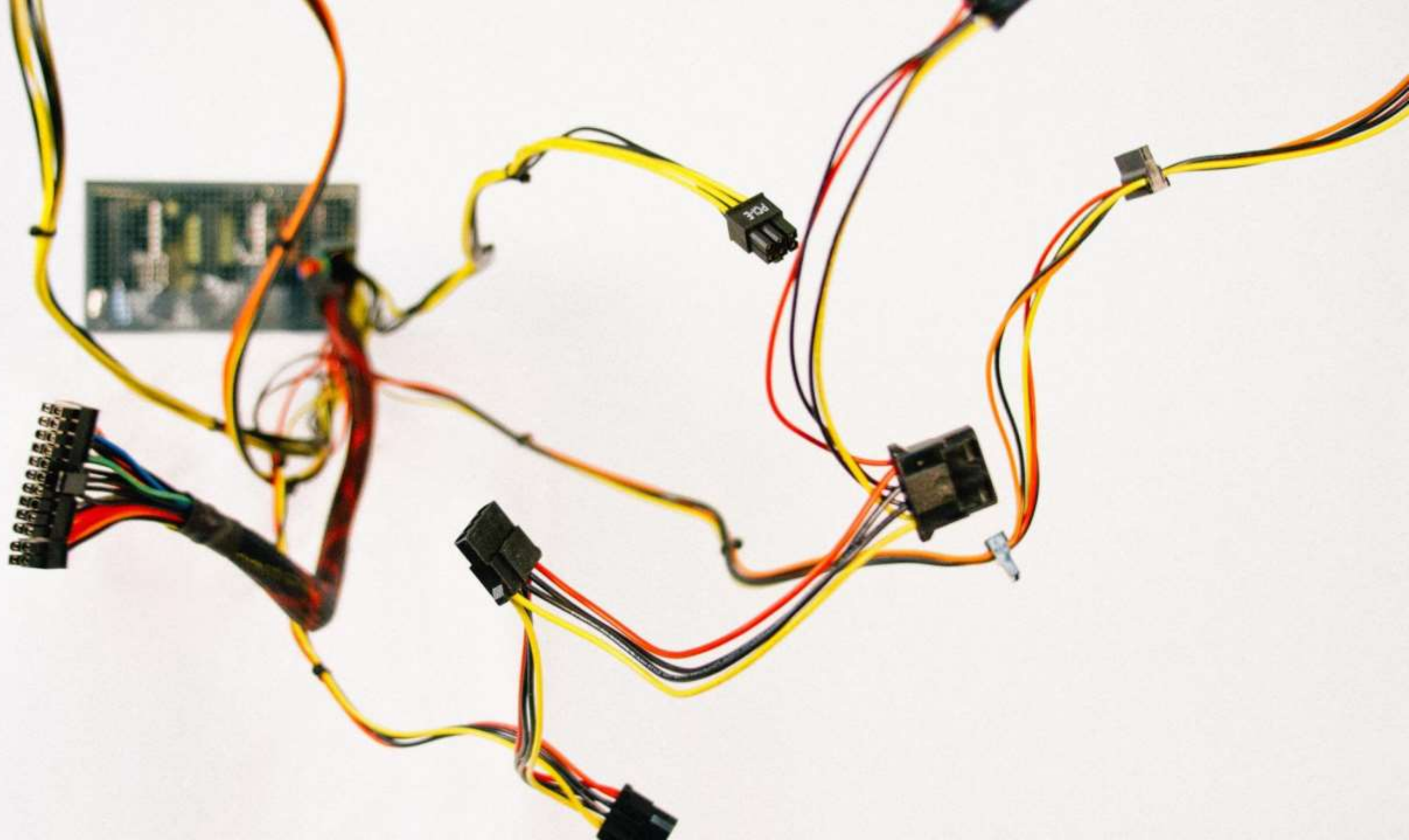






Data Drives Decisions







43%





TOO LATE





Performance Parallels

Fitness

Business

Commitment

Discipline

Consistency

Intrinsic & Extrinsic Motivators

Responsive to the 3Ms



Jerome:

“I have a proposal for you. I want to pay you \$300 to help me get in shape.”

Seth:

1. “I’m not going to charge my friend money!”
2. “\$300 isn’t nearly enough.”
3. “I don’t want to do it.”

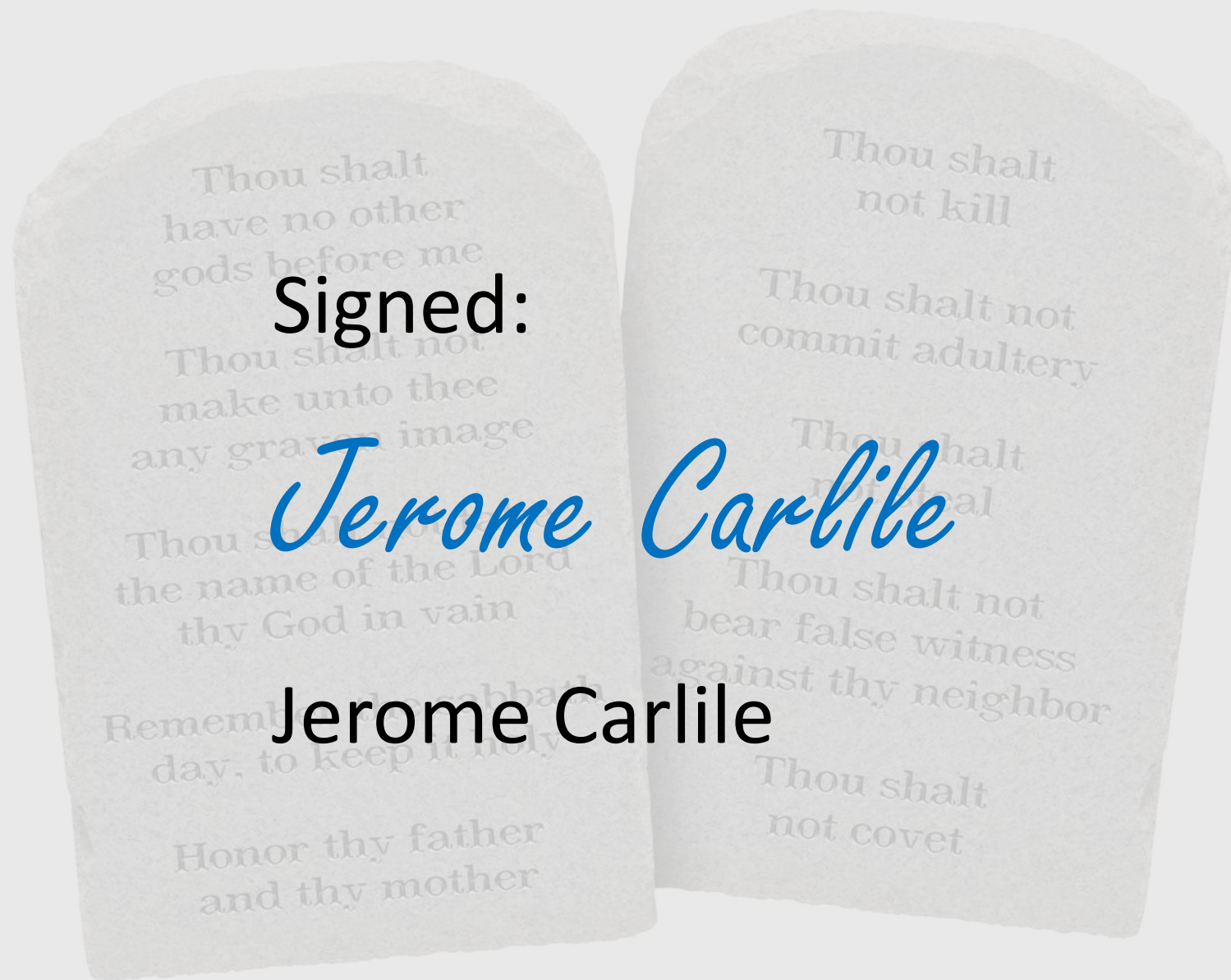


- I can take you to the gym
- I can teach you nutrition
- I can teach you the exercises

But, I can't make you want it

- You can take your reps on appointments
- You can teach your reps about the products
- You can train your reps on the sales techniques

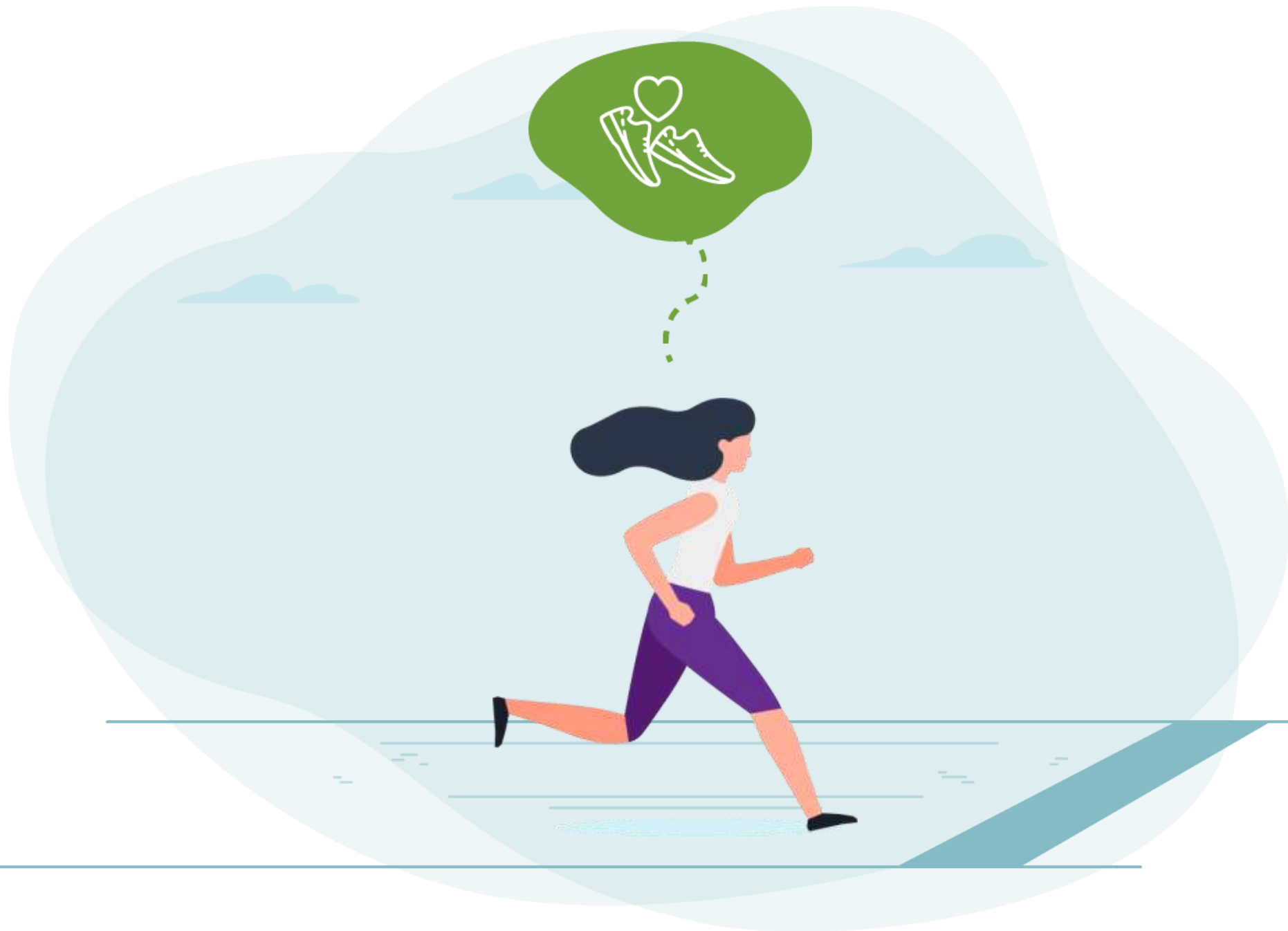
But, you can't make them want it



Signed:


Jerome Carlile

Jerome Carlile



The Plan

- Set a goal
- Create a specific routine
- Regularly measure the results



Mastery
Motivation
Momentum



Mastery
Motivation
Momentum



Mastery
Motivation
Momentum



Mastery
Motivation
Momentum



You da Man!

YOU
Rock!!!

You look
fantastic!!

Lookin' good!!

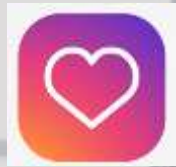
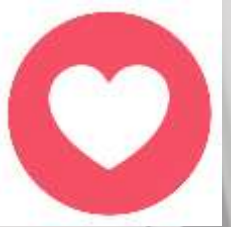
Keep it up

51% of workers feel they are unappreciated

Free!

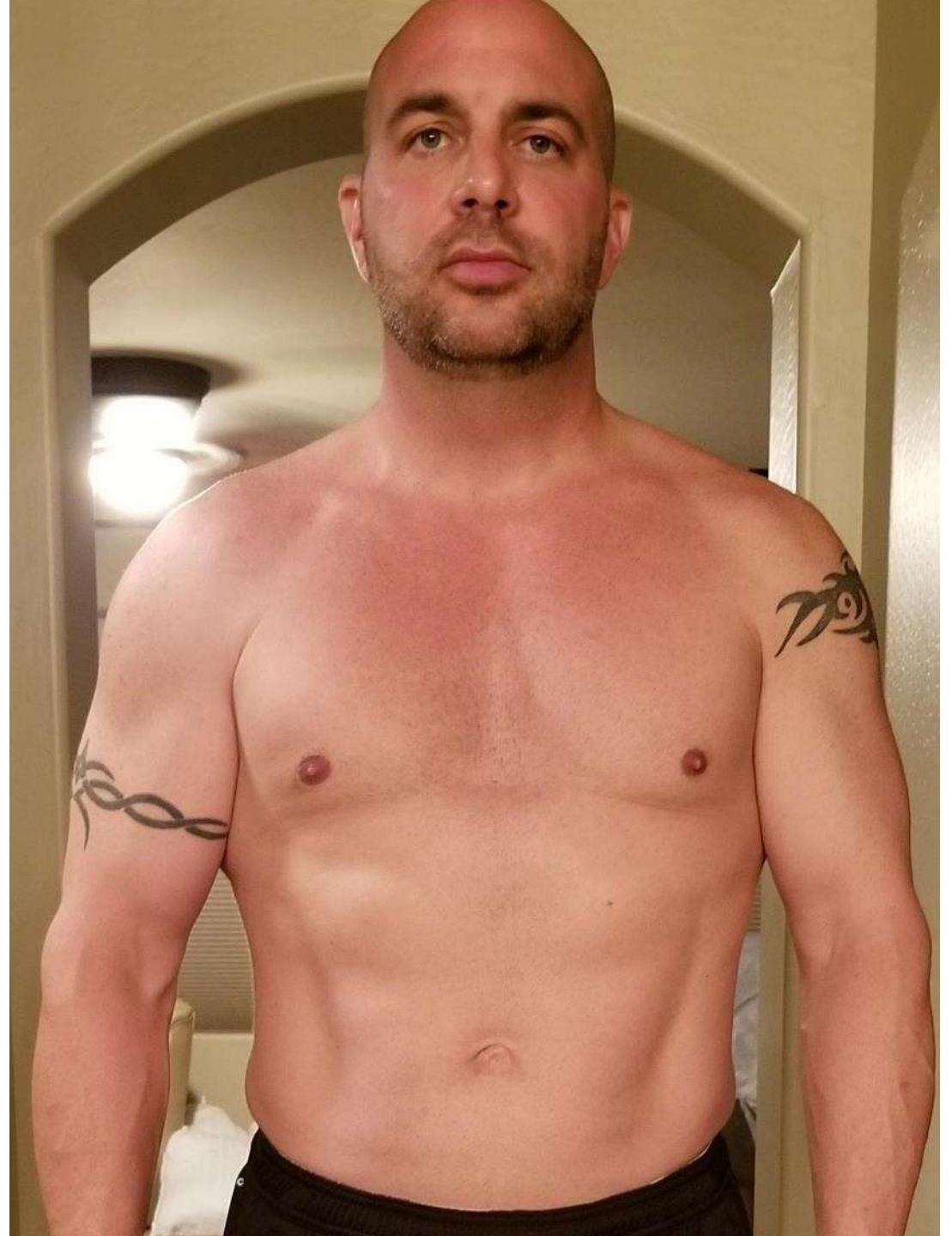


Millennials



Compliments are Currency





you can't make it...
but you can move it.





The Sales Competition



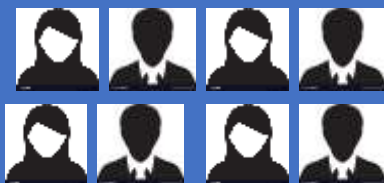
More
Money
For
The
Company



Office vs Office
Think beyond
individuals
in experienced + newbie
Create Teams
Sales vs service

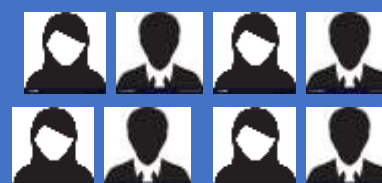


A Players

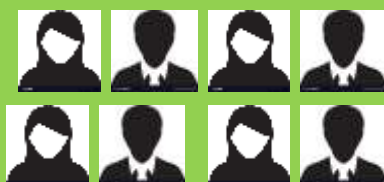


Vs.

A Players

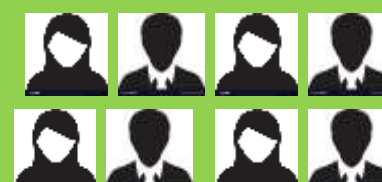


B Players



Vs.

B Players



C Players



Vs.

C Players



MAGIC FORMULA

EXTRINSIC

INTRINSIC

EXTRINSIC +
INTRINSIC



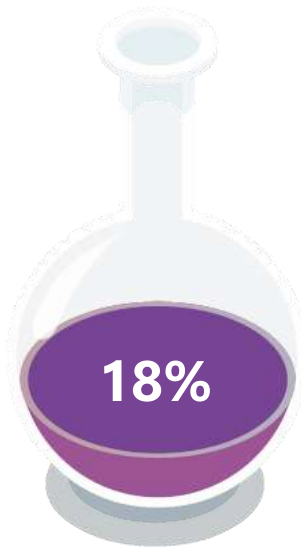
Baseline



Compensation



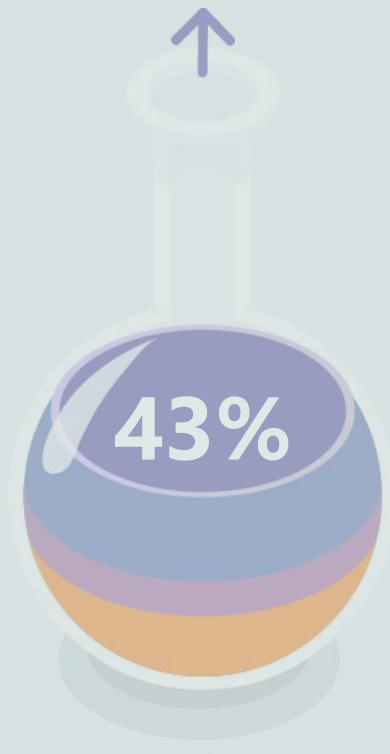
Individual
Goals
*Accountability
Mastery*



Team Goals
Contribution



Activity Plans
*Accountability
Progress
Mastery*



Daily Activities



MAGIC FORMULA

EXTRINSIC

INTRINSIC

EXTRINSIC +
INTRINSIC



Baseline



Compensation



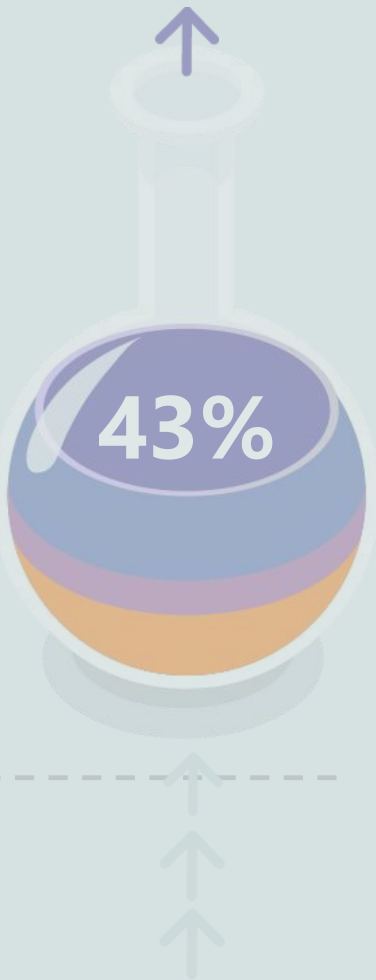
Individual
Goals
*Accountability
Mastery*



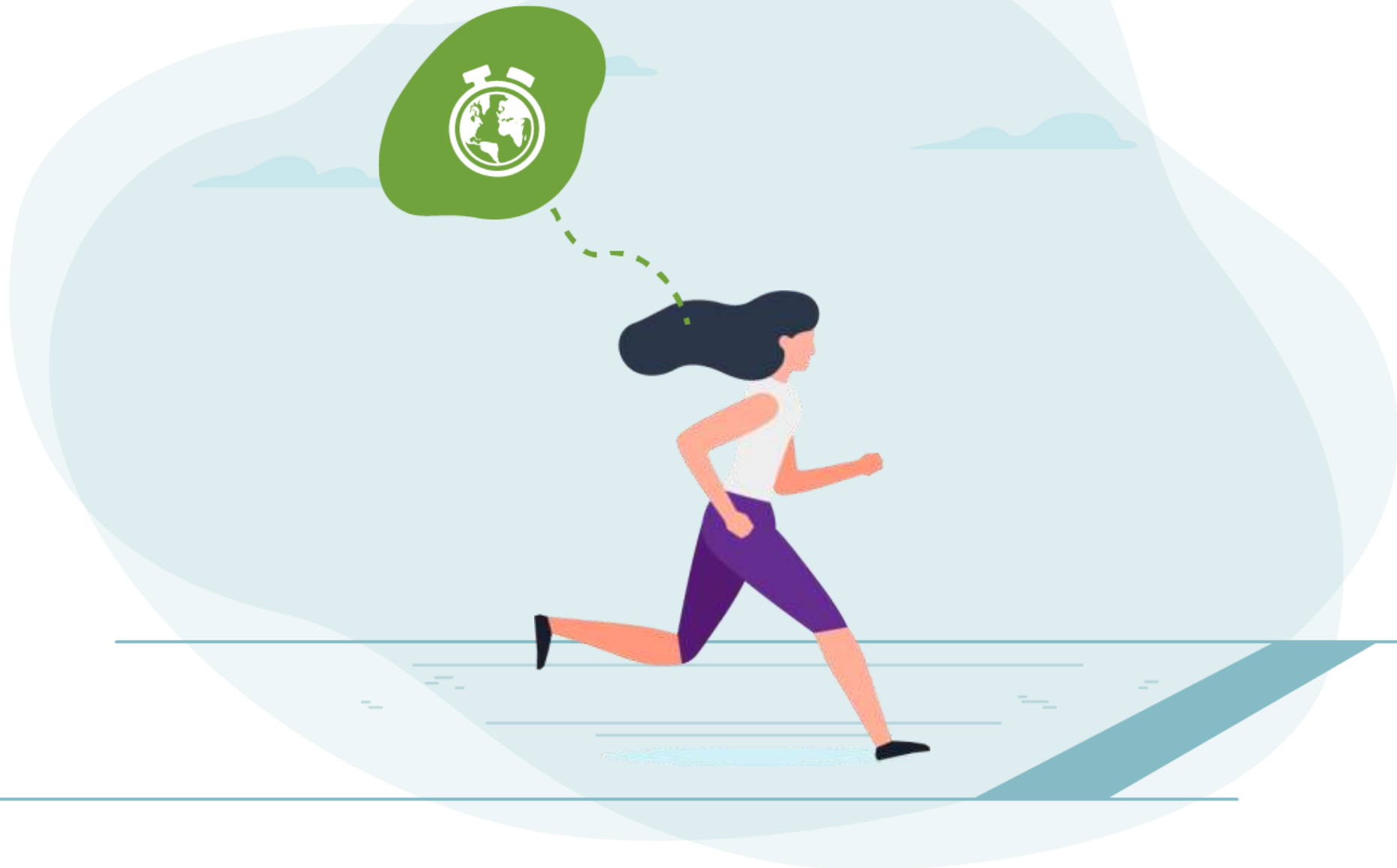
Team Goals
Contribution



Activity Plans
*Accountability
Progress
Mastery*



Records



Teams
Success

Formula
Performance
Production

Intrinsic Strivers
Move Personal Strugglers

Motivation

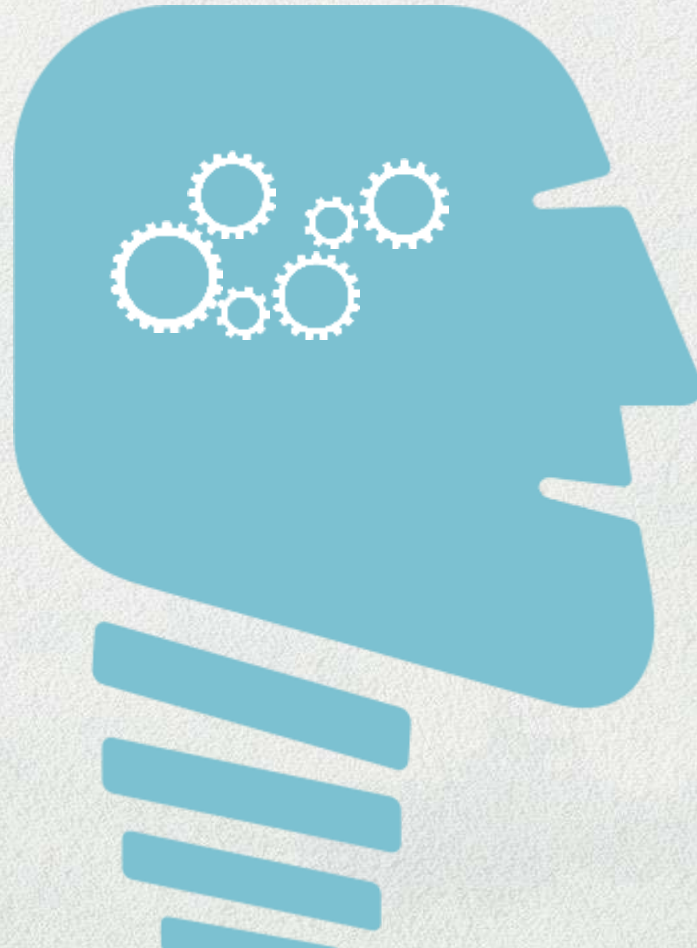
Money Records Mastery
Magic Extrinsic

Data Stars

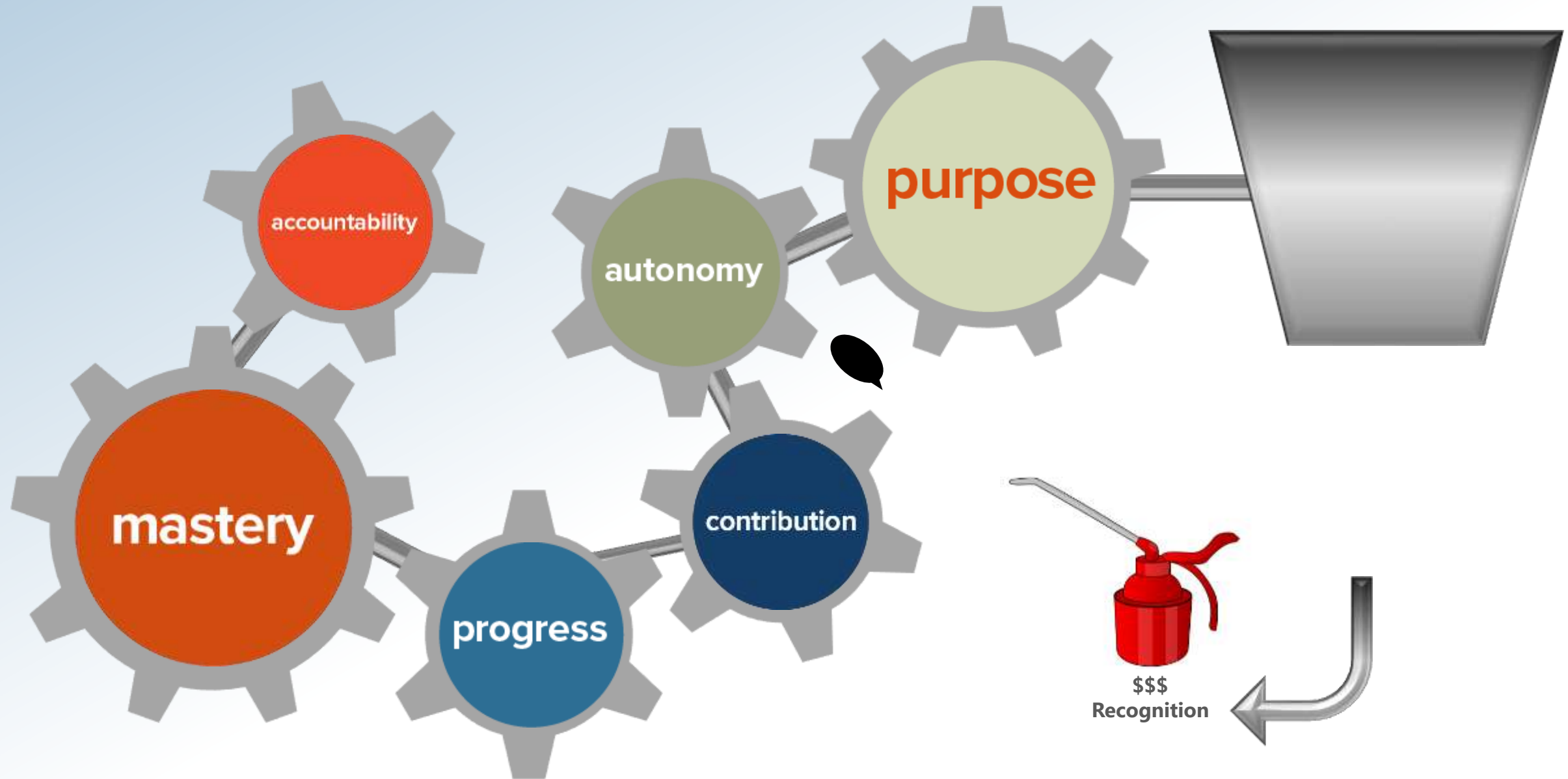
Momentum



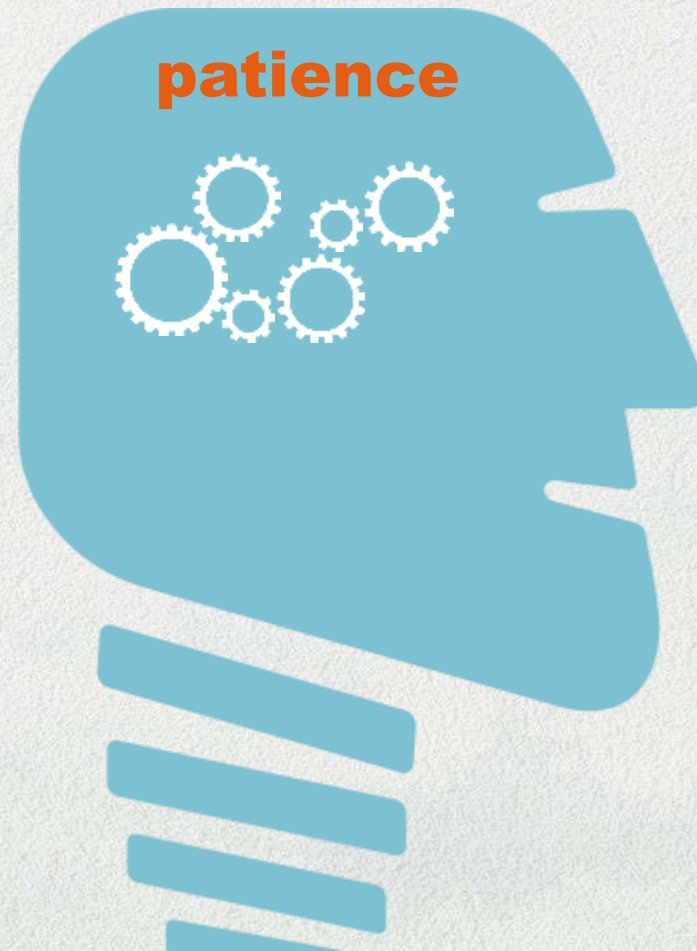
passion



Mechanics of Motivation



passion



Diligence



A wide-angle photograph of a two-lane asphalt road stretching straight into the distance. The road is flanked by fields of tall, dry grass and some scattered trees on the horizon. The sky is filled with large, dramatic clouds, with a bright light source visible near the horizon, creating a strong glow and long shadows. The overall mood is contemplative and open.

Got Purpose?



Data Driven
Decisions

Mastery,
Motivation &
Momentum