



Motivational Profile (MP)

Comprehensive. Simple. Perceptive



A psychological assessment tool

It measures a person's:

- energy levels
- energy themes
- motivational drivers
- self-insight
- energising and draining factors

Typical HR Challenges

Employee Engagement

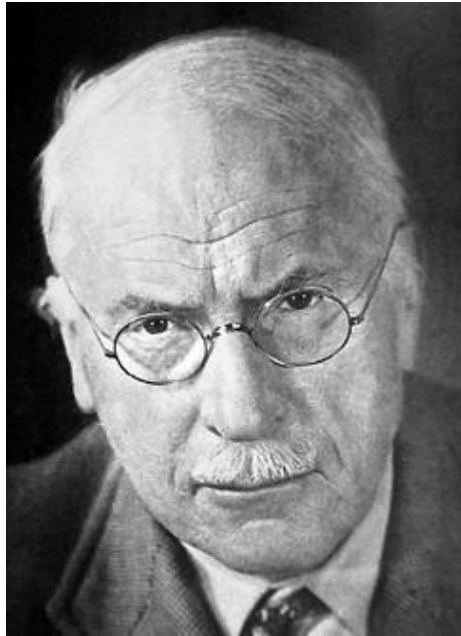
**Selection & Placement for Job Satisfaction
& Performance**

Personal and team development

Coaching

Person-job matching

Theoretical foundation of the MP



- **Carl Jung**
Archetypes and shadow
- **Caroline Myss**
Chakras
- **Clare Graves**
Spiral Dynamics
- **Shalit & Lazarus**
Motivation
- **Enneagram**
Dynamic personality patterns



Characteristics of the MP

It is:

- based on the recognition of universal archetypes (patterns from the collective unconscious)
- capitalising on subliminal factors
- applicable across cultures
- adaptive in nature
- based on well-researched motivational theory
- measuring a variety of motivational constructs
- relatively quick and easy to complete (30 – 40 min)
- online and automated with in-depth automated report

It is not:

- a traditional Psychometric test
- based on self-insight
- transparent and easily manipulated

Examples of Archetypes

Archetype	Brief description
Mother	Acting as source of nurturing and unconditional love
Warrior	To protect and fight for whatever is seen as “right”
Guru	Taking the role of teacher to the spiritual level
Martyr	Defines life in terms of suffering and sacrifice
Father	Protects, provides and oversees others, at times also authority
Servant	Bound by service to others whilst relinquishing own power and needs
Beggar	Dependent on kindness of others (e.g. for money, love, approval, etc.)

The MP constructs measured

Life Script



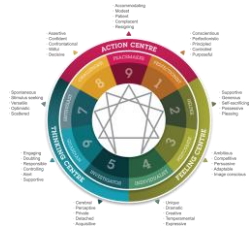
Shadow Index



Head-Heart-Feet



Dynamic Personality



Front and Back Stage






Energy Themes

Impact of motivation

Motivation determines a person's:

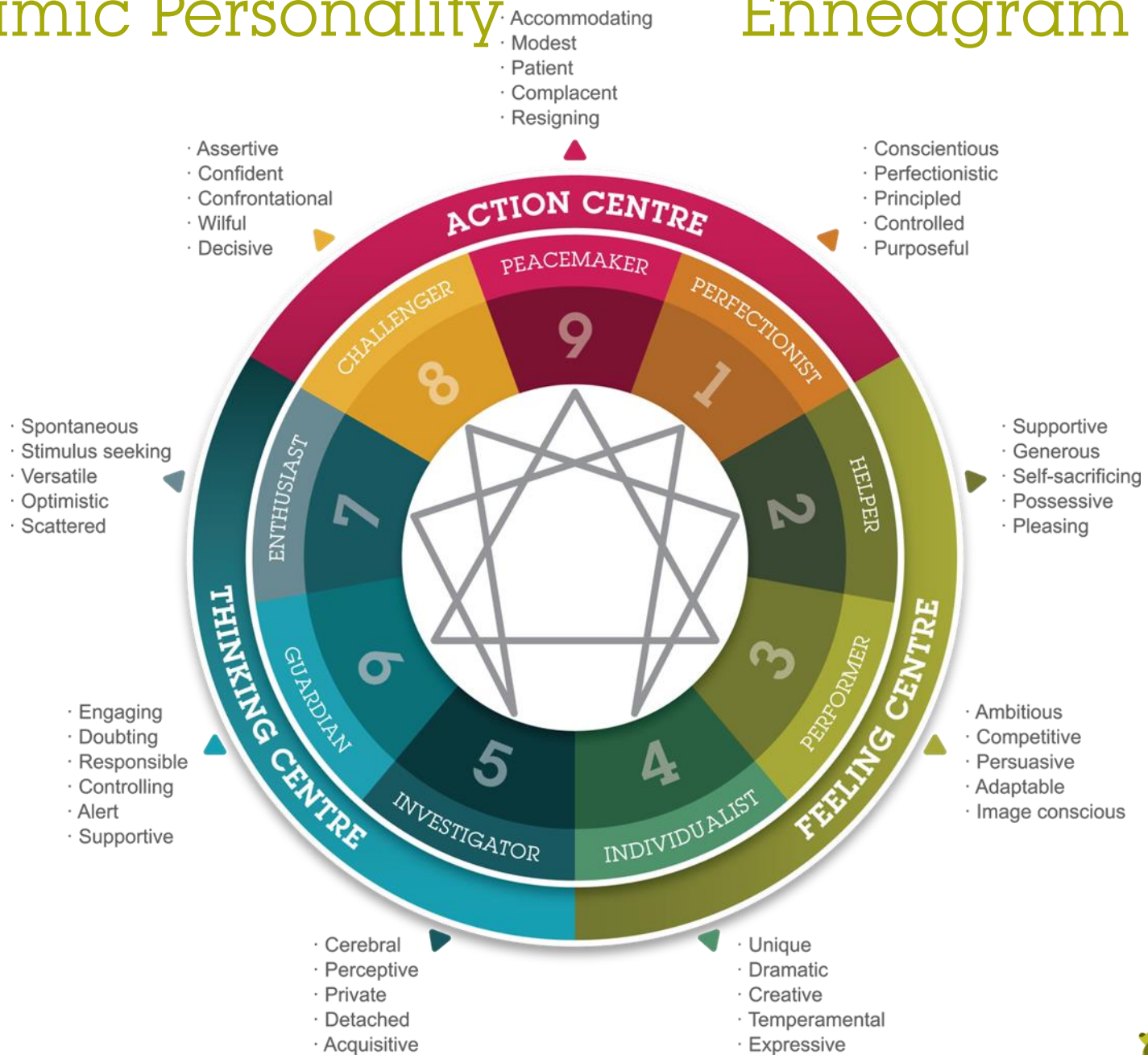
- energy levels
- degree of engagement
- work performance
- goal directedness
- openness and self-awareness
- learning orientation and agility
- interpersonal functioning

Motivation in Life, Work & Relationships

	Life	Work	Relationships
			
Attitude (General)	2	3	2
Differentiation (Head)	1	3	1
Involvement (Heart)	5	3	3
Control (Feet)	4	1	1

Dynamic Personality

Enneagram



Features of the MP

- Automated and web-enabled: online assessment
- Innovative approach to psychological measurement
- Based on a variety of useful psychological models
- Takes 30 - 40 minutes to complete
- Non-transparent, non-manipulable exercise
- Metric properties have been researched
- Cross-cultural application
- Comprehensive report
- Ideal for personal coaching or team development

Applications of the MP

To assess the motivational drivers and energy themes of adults in the work environment for the following purposes:

- Selection and placement
- Leadership development and coaching
- Self-insight
- Team compilation
- Determining degrees of stress and burnout

It can be used to determine the impact of situational factors on personal motivation

Benefits of the MP

- Assesses motivational drive of individuals
- Valid and reliable
- Quick and easy
- Fun to do
- Does not rely on self-insight – reveals subconscious dynamics
- Useful for talent management purposes
- Applicable across cultures
- Can be used to enhance team cohesion
- Can be used to optimise employee engagement
- Aimed at identifying and developing leadership potential

The MP: Research

The MP Training manual reports on the following metric characteristics of the MP:

- Test reliability
- Concurrent validity
- Predictive validity
- Descriptive demographic findings

MP practicalities

Duration	Approximately 30-40 minutes
Responses	Subliminal selection of metaphors / archetypes
Material	Online assessment
Administration	Online nomination, non-proctored / assessment
Test language	English
Report	Automated full reports available
Accreditation	Required for interpretation and feedback

References

“The VO and MP are invaluable assessment tools for purposes of executive coaching”

**- Selena Teo-Betton, Executive coach,
Switzerland**

References

“The Company has in the past capitalized on costly interviews and assessment center methodologies for executive selection, placement, personal development and succession purposes. Cognadev has, however, offered the organization an innovative and holistic leadership assessment approach which has been well received by the executives assessed, the Executive Committee and the Board. Based on the value add of the Cognadev approach we were able to extend the scope of the assessment initiatives.”

- **Holcim Group Services Ltd, Willie Smit, Group Head Human Resources (2014)**
(users of the CCM, CPP, VO, MP, ICR)

Contact information

- www.cognadev.com
- +27 (0) 11 884 0878
- info@cognadev.com