

Managing Individual Motivations

Simple ways to tailor your management strategy and motivate your team in a meaningful way.

Cash Bonuses?

Added Responsibility?



New Titles?

More PTO?

Public Recognition?

Do you know who you are working with?

Certainly, you know your colleagues' names and titles. (Or, it's a work in progress at least.) Maybe you know that Bob likes to go fly fishing on Saturdays, and that Susan is renovating her kitchen, and that Jeff is going to be a grandpa for the first time. There are details that come up in small talk throughout the day, but **how well do you really know and understand your team?**

Not to mention, if you are managing **in a remote environment, creating meaningful working relationships and connections becomes exponentially more challenging.** You might be able to pick up a few details over Slack, hear their tone on a call, or catch their reactions over Zoom. However, it's easier for your team to put on their "game face" when they know the camera is on, so how do you detect when feelings are authentic? And, without that level of authenticity, how can you tell if you are managing and motivating your team in a way that gives them a true sense of belonging and understanding?

Before you can tackle motivation, you have to understand an individual's personality. Unfortunately, motivation isn't a one-size-fits-all strategy. As a leader, the key to unlocking motivation is to really understand the behavioral attributes that drive an individual - you have to find out what makes them tick!

Lucky for you, there are tools available to you, like Echovate, that help you speed up the get-to-know-you process. Through a behavioral assessment, you can quickly and efficiently understand the behavioral makeup of an individual. Once you've taken the time to really understand your team, the tough stuff is done! We've broken down a few simple motivational strategies based on an individual's dominant personality trait. So once you know who you are really working with, helping them achieve their maximum potential becomes that much easier!

Let's take a look at how you should lead your team to the next level.

The Ultimate Competitor

The Ultimate Competitor has one thing on his/her mind: WINNING. Competitors strive to be the best and are driven by outperforming their peers. They were the kids that yelled, “I’ll race you to the top of the stairs!” or “Last one there is a rotten egg!” Everything in their life is a game, but one thing is for sure – they are playing to win!



HOW DO YOU MOTIVATE THE ULTIMATE COMPETITOR?

We started this one because it’s probably the most intuitive – simply create more (healthy) competition! Competitors thrive when there are clearly defined goals and incentives when they are reached and exceeded!

- **Let them know where they stand.** With a highly competitive team, the more transparency you can provide – the better. Competitors want to know who’s the best, who they can learn from, and who they can beat. They’ll put in the extra effort to take the lead.
- **Leverage a commission program with accelerators.** Throwing money around isn’t going to work for everyone, but it will for these people! People who are highly competitive are driven by financial incentives – the two go hand-in-hand! Making more money and hitting those acceleration points is all part of their game.
- **Don’t forget to recognize them.** Competitors are always keeping track of their own stats, but don’t forget to tell your rockstars that you see them shining too. Find ways to call out your top performers and take time to give a little encouragement to those who aren’t quite there yet either.

The Natural Leader

Natural leaders are typically the visionaries in an organization. They are driven by power and influence. They excel at setting long-term goals and managing people and resources to execute on their visions. They are ready to dream and achieve!

HOW DO YOU MOTIVATE THE NATURAL LEADER?

- **Give them a challenge.** Leaders never back away from a chance to prove someone wrong. Make sure they are given the capacity and resources to think big, dig deep, and analyze complex situations.
- **Set them up with a mentor.** Leaders want to surround themselves with others who they find impressive and inspiring. Mentors provide them with a safe space to expand their thinking and give advice on how to live out their dreams.
- **Show them a path for growth.** Leaders always want to be learning and growing. They are motivated to get to the next level, so map out a plan with them that lays out opportunities including new job titles, educational opportunities, and added responsibilities or contributions to the organization.



The Curious Creative

Creatives are imaginative and independent souls that crave variety over routine. They are fueled by unpredictable situations and work best in unrestrictive environments. Creatives are very high in openness and seek out unique projects and challenges.

HOW DO YOU MOTIVATE THE CURIOUS CREATIVE?

- **Allow for freedom and flexibility.** While flexible hours and working environments might not be feasible for all roles, try to create a workspace that encourages flexibility and movement. Standing desks and heads-down quiet nooks are easy ways to give your team a way to change up how they work. If uniforms are required, communicate ways that can put their own spin on their look. If possible, don't confine creatives to one specific time and space.
- **Make sure there is variety in their workload.** Keep enough items on their plate so that they can shuffle tasks when they are feeling stale on something. Creative types like working with multiple clients, teams, or projects at once so they can pull inspiration and energy from various ideas.
- **Be open to their ideas.** Leave your ears open and be receptive to new ideas and processes. Nothing kills their spirit quite like immediately shutting down their suggestions. Even if you can't incorporate their feedback, encourage them to keep the ideas coming!



The Empathic Comrade

The Empathic Comrade is looking to create connections with those who surround them. Individuals who are high in empathy are compassionate, insightful, and understanding. They are huge assets to a team environment and are often the unsung leaders that bind the group together.

HOW DO YOU MOTIVATE THE EMPATHETIC COMRADE?

- **Always have their back.** People who are highly empathetic are most motivated when they feel supported, so leaders should make sure that they know that they will always be in their corner. This is especially important when you are in a group setting – standing up for them in front of others is when it matters most.
- **Ask them their opinion.** They might not be the first to reach out with their opinion, but they appreciate being sought out and often are great advice givers.
- **Show them how their work impacts others.** Numbers and monetary incentives won't cut it with this crew! If you really want to boost their productivity, show them where their efforts are going and how they impact others within and outside of the organization.



Looking for ways to better understand & motivate your team?

With Echovate, you can gather personality data on your team members to help you manage and motivate. Our quick, five-minute assessment gives managers the insights to determine who your competitors, leaders, and creatives are in real time!

Learn more and request a free trial at echovate.com

