



IS MOTIVATION A FINANCIAL SOLUTION?

Want a simpler way to uncover barriers and resolve issues that are costing your business money? This might surprise you, but it's your workforce's motivation that holds all the keys! The secret is understanding motivation using simpler terms: people having a positive experience at work. How this simple definition yields powerful financial results is done through a very straight-forward approach called the Single Motivation Metric (SMM). Unlike other approaches that complicate the concept of employee motivation, SMM shows you how to safely apply this simple definition to reveal, in minutes, financial solutions.

CATALYST TECHNOLOGIES: (310) 476-6899



► **CREATE FINANCIAL HEALTH:** Is an organization's financial health significantly affected by an employee's desire to have a positive experience at work? Obviously it is – let us show you how and a way to easily manage it.

○ CREATE FINANCIAL HEALTH



► **MEET BUDGET AND SCHEDULE:** What causes someone to stay late and meet a challenging deadline? To unlock this knowledge, you need to know what drives each person to go the extra distance – let us show you the technique!

○ MEET BUDGET AND SCHEDULE



► **IMPROVE YOUR BOTTOM-LINE:** What motivates people to be passionate about improving their organization's bottom-line? That's what you need to identify – let us show you how to identify it in 10 to 15 minutes.

○ IMPROVE YOUR BOTTOM-LINE

Experiences @ Work

PEOPLE AREN'T COIN MACHINES; IT TAKES MORE THAN MONEY TO CREATE A POSITIVE EXPERIENCE AT WORK

There are ten types of positive experiences that affect our drive to do our best and be our best while working. A regular pay check, albeit important, is incomplete without providing other experiences.

Can a one legged horse win a race?

Answer: The only chance is if all the other horses in the race are missing their legs too. Receiving money is one of ten experiences. The other positive motivational experiences (written in paired form) are:

- (1) Acceptance and Recognition
- (2) Adventure and Fun
- (3) Ambition and Accomplishments
- (4) Comfort and Security
- (5) Money and Finance

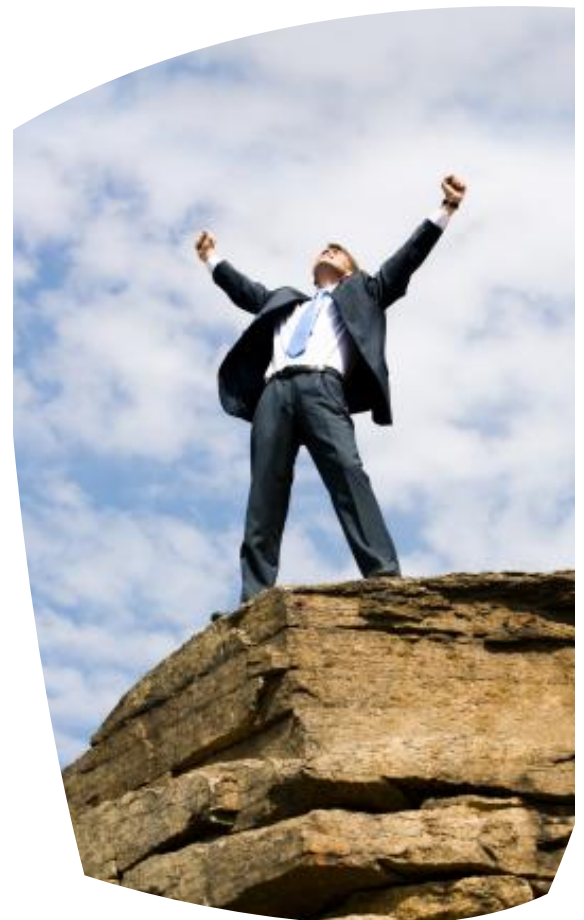
are paired because the experiences within each pair sometimes overlap. Knowing how each employee would prioritize these pairs is the first step to better aligning an employee's personal view of having work experience to business goals.

Once aligned, expect:

- (1) Better Organizational Health
- (2) Schedule and Budget Reliability
- (3) Financial Bottom-line Improvements

Based on an international study on childhood behavioral conditioning, there are five motivational pairs that represent positive experiences desired at work. They

If you want to be competitive, knowing and using these motivational factors wisely is vital. It's not a horse race, but there are winners – let us help you win.





Getting more means giving more... but not necessarily money

For those who care and manage a budget!

TIME & SUCCESS

Through the continued support of the Department of Defense over a 25 year period, Catalyst Technologies (CT) has been on the forefront of doing advanced research in leadership, including motivation metrics based on employees having a positive motivational incentive as work. It started in 1978 with an informal study in Japan, reviewing how childhood behavior affected motivation and business change. This informal study turned into a formal research and development project lasting for two decades. The results were used with great success in improving workforce performance based on five motivational incentive pairs.

Here is a fact you instinctually know: people motivated solely by money, or some forms of finance, use money/finance to have more of another type of positive experience, like:

- (1) Acceptance or Recognition
- (2) Adventure or Fun
- (3) Ambition or Accomplishments
- (4) Comfort or Security

The basis for this analysis is a childhood conditioning study that states that as children get older, they realize that money is used for variety of emotionally charged reasons, like going on vacations, getting gifts, or visiting amusement parks.

These emotionally charged "things" bring to children the experiences of acceptance, recognition, adventure, fun, ambition, accomplishment, comfort or security. These become our personal value system, as learned from childhood.

If you want to ensure people are having a positive experience at work, find out what an employee's root value system is, not the "things" that cause it. Knowing the difference allows you to get more without spending more, that's our better way.

"The question is, are you changing your business to have a positive impact on the employees who will in the long term make your organization successful?"

MOTIVATION, CHILDHOOD AND BUSINESS CHANGE BY BRUCE NAGY

SMM'S 4-STEPS TO TRANSLATE ISSUES INTO FINANCIAL VALUE



First Step: Use SMM to create a positive reference point to safely discuss issues and avoid finger pointing.

Second Step: Use SMM to identify the issues based on creating a more positive work experience for the employees.

Third Step: Use SMM to describe specific actions that resolve issues that result in a more positive work experience.

Fourth Step: Use SMM to translate these actions into financial benefits/value.



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For a demonstration...