

Motivation is a skill that can be taught, learned, developed, and nurtured.



OPTIMAL MOTIVATION®

Learn to create a workplace where people flourish through high-quality motivation

Disengaged employees cost organizations billions of dollars every year. Unfortunately, many executives responsible for measuring and improving engagement have no idea how individuals become disengaged in the first place. The key to engagement is the quality of an individual's day-to-day motivation.

Optimal Motivation® makes the bold claim that motivation is a skill that can be taught, learned, nurtured, and sustained. Individuals can be taught how to choose a high-quality motivational experience at any time and for any task. Leaders learn that their role is to help employees make a shift toward an optimal motivational outlook.

Optimal Motivation shifts the paradigm of motivation, helping participants understand that people are always motivated and that it is the *quality* of their motivation that matters most. When daily motivation is optimal, this leads to highly engaged employees who experience employee work passion over time. Early intervention is the key. Learners explore the Spectrum of Motivation and its six Motivational Outlooks, along with how to apply proven best practices, based on the science of motivation.

OPTIMALLY MOTIVATED EMPLOYEES ARE

- Three times more satisfied with their jobs
- Delivering 31 percent higher productivity
- Three times more creative on the job
- Ten times more engaged by their jobs

THE KenBlanchard®
COMPANIES



WHO SHOULD ATTEND?

Results-oriented managers and executives interested in using Optimal Motivation best practices to facilitate people's positive energy, vitality, and a sense of well-being

Individuals interested in learning the skill of activating Optimal Motivation for themselves to achieve and sustain high performance

PROGRAM FORMAT

This flexible program is available in a one-day or 1½-day format for managers and individuals. Participants are equipped with skills and tools to help them use what they learned during the session, for themselves and with others, once they're back on the job.

The one-day session focuses on the following learning outcomes:

- Identify and distinguish the six Motivational Outlooks in the Spectrum of Motivation
- Understand how the qualities of autonomy, relatedness, and competence impact a person's sense of well-being, energy, and vitality
- Gain three skills for activating Optimal Motivation: identify a current motivational outlook, shift to or maintain an optimal motivational outlook, and reflect on the shift
- Learn how to apply the three skills to activate Optimal Motivation with others

The 1½-day format focuses primarily on the leader's perspective, deepening day-one skills and building competence and confidence to activate Optimal Motivation with others.

- Practice facilitating Motivational Outlook conversations
- Explore leadership best practices that promote optimal motivation
- Collaborate with a cohort member on a plan for implementing the best practices back in the workplace

Leveraging the Blanchard Exchange online portal, learners gain access to launch activities, including a video introduction and exercises for a rich asynchronous learning experience before they learn, practice and master Optimal Motivation principles and skills.

Make the choice to help your organization create an environment where people flourish through high-quality motivation. For more information, contact your Blanchard Sales Associate.

Research sources available upon request.

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