



The motivation challenge.

A unique opportunity for organisations to develop a culture of motivation, engagement, resilience, and positivity which delivers performance and wellbeing in equal measure.

The Proposition

We work with a selection of organisations to show how principles of RAMP can be deployed in various settings together with optimising the Mental Toughness and attitude to apply it sustainably.

The Pilots will be led by Jo Owen and Doug Strycharczyk

We will support each organisation is developing and deploying RAMP in a way which is relevant and effective for your unique situation.

This is a research led effort, not a consulting proposition: our contribution will be to support you in designing, deploying, and measuring the programme; yours will be to cover expenses.

The opportunity Part 1 – What is the RAMP approach?

Since 2011, STIR has developed an approach - RAMP* - which has achieved motivation, engagement, and performance with millions of people across India and Africa. The approach, (see Financial Times <https://www.ft.com/content/647f88cc-5047-4fd2-8908-b7ad4b0a94f0>), is based on four pillars:

- **R:** positive and supportive *relationships* both vertically and horizontally.
- **A:** *Autonomy*, increased accountability and reduced ambiguity of *purpose*, goals, and roles.
- **M:** *Mastery*, this is less about technical skills and much more about 21st century leadership skills of influence, visioning, persuasion, building alliances of trust etc
- **P:** Purpose, coming from the leader and the ability of the individual to craft their job accordingly.

The opportunity Part 2 – What is Mental Toughness?

Mental Toughness is an aspect of personality which describes the *mental* approach to dealing with stressors, pressure, opportunity, and challenge. It is a key element in wellbeing & performance for leaders, employees, and organisations alike. There are 8 factors grouped around 4 components:

- Control – the belief in one's self-worth to control enough to achieve important outcomes
- Commitment – the extent to which one has a sense of purpose, sets goals and does what it takes to achieve them
- Challenge – the extent to which one welcomes new ideas, etc and sees them as opportunities and not threats.
- Confidence – the self-belief in one abilities to deal with whatever arises and to be able to influence others as much as they do you.



The challenge – what does this address

You cannot tell people to be motivated, happy or positive. Traditional approaches do not work. 65% of managers believe that they are good at motivation and wellbeing, only 32% of followers agree.

These things come from within – from creating a winning mentality. The Motivation challenge is a leadership challenge.

The prize – an outcome that matters.

.. for Performance, Wellbeing, Employee Retention, growth – to THRIVE in an unforgiving world.

The average cost of employee turnover is estimated as over £30,000 per employee (Oxford Economics and Unum). Other estimates vary from 30% to 200% of annual salary. Reducing turnover by just 1% from an average of 20% pa is the equivalent of saving the costs of one FTE, plus the hidden costs of less sick leave, poor performance, loss of institutional memory and skills.

Who are the project sponsors and how will they contribute?

The project and the proposal are a joint proposition from Jo Owen and Doug Strycharczyk. Both will be involved in delivery with participating organisations. During this R&D phase, partners will be expected only to contribute direct expenses to the project. There will be no charge for the time of Jo and Doug for the first two projects.

Jo is recognised as one of the leading authorities on Leadership and Management and has founded and led significant organisations around the world. He is a best-selling author on these topics.

Doug is the co-developer of the 8 factor mental toughness concept and is recognised as the leading authority in its application with leadership and organisation development.

What can the partner expect and what do they need to bring to the project?

The partnership model is modular: partners can take part in one or all the modules.

Module 1: Intrinsic motivation assessment and diagnosis and assessment of Mental Toughness in individuals and the group.

- a. Completion of a motivation questionnaire designed to achieve the following:
 - Identify levels of intrinsic motivation across the organisation
 - Identify key drivers of intrinsic motivation which the organisation can use in future
 - Link levels of intrinsic motivation to perceived performance

The partner will be responsible for administering the survey to an appropriate group. We will provide the survey, analyse the results, and collate the feedback for the partner.

- b. Completion of the MTQPlus. The leading measure of mental toughness. FOC in the pilot!

All questionnaires will be confidential to the participants and to the organisation.



Module 2: intrinsic motivation demonstration workshop.

This is a three-hour workshop with 10-12 managers to help them discover how they can develop and sustain intrinsic motivation in their teams. It is a workshop, not a lecture - participants discover what works for them. Participants are expected to implement ideas that they have identified and agreed.

This intervention focuses on one of the four elements of RAMP: *building positive relationships*.

Module 3: Intrinsic motivation assessment follow up.

This module repeats the module 1 questionnaire to establish what progress has been achieved . This helps management decide how to take intrinsic motivation across the organisation.

Next steps

To discuss this further, contact Jo Owen at jo@ilead.guru or Doug Strycharczyk at doug@agr.co.uk