



# Key Findings of the Motivator Insights Assessment Correlated to Critical Organizational Performance Metrics

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Companies outperform the competition when their employees believe in the organization's mission and can see that their own work contributes to the organization's success. Building – and maintaining – an environment in which employees feel inspired to work hard and make a long-term commitment to their company is a challenge, though studies of employee satisfaction and engagement have been conducted since the 1950s. Despite being armed with decades of research, most organizations still struggle with how to create motivating and enriching work environments for their employees.

Organizations know when their employees are unhappy and disengaged, but they don't know why; nor are they sure what they can do about it. The Motivator Insights Motivation Assessment offers insights into how companies can tailor job assignments and build project teams to create work environments that are intrinsically motivating for employees. The Motivator Insights Assessment is a revolutionary, scientifically-validated assessment that measures (a) employees' intrinsic or ideal work-related motivators, (b) the extent to which their current jobs are tapping into these motivators, and (c) potential gaps between what intrinsically motivates employees and their actual experiences in the workplace [i.e., discrepancies between (a) and (b)]. Grounded in decades of employee motivation research, the Motivator Insights Assessment is designed to provide insights to create work environments that activate employees' intrinsic motivators, thereby increasing engagement, reducing turnover, and driving overall performance. Although many organizations measure engagement and satisfaction, motivation is quite different from these concepts. Motivation draws on underlying psychological factors that inspires employees to bring persistence, intensity, and discretionary effort toward a particular goal or set of goals.

Although engagement and satisfaction can have positive and negative effects on performance and turnover intentions, these concepts are more task or job- specific (i.e., Are you satisfied with your current benefits? Is your supervisor competent? Do you wish to leave your current employer?). Motivation has to do with the extent to which people are inspired to work toward something that matters to them. This means that motivators are more deeply seated than engagement, satisfaction, and turnover intentions – they are about who a person is, rather than what they have done in the past or doing at the moment.

Motivators are a leading indicator and are predictive of engagement, satisfaction, and turnover intentions at work.

The data endorsing the Motivator Insights Assessment support these relationships. Across our ten (10) motivational dimensions, gaps between what intrinsically motivated employees and the extent to which these motivators were present in their current job, all ten (10) motivation dimensions were directly correlated with **Engagement, Turnover Intentions and Job Satisfaction**. The Motivator Insights Assessment report highlights the top three areas in which each employee, team, department, or organization should focus to best align the environment with these desired motivators. In our independent research, we found that by taking action to address these gaps, organizations are able to enhance important workplace performance metrics.

With regard to engagement, correlations ranged from .28 to .52, which means that between 28% to 52% of engagement scores are explained by motivational gaps. Thus, if your company wants to increase engagement in your organization, engagement scores may be raised at least 28% by using insights gained from the Motivator Insights Assessment. With regard to job satisfaction, correlations ranged from .21 to .41, meaning that between 21% to 41% of scores on job satisfaction surveys are explained by motivational gaps. Therefore, if the organization is interested in enhancing job satisfaction, they may be able to raise satisfaction levels by 21% by addressing the motivational gaps. Finally, with regard to turnover intentions, correlations ranged from -.16 to -.40, which means that between 16% and 40% of the intention to leave an organization can be mitigated by closing motivational gaps. As with the other outcomes, management may be able to use the Motivator Insights Assessment to address employee turnover by 16% or more through the insights driven from our assessment.

For example, if a company uses the Motivator Insights Assessment, management might receive information that a group of employees are highly motivated by influence, learning and values orientation, but don't feel they have the opportunity to impact others, develop their professional skills, or align their values with the values of the organization. Once these motivational gaps are discovered through the assessment insights, the company can take steps to allow these employees to have greater input into important workplace decisions, implement or create awareness for training initiatives to help improve employee skill sets, and start a communications campaign to disseminate the company's core values and mission. After taking these steps, these employees will feel more motivated to perform their jobs well and to be a part of the overall organization.

As a result, if employee engagement scores were at a 60% level before, the company could now expect to increase engagement scores to 87%. If company surveys showed that employees reported being satisfied with their job at a 3/5, they could expect those scores to rise to above a 4. Finally, if employees were turning over within that group at a rate of 33%, they could expect the rate of turnover to decrease to 21%. All of these improvements will result in greater employee fulfillment and overall productivity.

If your organization is having issues increasing engagement and satisfaction, or reducing turnover, finding out what motivates your employees and closing the gap between their ideal motivators and their current work environment will provide a powerful solution to these issues. Although your company may already be measuring engagement, satisfaction, or turnover intentions, these are lagging indicators. They tell you what is happening within the organization now, based on what has happened in the past. Our Motivator Insights Assessment tells you how people are intrinsically motivated (leading indicators) and then allows you to use this information to create sustainable, motivating work environments. In doing so, you are then able to predict engagement, satisfaction, and turnover levels in future periods. This gives you control over your engagement and satisfaction scores, as well as your retention rates, in a way that was previously not possible. Leveraging the power of these intrinsic motivators allows you to unlock the potential of your employees, thereby increasing engagement, job satisfaction, retention, and ultimately your bottom line.



Cravety helps organizations close the gap between what management thinks motivates their employees versus what actually motivates them. Schedule a consultation to discuss how our solution will help your organization thrive.

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