

Inventory for Work Attitude & Motivation. (iWAM)

What is iWAM?

Skills and Competencies determine whether an individual CAN do something; but Motivation and Attitude influence whether the individual actually WANTS to do it

iWAM is a unique and powerful on-line assessment tool. It provides us with many of the answers to frequent management questions such as:

- What really drives a person to perform?
- How can we ensure that we maintain and further develop that performance?

It achieves this by looking at a dimension of human beings that is not available through any other assessment tool. It gets to the very heart of what drives us as individuals - it measures our attitude and motivation. We may demonstrate the skills and competencies needed to deliver our objectives but unless we have the motivation to actually do it then it just will not happen.

As a result, iWAM is able to **predict work performance** better than any other tool.

Why use iWAM and how it will benefit you and your Business?

The uniqueness of iWAM not only lays in the fact that it is one of a kind but also that it has been especially developed for use in Business.

It specifically measures a person's attitude and motivation within a work context and, importantly, in the specific role they are currently performing.

Unlike other more generic tools, it does not attempt to "label" people or put them into "boxes, colours or quadrants". Although these tools are useful, they do not allow you to understand how a person can change within a given context, which is vitally important within Business today.

In simple terms, ***if we are motivated and have the right attitude to perform then we will perform.*** Using iWAM will enable you to discover which "buttons to press" in order to make this happen. iWAM allows you to discover ***The will that drives the skill.***

It is important to understand that the results that iWAM provide are not designed to sit in a drawer – they are there to use in such a way that you maximise your return

on investment. The real power of iWAM is in its limitless practical uses as a Business application, for example:

Teambuilding

When building or developing a team, you need to manage diversity by combining a complementary group of persons who are all likely to have different attitudes and work approaches to enable them to overcome their differences.

The iWAM reports will show just how complementary team members are and how each of them can be motivated and coached to in order improve both individual and team performance. It also provides a side-by-side comparison of individuals or entire teams – thus providing a unique insight into the performance gaps between your best and worst performers.

iWAM adds another dimension in creating a highly effective, engaged, motivated and communicative team.

Coaching

After an individual takes one of the iWAM tests, detailed feedback reports are produced which describes the person's attitudes, motivations, emotional intelligence and value set. These reports tell you how well suited the individual is to a specific role, how to motivate that person to perform in the role and what type of work environment will best predict their success.

What does iWAM actually measure?

iWAM measures 48 motivational preferences and work attitudes, including:

- What are your primary drivers at work?
- How focused are you on priorities?
- How motivated are you to solve problems?
- How do you make decisions?
- Do you generate alternatives or prefer to follow procedures?
- Are you comfortable working with people and their emotions?
- Are you more productive in a structured or unstructured environment?
- How often will you need a change in your work to remain motivated?
- How much do you learn from the past or have a vision for the future?
- Are you difficult to convince? What strategy convinces you?
- How tolerant are you of other people's rules?
- How important is it for you to need to be in charge?
- How do you deal with working in a hierarchy?

Valuable insights are provided into your **key motivational drivers**:

- How they influence your perceptions
- How they influence your behaviour
- How they influence the language you use
- How they influence the role you are currently performing
- How they might be hindering or helping your progress
- How they affect your communication with others – both positively and negatively

What is involved in using iWAM?

Participants initially complete a short on-line questionnaire. This produces a report which I will then analyse. The results of the report findings and my analysis are communicated back to the participant through a 90 minute de-briefing session (this session includes further questioning and, importantly, a 30 minute coaching element).

The feedback also focuses on improving emotional intelligence by raising self awareness and understanding. The iWAM report is yours to keep and use to greatly enhance any personal development plan. It is also an effective pre-requisite to any coaching programme.

Further information

To find out what else compliments iWAM then visit my web site at:

www.changingconversations.co.uk