



**“ We have the greatest opportunity, perhaps in history, to transform the way we lead—to create a workplace where producing results doesn’t compromise people’s health and well-being.”**

*Susan Fowler, Why Motivating People Doesn’t Work... and What Does*

# RETHINKING LEADERSHIP: MASTERING MOTIVATION WITH OTHERS™

People cite three reasons for resigning and quiet quitting, according to a global study: the lack of autonomy and flexibility, to escape a toxic culture and meaningless work, and a desire for growth and learning opportunities.<sup>1</sup>

Isn’t it fascinating that what people long for perfectly aligns with motivation science? For people to experience optimal motivation and thrive at work, they need to fulfill their psychological needs for choice, connection, and competence.

The good news is that Mastering Motivation with Others presents three scientifically proven capacities to promote people’s psychological needs and the optimal motivation that leads to results and flourishing.

## LEADERSHIP CAPACITIES THAT PROMOTE OPTIMAL MOTIVATION IN OTHERS

### ENCOURAGE CHOICE (Autonomy)

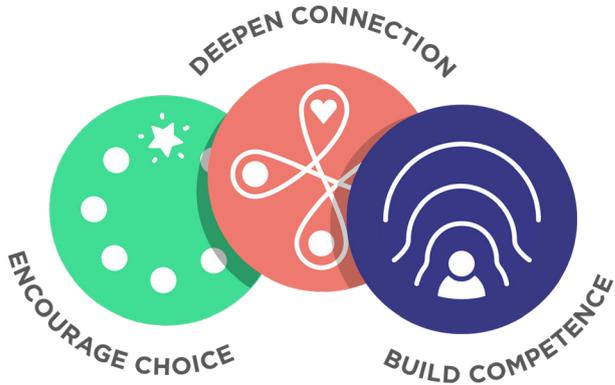
Help people realise that they always have choices, have options within boundaries, and are the source of their actions.

### DEEPEN CONNECTION (Relatedness)

Help people feel a sense of belonging and genuine connection to others without concerns about ulterior motives, align goals and actions to meaningful values and a sense of purpose, and contribute to something greater than themselves.

### BUILD COMPETENCE

Help people feel effective at managing everyday situations, demonstrate skill over time, and experience growth and learning.



1. De Smet, Aaron, Bonnie Dowling, Bryan Hancock, Bill Schaninger. The Great Attrition is making hiring harder. Are you searching the right talent pools? McKinsey.com. July 13, 2022.

**Mastering Motivation with Others** is an innovative and practical learning experience that equips leaders with the capacity to unleash people's positive and sustainable energy to achieve goals, transform habits and behaviour, and generate the vitality required to embrace change and sustain high performance.

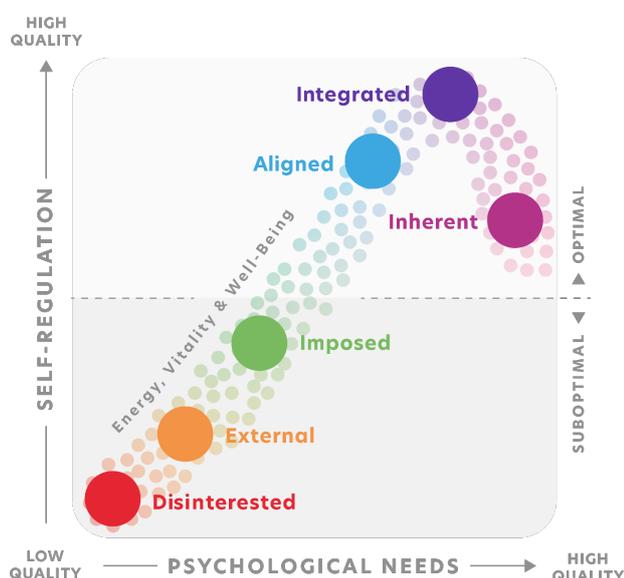
“ Motivation is at the heart of everything people do and everything they don't do, but you wish they did.”

*Susan Fowler, Master Your Motivation*

## Motivational Leadership Is Essential for Solving Today's Business Issues

When leaders learn how to encourage choice, deepen connection, and build competence, they are on the way to increasing retention, decreasing turnover, finding the key to hybrid work, getting to the heart of DE&I, improving productivity, and stimulating creativity and innovation.

**Spectrum of Motivation®**



**Mastering Motivation with Others** learning experiences provide leaders with alternatives to ineffective carrots and sticks, personality-based “motivation,” and obsolete leader-centric leadership. Leaders learn how to promote optimal motivation through the globally-tested, empirically-based, cutting-edge **Spectrum of Motivation®**.

Leaders have a choice. Instead of operating under an outdated trade-off between results and flourishing, they can learn how to promote optimal motivation that leads to workplace efficiency and thriving.

Are you curious how to equip managers with the capacity to lead a depleted workforce ready to contribute if only they had optimal motivation?

Contact us for options and opportunities for  
Mastering Motivation with Others

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