



Lighting a Fire: The Science of Motivation

Lynn Whitney Turner,
Core Business XP Solutions



What to Expect from this Presentation:



**The Evolution of
Leadership and what it
means for Motivation**



**A Framework based on
New Research in
Neuroscience**

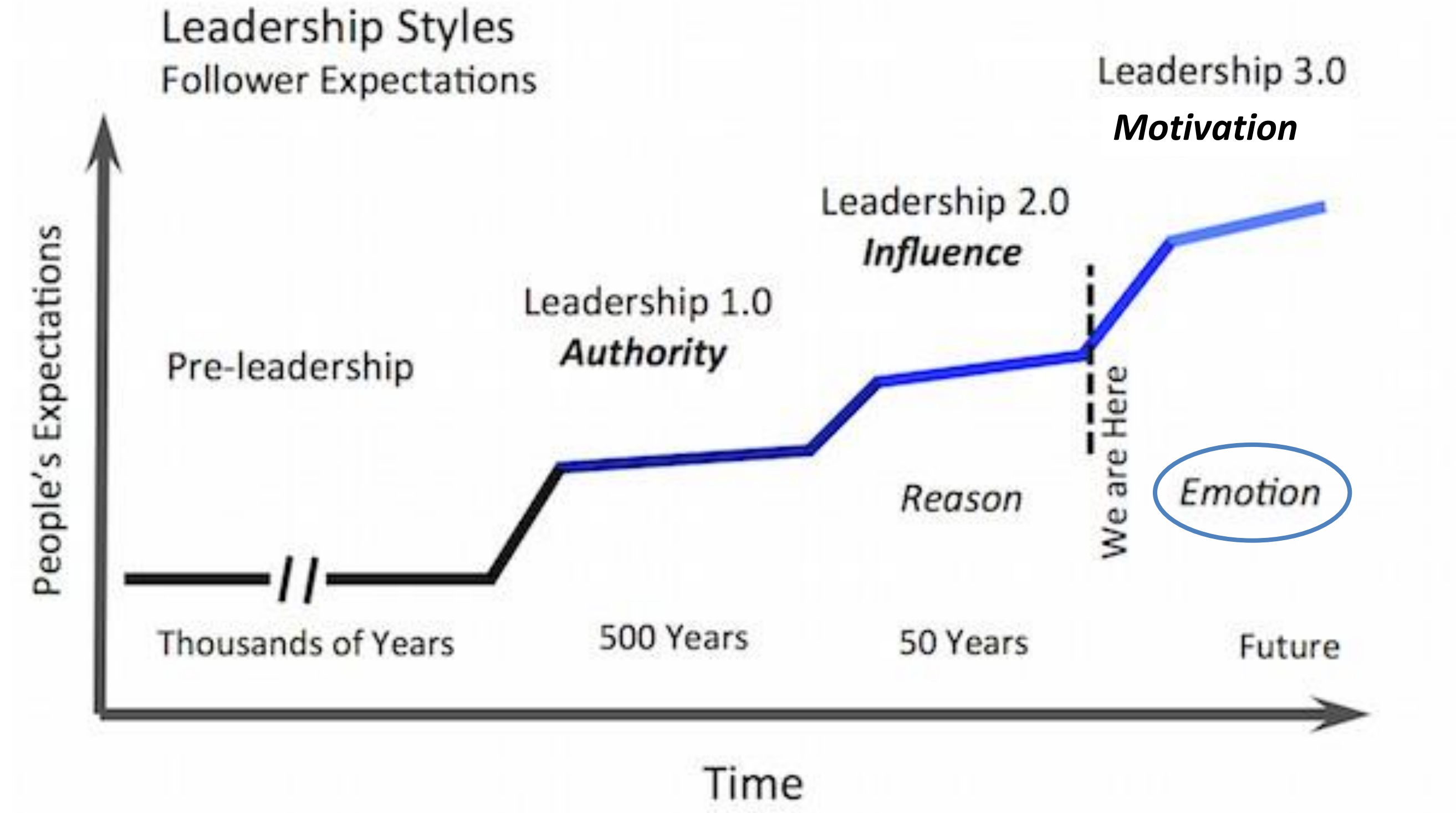


**Practical Strategies for
Tapping into Motivation**

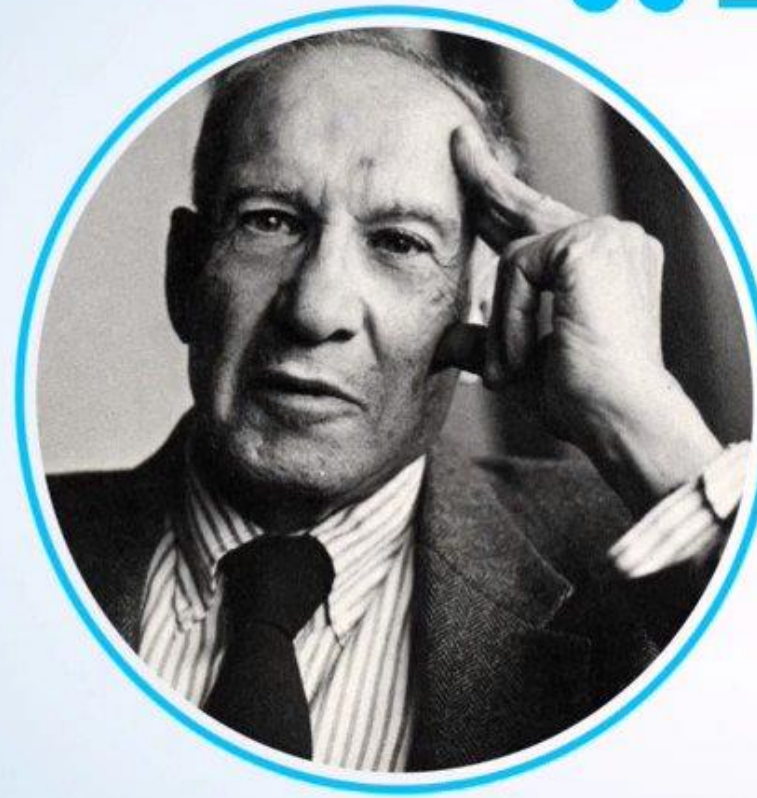
If motivation
were an ice
cream flavor,
what would
yours be?



The Evolution of Leadership



Today's Challenge: VUCA



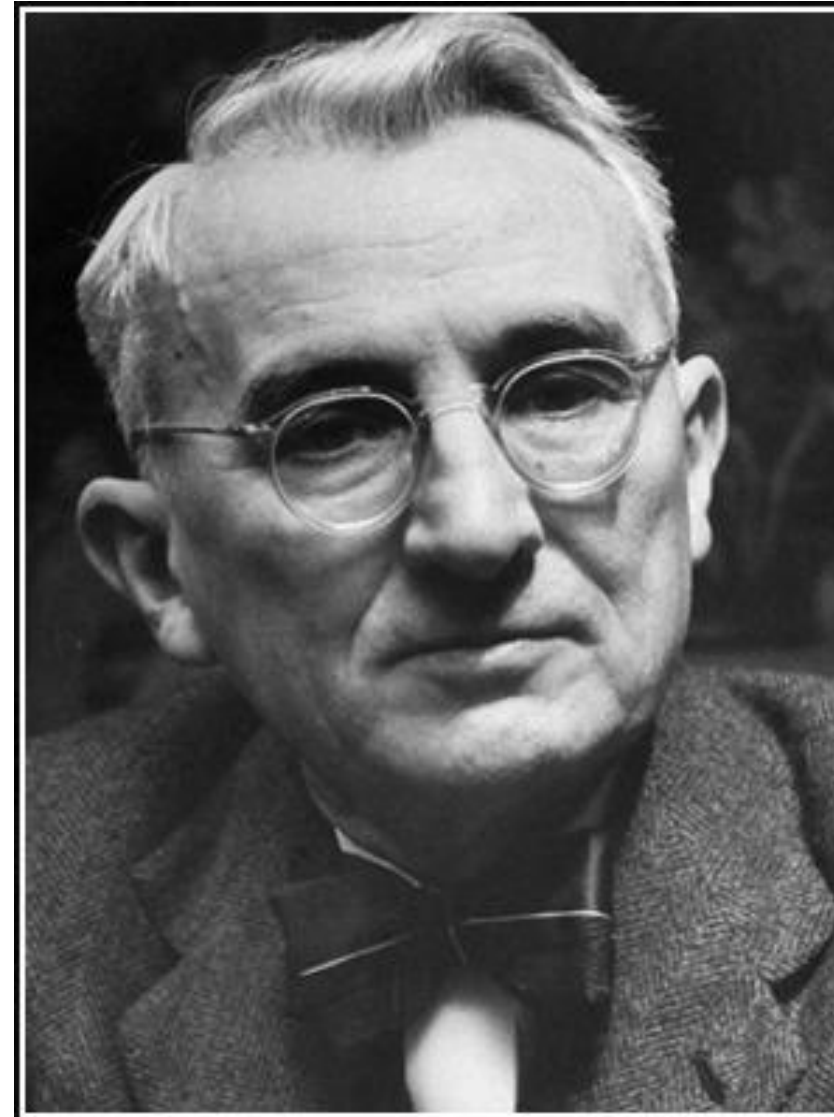
“

The greatest danger in times of turbulence is not the turbulence. It is to act with yesterday's logic.

”

PETER F. DRUCKER

The Constant Amidst the Change:

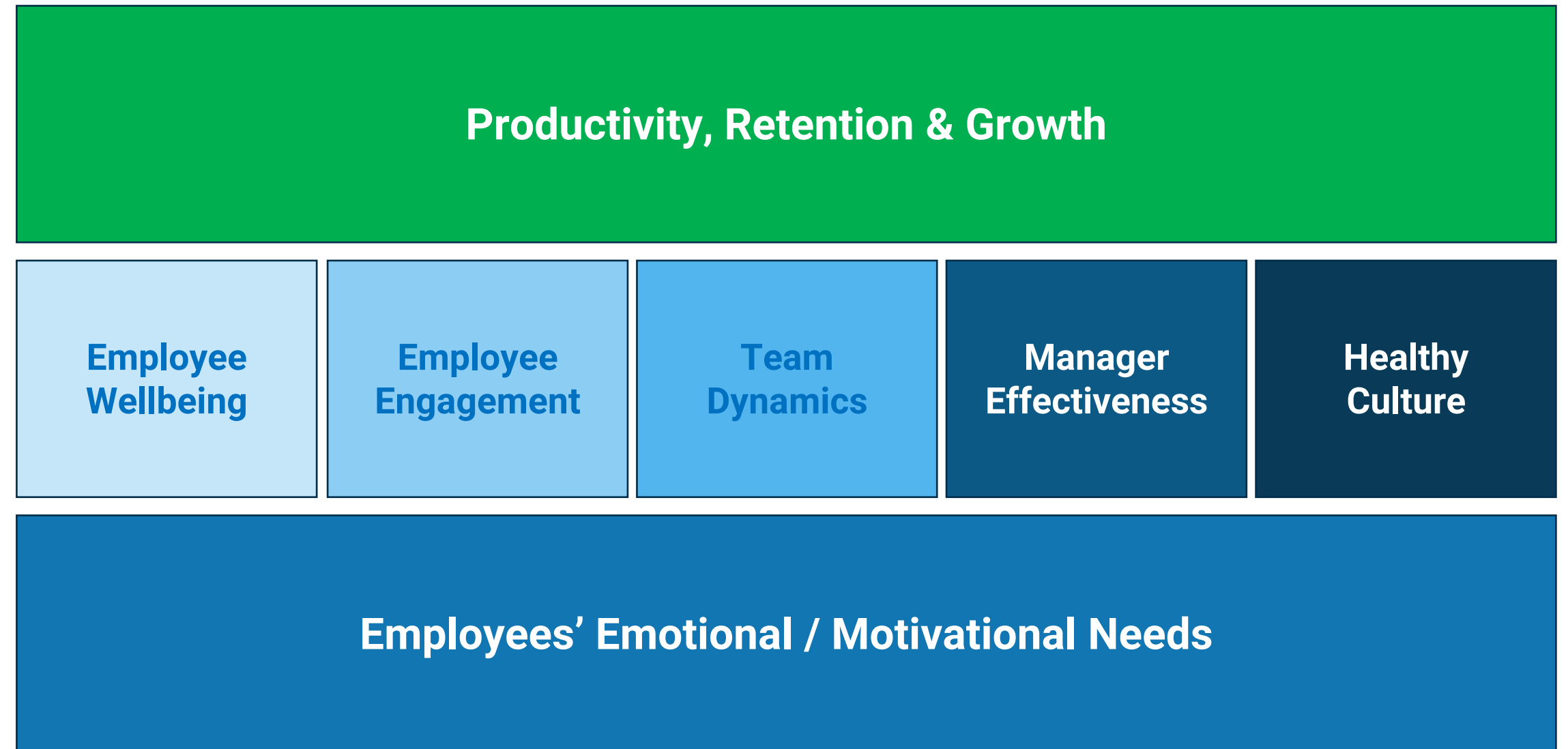


When dealing with people,
remember you are not dealing with
creatures of logic, but creatures of
emotion.

— Dale Carnegie —

AZ QUOTES

Meeting Employees' Needs Drives Organizational Success

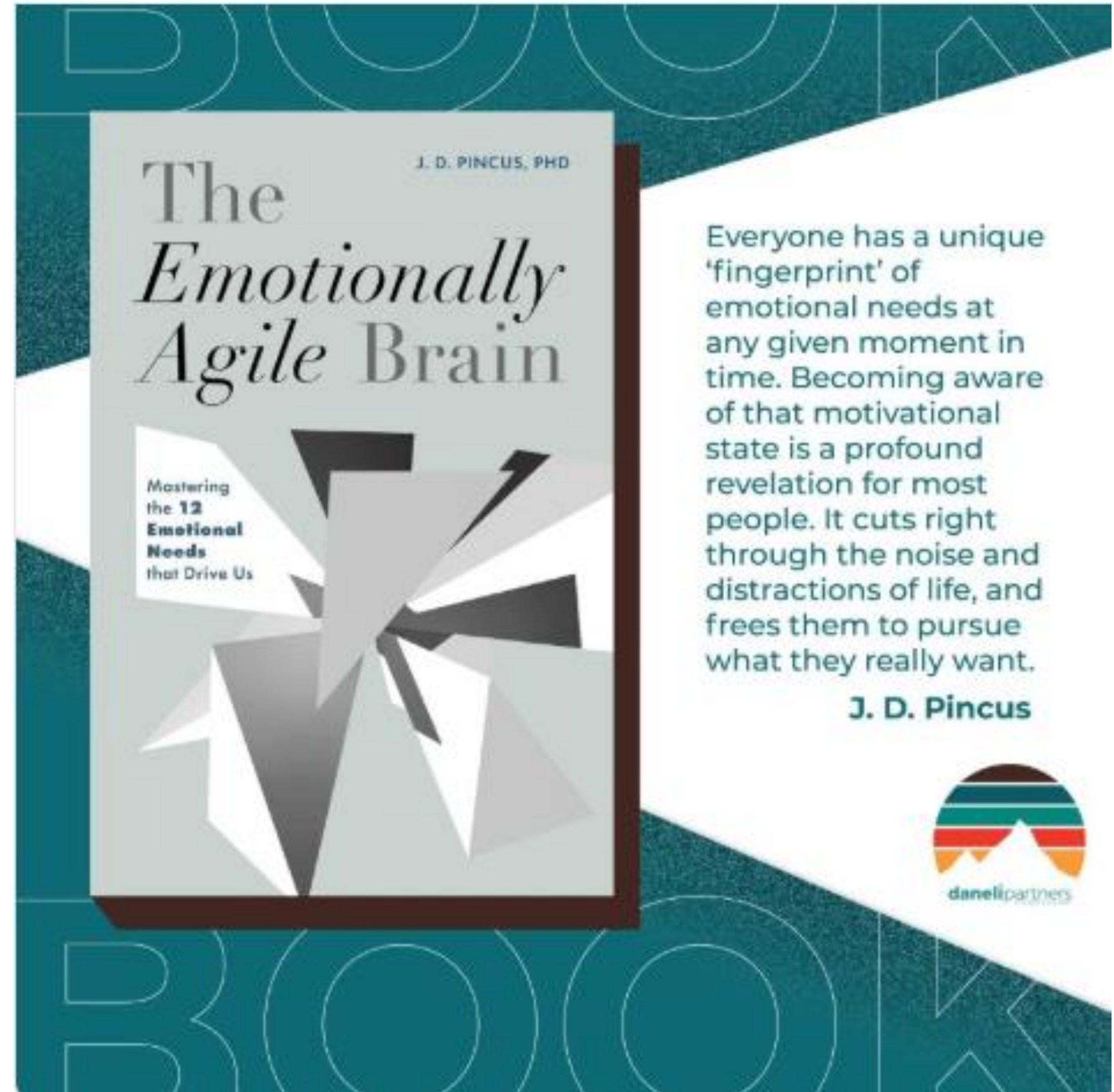




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Forging New Paths:

Latest Research Based in Neuroscience





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AgileBrain: Peer-Reviewed & Published Studies

Publications



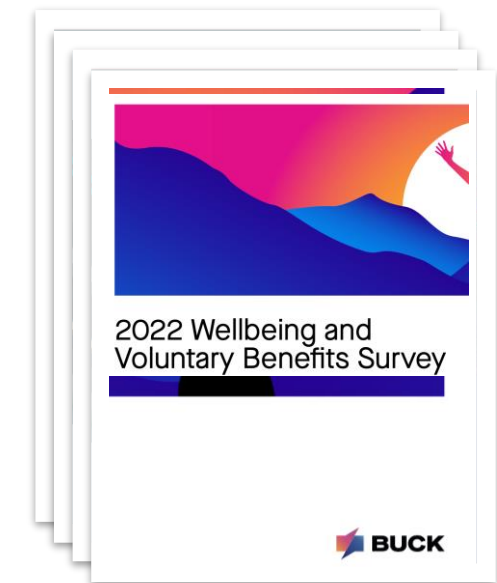
- ✓ Peer-Reviewed
- ✓ Validated
- ✓ NIH Library of Medicine

Workforce Listening Studies



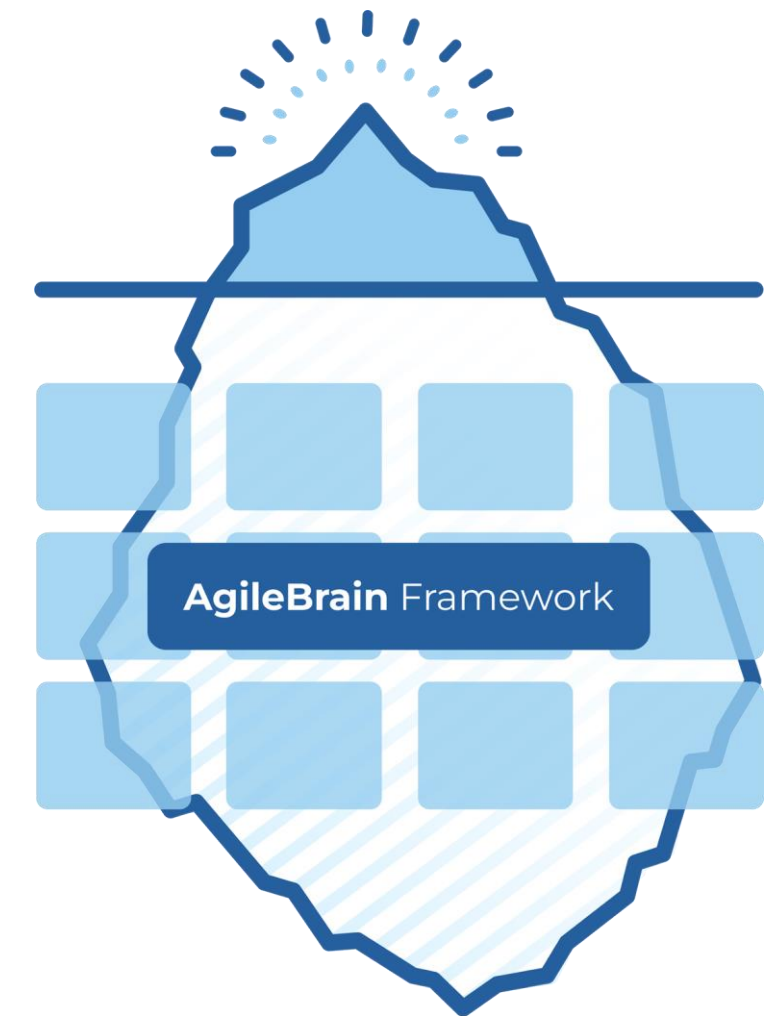
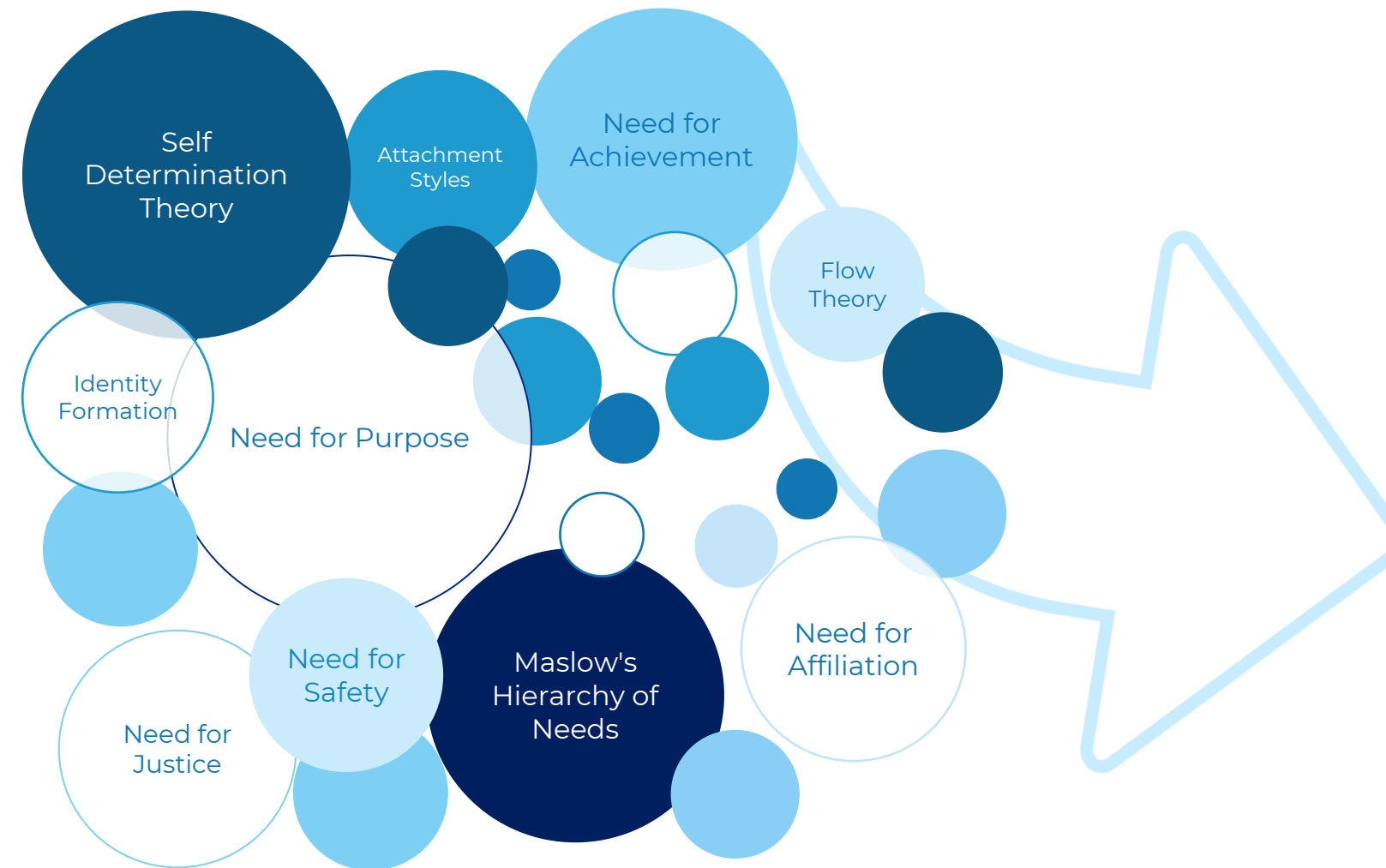
- ✓ US Workforce Sample
- ✓ Organizational Outcomes
- ✓ Wellbeing Outcomes

Custom Research



- ✓ Employee Retention
- ✓ Social Determinants of Health
- ✓ Voluntary Benefits

106 Theories of Motivation Rolled into 1 Framework



The *Agile*Brain Framework

Sentence Completion Task:

When I think about _____, I wish I could feel a little more / less...

Aspirational

Potential

Success

Recognition

Purpose

Experiential

Authenticity

Immersion

Caring

Ethics

Foundational

Safety

Autonomy

Inclusion

Justice

Self

Material

Social

Spiritual

KEY:

Emotional
Need



More Need

Less Need



Hopes

Fears

Reflection

Which of the **four foundational needs** (Safety, Autonomy, Inclusion or Justice) is most critical for your team's success right now?



Activity

- Break into 4 groups for each foundational need –
Safety (1), Autonomy (2), Inclusion (3) and Justice (4)
- Discuss:
 - ***Why is this motivator crucial?***
 - ***How can leaders strengthen it in their workplace?***
- Groups share insights.

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Applying Foundational Motivators to Leadership

Practical Strategies for Each Motivator:

Safety: Provide clarity, psychological safety and predictability

Autonomy: Allow flexibility, decision-making power

Inclusion: Recognize contributions, foster connection

Justice: Ensure fairness, transparency and ethical leadership



When “All is Well” Isn’t Well: A Case Study on Seeing Beneath the Surface

Have you ever seen employee survey results that said everything was great – when you knew something wasn’t?



The Challenge with Traditional Approaches

Traditional approaches measure cognition,
not emotion



Won't Say



Can't Say



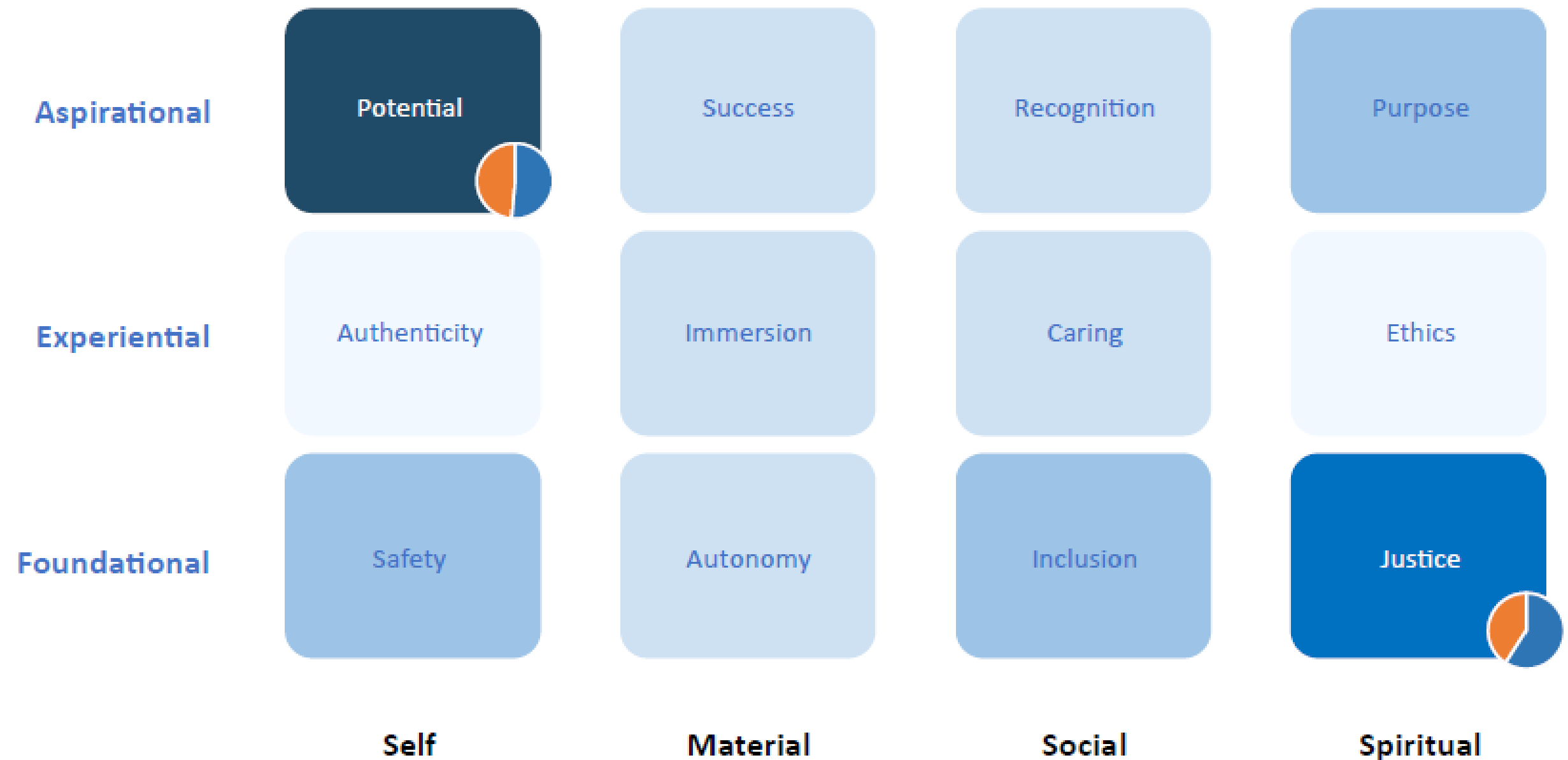
Yea Say

Emotion drives motivation... so, we need to measure emotion

Case Study: *AgileBrain* *Aggregate* *Results*

Sentence Completion Task:

When I think about working at , I wish I could feel a little more/less...



KEY:

Emotional
Need

More Need

Less Need

Hopes

Fears

Case Study:
*Possible
Interventions*

Emotional Need	Potential Solutions
Potential (more, less)	Coaching & mentoring programs, skills training & certifications, stretch goals toward promotion; job analysis to identify time sinks, opportunities for automation; review of committee assignments and initiatives to “do more by doing less”
Justice (more)	Onboarding of new offices to focus on ownership and accountability; active monitoring of workloads and throughput, with visibility in terms of utilization; emphasize equity, diversity, and qualifications in hiring, promotions, & leadership composition; job creep, expansion of duties as employees leave; clear rationale for work-from-office mandate
Purpose (less)	Tie initiatives directly to stated mission; review mission and make modifications; think broadly about the services and role of the organization in the communities it serves; review what gets rewarded or punished (these reveal organizational values)

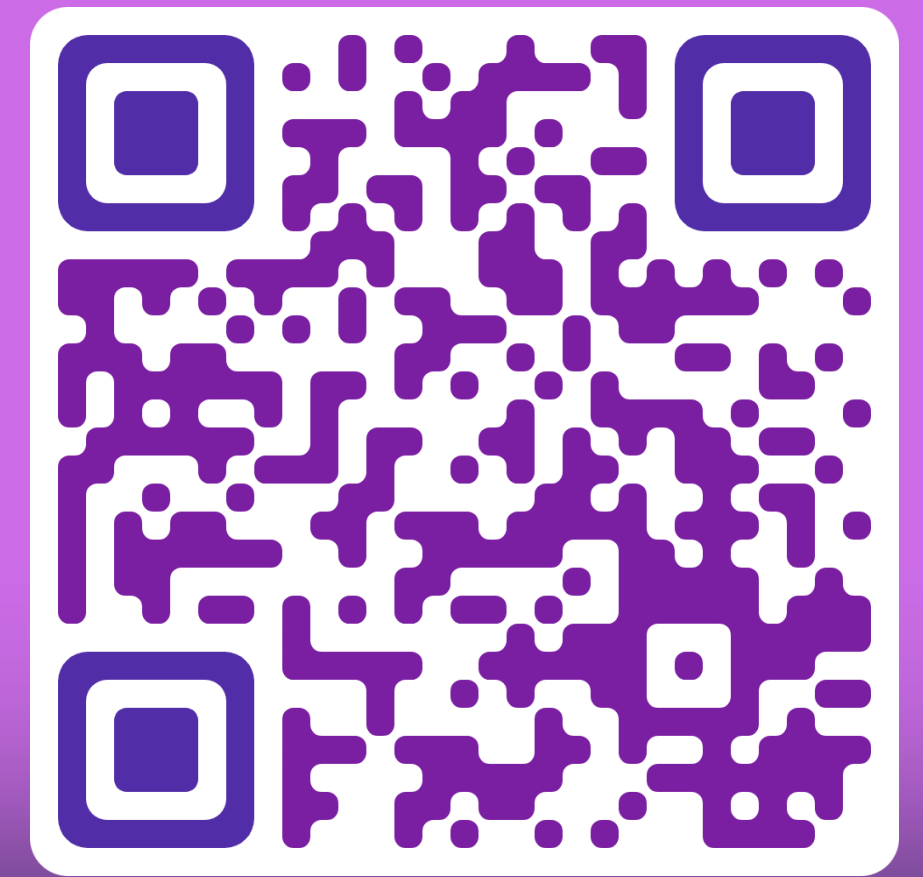
***Lighting a Fire UNDER
someone will never be as
effective as Lighting a Fire
WITHIN someone.***

**- Bob Teague
1st Black Television Journalist in NYC**





THANK YOU!!!



LYNN WHITNEY TURNER

413-283-7091
lynn@corebusinessxp.com

600 North Liberty Street
Belchertown, MA 01007-8803
corebusinessxp.com