The Motivating Why

Mapping your leadership clarity for personal fulfillment and social impact

Presented by Mali Phonpadith
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Agenda

Brief Introduction

Underneath the Surface of Your WHY

Uncovering your Motivating Why

Why it Matters

Break Out - Group Discussions

Sharing and Q&A

WHO WE ARE

SOAR Community Network

We are a SWaM certified consulting firm serving small & midsize organizations (with 50+ employees) to build Innovative C3 Communities and cultures. We build C3 Communities by optimizing talent to drive business results with proven science, technology alignment and ongoing training.

SOAR NEBULA

Nebula is our C3 Community, built to support entrepreneurs, nonprofit champions and social impact leaders (running organizations with less than 50 employees).

C3 COMMUNITIES

SOAR Develops

**Compassionate Leaders
Cohesive Teams
Collaborative Cultures**

*Mali Phonpadith - CEO
Chief Architect of C3
Communities*

*Victor Cora Nazario - COO
Chief Implementer of C3
Communities*

CERTIFICATIONS

Sample Clients

LumInsight ANALYTICS

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
Center for Excellence in Public Leadership
THE GEORGE WASHINGTON UNIVERSITY

LATINO ECONOMIC DEVELOPMENT CENTER
Stable Housing. Thriving Businesses. Strong Communities.

Flaherty Family Foundation

singlepoint GLOBAL

DYNAMIC SERVICE SOLUTIONS

clements WORLDWIDE

brickett consulting
global tax mobility

LEADERSHIP LOUDOUN
advance. build. serve.

Tigerlily Foundation
Beauty. Strength. Transformation.

CROOKED

SOCIAL IMPACT

The Motivating Why

Chances are, if you were to look back at your journey towards that achievement, you would realize that at the heart of your motivation was having a specific Purpose. This is the most important driving factor allowing you to be motivated to work hard, or to seek solutions and find ways to achieve your ultimate desire.

It's important to have a purpose or objective, because once you have that meaningful objective, it creates a force that either pushes you forward or pulls you towards it. This push and pull is the basic driving force behind every type of motivation.

9 Types of Motivations

Motivation can be broken down into 9 types. Understanding these types of motivation will give you greater clarity and control over your self-motivation and the real reason behind the WHY for what you've chosen as your purpose (or the reasons behind your decisions and behaviors).

Intrinsic Motivation

This is a type of motivation in which an individual is motivated by internal desires and is satisfied when internally rewarded.

For example, let's say an individual named Bob has set himself a goal to begin losing weight and becoming healthier. Let's also imagine that Bob's reason to pursue this path of fitness and wellness is to improve his health overall and feel better about his appearance.

Since Bob's desire to change comes from within, his motivation is intrinsic.

Extrinsic Motivation

This is a type of motivation in which an individual is motivated by external desires or extrinsic rewards.

Rather than being motivated by the need to look better and feel healthier, let's say that Bob was feeling pressure from his wife to slim down and improve his physique, both external factors.

Since this pressure comes from an outside source, this is an example of extrinsic motivation.

Incentive Motivation

Incentive motivation or reward-based motivation is a type of motivation that is utilized when you or others know that they will receive a reward once a certain goal is achieved.

Because there will be something to look forward to at the end of a task, people will often become more determined to see the task through so that they can receive whatever it is that has been promised.

The better the reward, the stronger the motivation will be.

Fear-Based Motivation

The word "fear" carries a heavy negative connotation, but when it comes to motivation, this is not necessarily the case. Anyone who is big on goal-setting and achievement knows that accountability plays a huge role in following through on goals.

When you become accountable either to someone you care about or to the general public, you create a motivation for yourself that is rooted in the fear of failure or the fear of disappointing others. This fear helps you carry out your vision so that you do not fail in front of those who are aware of your goal.

Achievement-Based Motivation

Titles, positions, and roles in jobs and other areas of our lives are very important to us. Those who are constantly driven to acquire these positions and earn titles for themselves are typically dealing with achievement-based motivation.

Whereas those who use incentive motivation to focus on the rewards that come after a goal is met, those who use achievement-based motivation focus on reaching a goal for the sake of achievement and the feeling of accomplishment that goes with it.

Power-Based Motivation

Those who find happiness in becoming more powerful or creating massive change will definitely be fueled by power-based motivation.

Power-based motivation is a type of motivation that energizes others to seek more control, typically through the use of positions in employment or organizations.

Although it may seem to be a bad thing, power motivation is great for those who wish to change the world around them based on their personal vision.

Affiliation Motivation

People often say that it's not what we do but who we know that dictates our success. For people driven by affiliation motivation, this is most certainly true.

Those who use affiliation motivation as a driving force to meet their goals thrive when they connect with others in higher power positions than themselves.

They also thrive when those people compliment the work that they do, as well as their achievements. Therefore, affiliation motivation is a great force to help you achieve your social goals and move up in the world.

Competence Motivation

Competence motivation is a type of motivation that helps others to push forward and become more competent in a certain area and improve their skills.

This type of motivation is especially helpful when it comes to learning new skills and figuring out ways around obstacles that one is faced with in different areas of life.

Attitude Motivation

Attitude motivation is a kind of motivation that comes to those who intensely desire to change the way that they see the world around them and the way that they see themselves.

Goals associated with self-awareness and self-change will be met with attitude motivation.

VISION
What do you want to achieve?

MISSION
How, When, Where and What will it take to achieve it?

CORE VALUES
How will we operate (behave) in order to get us there?

MOTIVATING WHY

What is our reason for existing?
What is our Purpose?

CLEAR PATH TOWARD YOUR NORTH STAR

What guides our path?
It's our North Star!

A Leaders Journey

Moving teams from chaos to clarity is one of the most vital functions of leadership. Clarity starts with you.

Here's why this matters now more than ever

Lack of Clarity
What's the impact?

- Disengaged employees
- Confusion within teams about the work to be done - which makes it harder for them to achieve their goals
- Individual contributors are unclear about their roles and responsibilities (causing redundancies and busy-work)
- Subpar results
- A reactive vs. an innovative and collaborative culture

Source: Harvard Business Review : Employee Engagement Report 2019

Lack of Clarity
What's the Cost?

LSA Global's organizational alignment research found that strategic clarity accounts for 31% of the difference between high and low performing companies.

Indeed.com shared a list of top 15 reasons why employees quit. Lack of leadership clarity around vision ranked at #12.

Source: https://lsaglobal.com/blog/lack-strategic-clarity-one-reason-strategy-failing/#menu
Source: https://www.indeed.com/career-advice/career-development/reasons-employees-leave

What's the Cost of Disengaged Employees

- Disengaged employees cost U.S. companies $450-500 billion a year
- Companies with highly engaged workforce are 21% more profitable (Gallup's meta-analysis)
- Highly engaged workplaces see 41% lower absenteeism (Gallup)
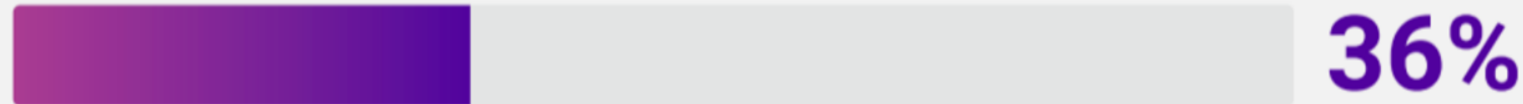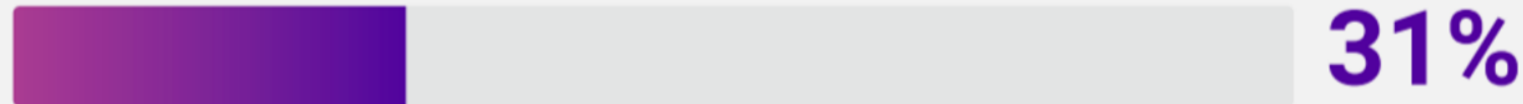- Companies with engaged employees outperform those without by 202% (Dale Carnegie Training)

Source: Predictive Index – 2021 CEO Benchmarking Report

Interpersonal struggles

36%

Which strategies and goals to pursue

31%

How to go about accomplishing our work

23%
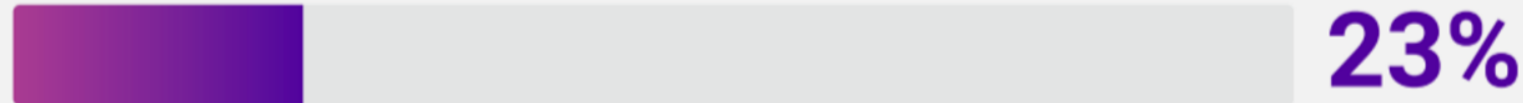
The intended outcomes of our work

11%
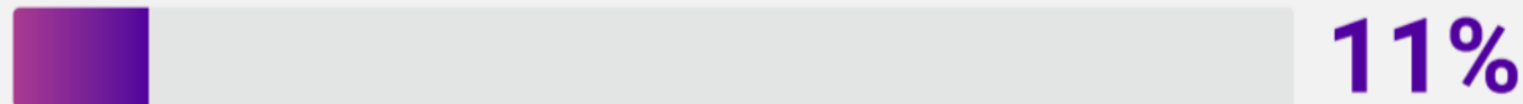
BREAK OUT
SMALL GROUP DISCUSSION

Map to WHY

MAP
PURPOSE

**Motivating WHY
North Star**

VISION

MISSION

VALUES

PURPOSE & OUTCOMES

OBJECTIVE	OBJECTIVE	OBJECTIVE
STRATEGIES	STRATEGIES	STRATEGIES
MEASURES	MEASURES	MEASURES
TACTICS	TACTICS	TACTICS
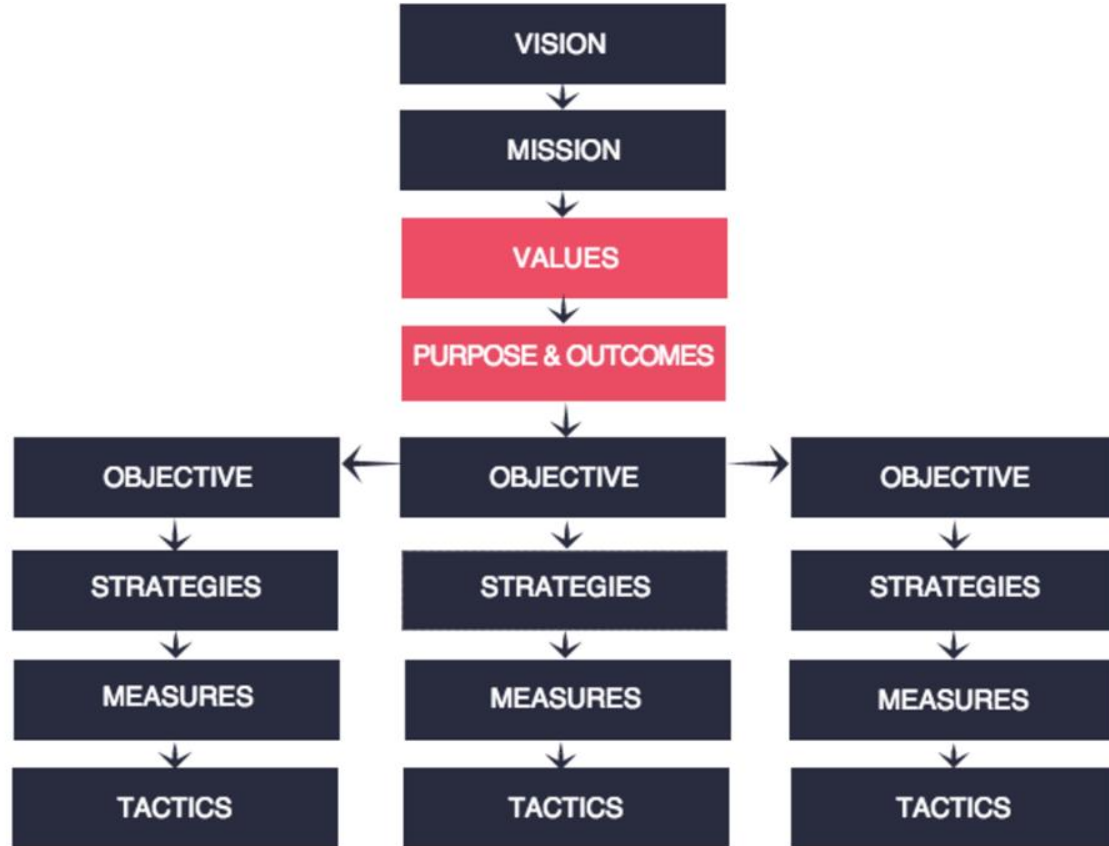
Define Your NORTH STAR
then Build a Plan for Your Living Legacy
that Aligns with Your Goals and Strategic
Objectives

1 | *Uncover Your Motivations*

3 | *Build a Plan - Your Living Legacy*

2 | *Articulate Your WHY and Claim Your Purpose*

4 | *Align Your Goals Back to Purpose and Legacy*

Strategic Mapping Sessions

SCN
SOAR Community Network

SOAR MAPPING PROCESS UNCOVERS

1. Motivating WHY, Purpose and North Star
2. Vision, Mission, Values (What You Stand For for Branding Purposes)
3. What is uniquely yours to do and offer to the market/world?

DELIVERABLE & NEXT STEPS

- Three 90-minute sessions whether with an individual or with an executive team
- Validation of Purpose, Strategic Direction, Vision, Mission and Core Values
- Deliverable includes Purpose Report, Self-Compassion Report, Observations and Recommendations

Schedule a discovery session to explore whether our SOAR Mapping Process can support your needs.

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First Step

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