



motiva®

# The context

Over the last decades, our fast-changing society has strongly impacted employment and the way we work. Unfortunately, many people feel helpless and struggle with these changes.

Pressure for financial performance and economic profitability has also led to an increasing level of work-related stress.

In this context, it has become necessary to do something that we like and that we are interested in, not only to have a fluffing career, but also to have the energy to develop new skills and explore new career paths.

# Key questions

Which factors influence our career choice?

What drives us at work?

What motivate us and what make us feel fulfilled professionally?

# Motiva's Ambition

Motiva's ambition is to help answer these key questions of career fulfillment with innovative theoretical and practical tools.

Our goal is to help identify, understand and adjust the individual's main professional interests and sources of motivation at work.

# Outcome

Motiva will give to each individual a real opportunity to find the best fit between their motivations and professional career.

Career success  
cannot be  
achieved  
without  
motivation





# Who are we

- Prof. Zwi SEGAL and Yves DURON have been working together for 25 years on human motivation and its organizational applications.
- They are authors of the book "Motivation, a skill that can be developed: A guide to develop motivation and engagement at work," Zwi Segal & Yves Duron, Pearson 2015.
- In 1992, they created the first computerized test on motivations and professional interests used by hundreds of companies and public organizations in France.
- In 1999, they created with Professor Michael Porter of the Harvard Business School, the first computerized platform on motivational management.
- In 2012, they launched Motiva<sup>1</sup> that leverages their works and research.
- In 2016, Motiva becomes the French leader in motivational and career testing

<sup>1</sup>Pearson is the exclusive editor and distributor of Motiva solutions

# Motiva's Key Assets

- Highly accurate and reliable, scientifically tested (the new scientific manual of Motiva was published in February 2018).
- A proprietary smart computerized platform (Psycloud).
- Data **security** and confidentiality
- Ergonomic and intuitive **user interface**.
- Compatible with computers, tablets and **smartphones**.
- **Instant online results** for the consultant and the candidate on separated online spaces.



# Motiva's solutions

- **Motiva Talent**  
Recruitment, retention, internal mobility, talent development
- **Which career for me**  
Self career coaching for young people (16-25)
- **Motiva Individual 2**  
Assessment & career coaching
- **Motiva Team**  
Motivational leadership, teams motivation, engagement

## Recruitment, retention, internal mobility, talent development



# The concept

**MOTIVA TALENT** is a complete solution that has been designed for companies to increase HR processes efficiency. This process collects information such as employees' motivations, interests, needs, values, skills or professional experiences that can be used for recruitment, internal mobility or talents development. It also allows companies to build projects in line with employee's aspirations.

Based on the latest scientific research on motivation and developed with the most updated technologies, Motiva talents is the best solution to the challenges that employers face nowadays. It allows companies to be more efficient regarding the following aspects:

- Employer branding strategy
- Employees' level of motivation and engagement
- Implementation of internal mobility programs (large scale, lower costs etc.)
- Job and development interviews

# The process: Coaching based

## Integration of companies' specificities

**Customizing content:** Adaptation of generic content to the needs of the company (multimedia content, links, documents, job descriptions, etc).

**Automatic codification of companies' jobs:** Motiva allows to create motivational job descriptions and to analyze proximities/deviations with employees/candidates profile.

### Delivery

**Coaching:** the employee has the possibility to request a support with a Motiva certified professional. These professionals can also lead workshops, particularly around the subject of career development.

# The process: Self educational test

## Interactive self-educational tests for employees and candidates

Motiva helps employers to implement self-management practices with interactive tools for employees and candidates who can follow the following steps:

- Take the Motiva questionnaire (15 to 20 min)
- Get the chance to reflect on their professional career by watching tutorials, videos and educational contents
- Get to know themselves better and become aware of their motivations, interests and needs at work
- Compare their results to the companies' culture and job opportunities

# The process: Motiva science


As soon as the solution is implemented, HR has real-time indicators and an overview of the characteristics of populations and persons participating in the process (respecting GDPR rules).

## The results\* for the employee / candidate

- His/her actionable interests profile
- Key motivations
- Current level of motivational satisfaction
- Alignment with more than 1000 professions (Motiva jobs list)
- Alignment with the company's jobs and in-depth comparison
- Company styles
- His/her motivational needs

\* For each result there is a tutorial VDO

## The individual's motivational needs profile



Start the questionnaire Motiva

▶ Presentation ✓

▶ The 3 criteria of the ideal job ✓

☒ Start the questionnaire Motiva ✓

Your results

⚙ Your actionable professional interests ✓

⚙ Your key motivations ✓

⚙ Alignment with your company's jobs ✓

⚙ Your alignment with Motiva jobs list ✓

⚙ Your motivational needs ✓

⚙ Your company's styles ✓

▶ Print your results ✓

STEP 2 - YOUR RESULTS

Your motivational needs

Level of importance for you	Not important for you	Not very important for you	Important for you	Very important for you
Your most important motivational needs				
Prestige	?			3.7
Expertise	?		3.2	
Changes	?		3	
Meaningfulness	?		3	
Being positive	?		3	
+ Show the 17 following motivational needs				
Your least important motivational needs				
Responsiveness	?	2		
Routine	?	2		
Teamwork	?	1.8		
Innovation	?	1.5		
Management	?	1.4		



## The individual compatibility with job's key interests

Business Analyst

SOME RESOURCES TO GO FURTHER ...

GO TO THE JOB DOCUMENT 

COMPATIBILITY WITH YOUR INTERESTS



✓ Very good compatibility   ✓ Medium compatibility   ⚠ Low compatibility

Field of interest	Your compatibility with this job	Comments
BUSINESS	⚠	You shared really little interest required for this job in this field. And you do not feel much able to practice in this field.
ORGANISATION	✓	You share some of the interests required for this job in this field. And you feel partially able to practice in this field.
KNOWLEDGE	⚠	You do not share any of the interests required for this job in this field.
SERVICE	⚠	You do not share any of the interests required for this job in this field.
TECHNOLOGY	✓	

## The individual compatibility with job's key motivations

COMPATIBILITY WITH YOUR MOTIVATIONS



✓ Very good compatibility   ✓ Medium compatibility   ⚠ Low compatibility

List of very important motivations for this job	Your compatibility with this job	Comments
JOB		
Developing a high level of expertise	✓	
LIFE VALUES		
Helping others	✓	You do not have much interest in this key motivation for the job
COLLEAGUES		
Encourage others to push their limits	✓	You do not have much interest in this key motivation for the job
Become experts in their job	⚠	You are not at all interested in this key motivation for the job
Share their knowhow	✓	
Having colleagues who have a positive approach	✓	
WORK ACTIVITIES		
Meeting interesting people	✓	
Not staying in the same place	⚠	You are not at all interested in this key motivation for the job
Allows the use of one's skills	✓	
COMPANY		

# The results For HR / consultant

- Key results
  - Profile of professional interests
  - Profile of actionable interests
  - Key motivations and motivational satisfaction level
- Decision support
  - Alignment with Motiva professions list (more than 1000)
  - Alignment with company's jobs
- Going further
  - Company styles
  - Motivational needs
- Reports (PDF)
  - Consultant/HR
  - Candidate
- Motiva science

# Motiva Science



## Global statistical results

- Professional interests
- Actionable interests
- Orientation towards People/Objects-Data
- Key Motivations
- Level of Motivational satisfaction and dimensions
- Motivational needs
- Motivational DNA
- Motivational leadership
- Level of Motivational leadership satisfaction and dimensions

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