

MIND

YOUR

BUSINESS

Shaping Futures with  **David
Meade**



Goals and
planning



Decision making



Motivation and
engagement

MINDFUL BUSINESS



Body language
interpretation



Persuasion
and Sales

Change
Management



STAND
UP







OUR AGENDA

How everyone can
tackle and nourish
these **essential**
future shaping tools



Driving Engagement



**Embracing & Driving
Change**



Mastering Mindset

Our People Problem



52 % are not involved or participating meaningfully in their work or their workplace



19% feel no connection to people or place



That's circa 70% who are actively disengaged



These carrots and sticks aren't working

Gallup, 2022









**THERE IS A GIANT GAP
BETWEEN WHAT 50 YEARS OF
RESEARCH, EVIDENCE, AND
PRACTICE IN MOTIVATION
TELLS US, AND WHAT
BUSINESSES ACTUALLY DO.**

DAN PINK, 'DRIVE'







WHAT WOULD YOU DO?





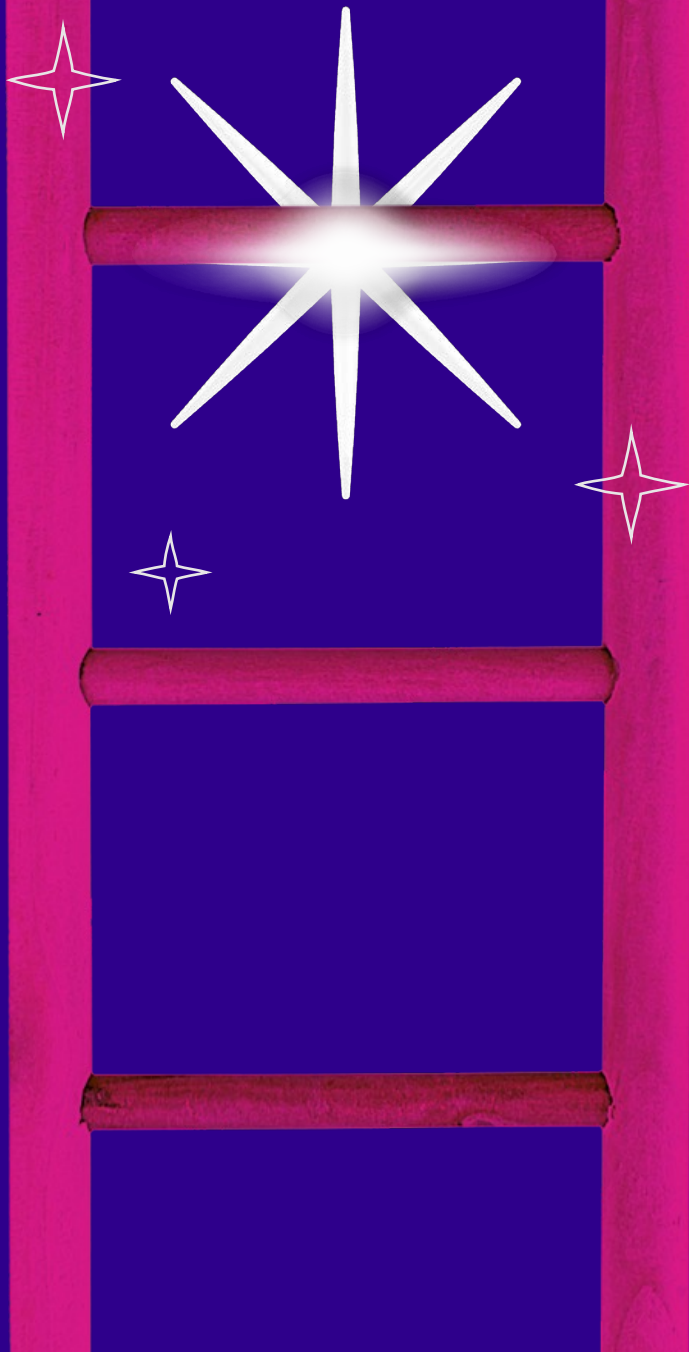
WHAT CHANGED?







How does your job
ROCK?





CRAFTING YOUR CULTURE



Group	Positive	Non-Positive	Change %
a	19	13	46
b	18	12	50
c	16	9	77
d	18	14	 28
e	21	14	50
f	20	13	54
g	29	11	 163
h	19	10	90
i	17	9	89
j	18	10	80

Data in Pink should be ignored in view of a situational outlier

Data in Purple represents case being discussed



REWARD TO

RESULTS

MOTIVATION OR REWARD?

WHEN ASKED WHAT TECHNIQUES THEY WOULD USE TO INCREASE MOTIVATION/PRODUCTIVITY, 71% OF LEADERS ANSWERED



INCENTIVE



**PERFORMANCE
RELATED PAY**



REWARD

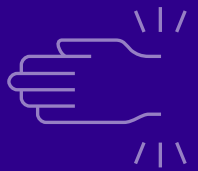
Most referred to financial inducement in their top 3 methods.
(UTU, 2019)

SHELF STACKING STUDY

Chain Pharmacy USA

Their job was to replenish retail shelves

Fake Reason



**To test for
wrist strain**

FAKE

Real Reason



**To test for
productivity**

Financial Reward

\$15

Token Reward

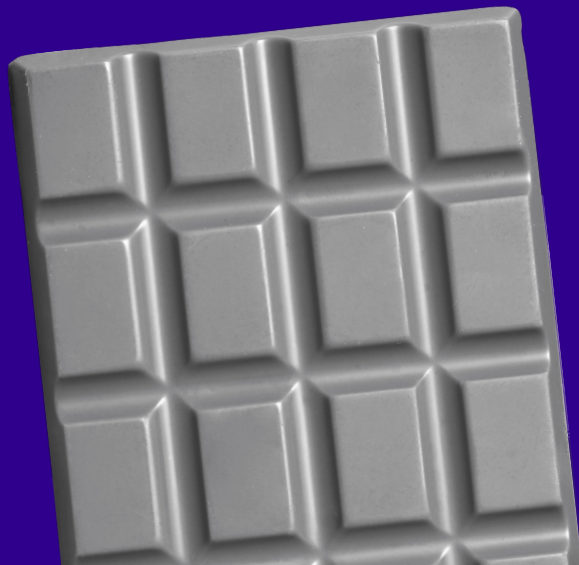
\$1

FOUR GROUPS

Token Reward

\$1 **Chocolate
bar**

Thanks only
(no gift/
reward)





REWARD

WEEK 1

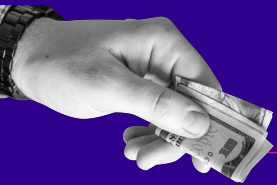
WEEK 2

WEEK 6

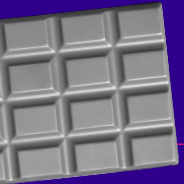
% change



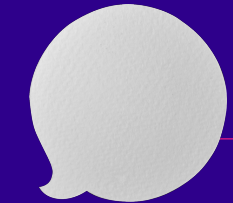
Financial – \$15



Token – \$1



Token – \$1 Chocolate



Thanks only

Numbers refer to productivity i.e. how many cans were stacked correctly on the shelf in the allocated time

Pink data indicates a decrease in productivity

Purple data indicates an increase in productivity



REWARD



	WEEK 1	WEEK 2	WEEK 6	% change
Financial – \$15	159	141	130	-18%
Token – \$1	148	136	134	-9.5%
Token – \$1 Chocolate	156	150	151	-3.21%
Thanks only	178	207	211	18.5%

Numbers refer to productivity i.e. how many cans were stacked correctly on the shelf in the allocated time

Pink data indicates a decrease in productivity

Purple data indicates an increase in productivity

Exactly the same results have been replicated for almost two decades across cultures and industries.



What does this tell us about motivation?
Lower the financial value
Higher human value

Why?
Market Motive
vs Social Motive

**MARKET
SOCIAL
MOTIVE**

**V
S**

**SOCIAL
MOTIVE**

The market motive is underpinned by an individual's desire to earn something of value.



Money



Time



Prize

The social motive is underpinned by an individual's desire to like and be liked – to engage socially.

Human/personal reward is up to

5 times more meaningful than a financial reward,

and the results can be seen in loyalty and productivity.

SOCIAL MOTIVE



Had higher productivity



Enjoyed the activity



Were more mentally engaged



Greater loyalty

Only 4%
absence

VS

Up to 19% across
other financial
reward groups



If the only incentive/
reward you have for
your staff to work well is
SALARY...

...you are missing
out on increased:



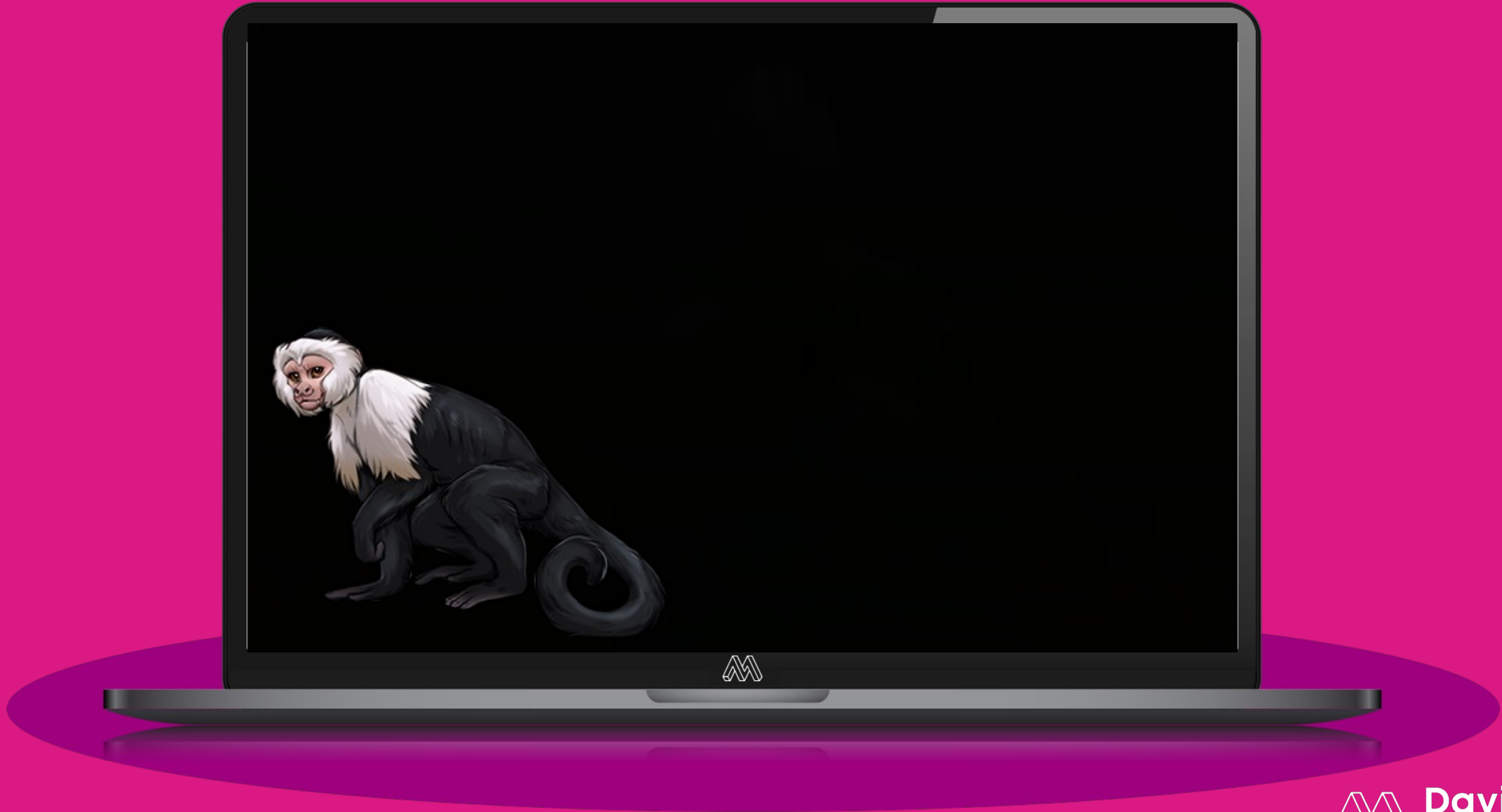
PRODUCTIVITY



LOYALTY



ENGAGEMENT



SHAPING

FUTURES

WITH PURPOSE



74,000+

PROSTHETIC HANDS



22,000+

WATER FILTERS



41

TOYS FOR LIFE



**I'm
Excited**

**I'm
Anxious**

Control Group

Karaoke HARVARD

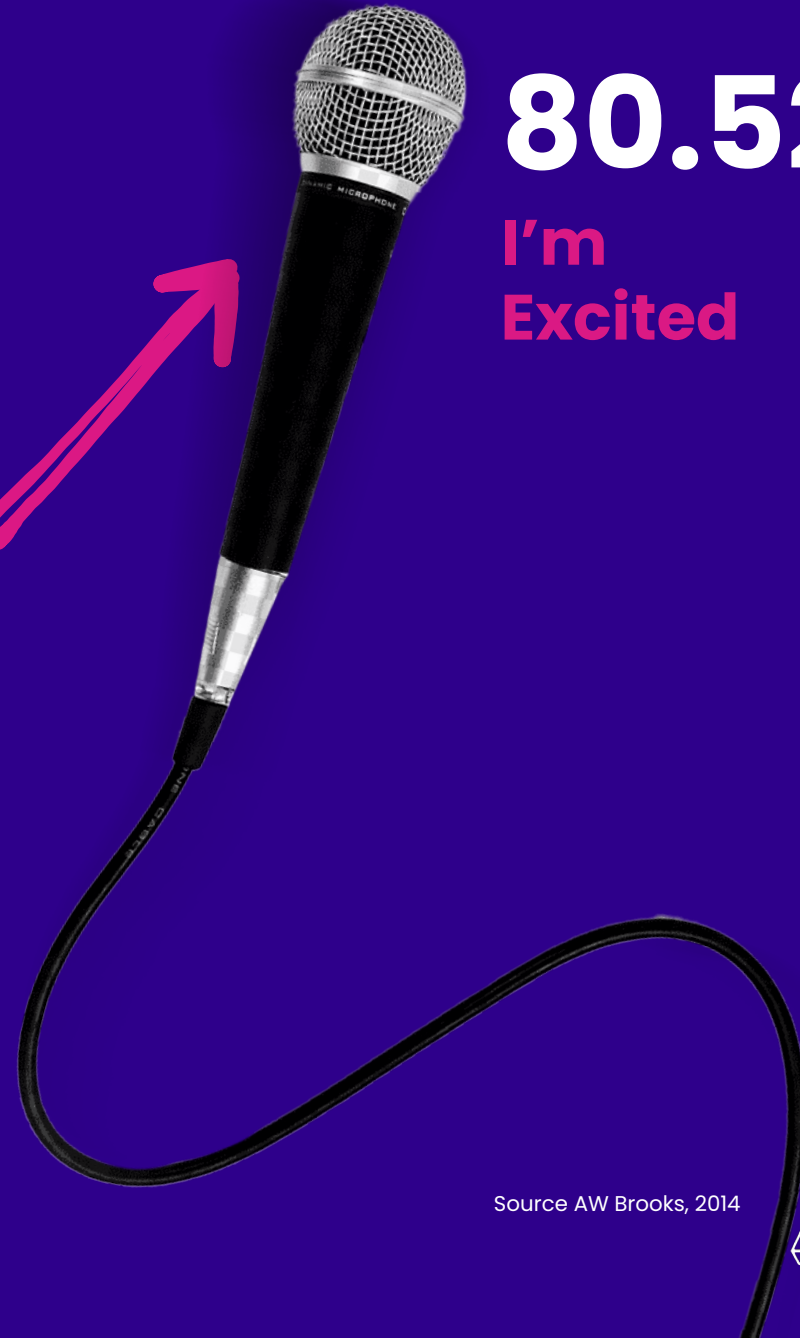
Source AW Brooks, 2014

The excited group had dramatically lower levels of measured fear and anxiety, and they were even rated as **better singers** – this much!



52.98%

I'm
Anxious



80.52%

I'm
Excited

Source AW Brooks, 2014

TOXIC POSITIVITY

*Hey at least
we're saving on
heating bills!*





PIZZA





GRAND CANYON. HOW CAN YOU REDUCE THE AMOUNT OF ROCKS TAKEN FROM THE ESTATE?

“Last year nearly 20,000 people removed rock or plant artefacts from the Grand Canyon facility. Please keep the place beautiful by taking only pictures and leaving only footprints.”

Based on observation analysis, the number of artifacts removed

INCREASED BY 29%

The principles were used incorrectly and backfired.

SMALL CHANGES

BIG DIFFERENCE



50%

LOOK AWAY NOW



1

2

3

4

5

6

7

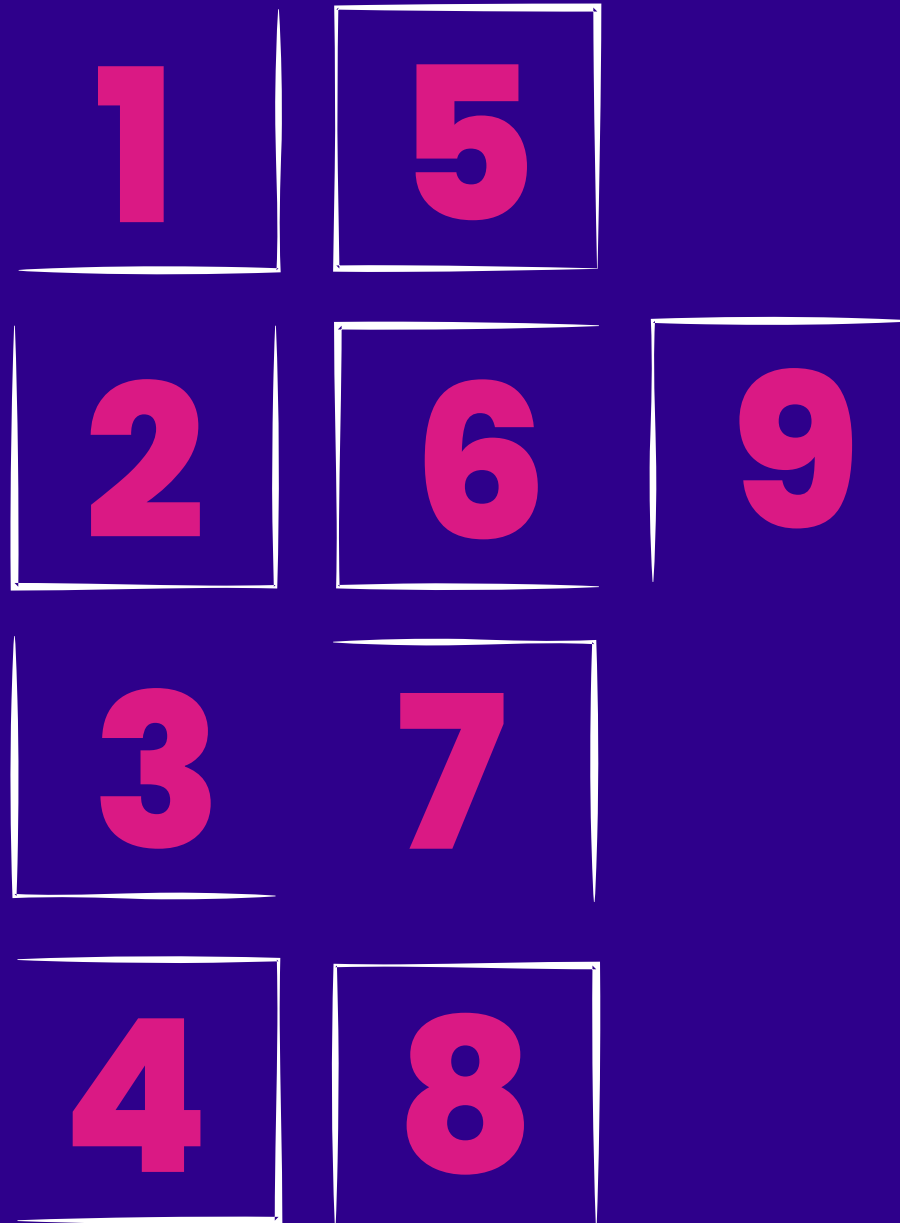
8

9



OTHER 50%

LOOK AWAY NOW





EVERYONE

LOOK BACK



TEST YOURSELF!

3 6 8 5 7



SCORE YOURSELF!

3

6


8

5

7

1	5	
2	6	9
3	7	
4	8	

1	2	3
4	5	6
7	8	9



MASTERING

MINDSET



**4 Minute
Mile**



**40 years,
2600
attempts**



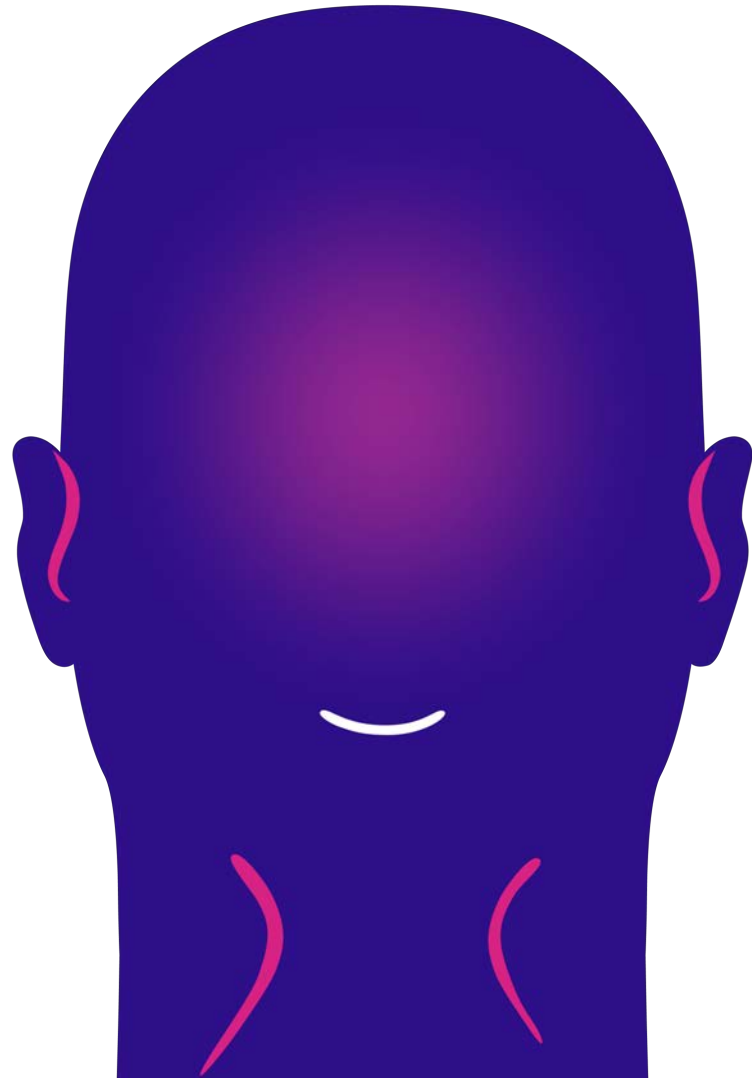
**Achieved
1954**



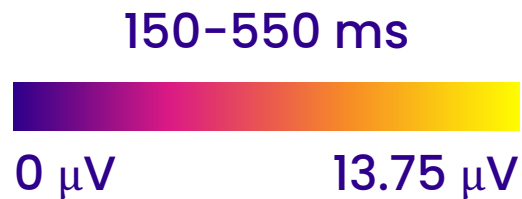
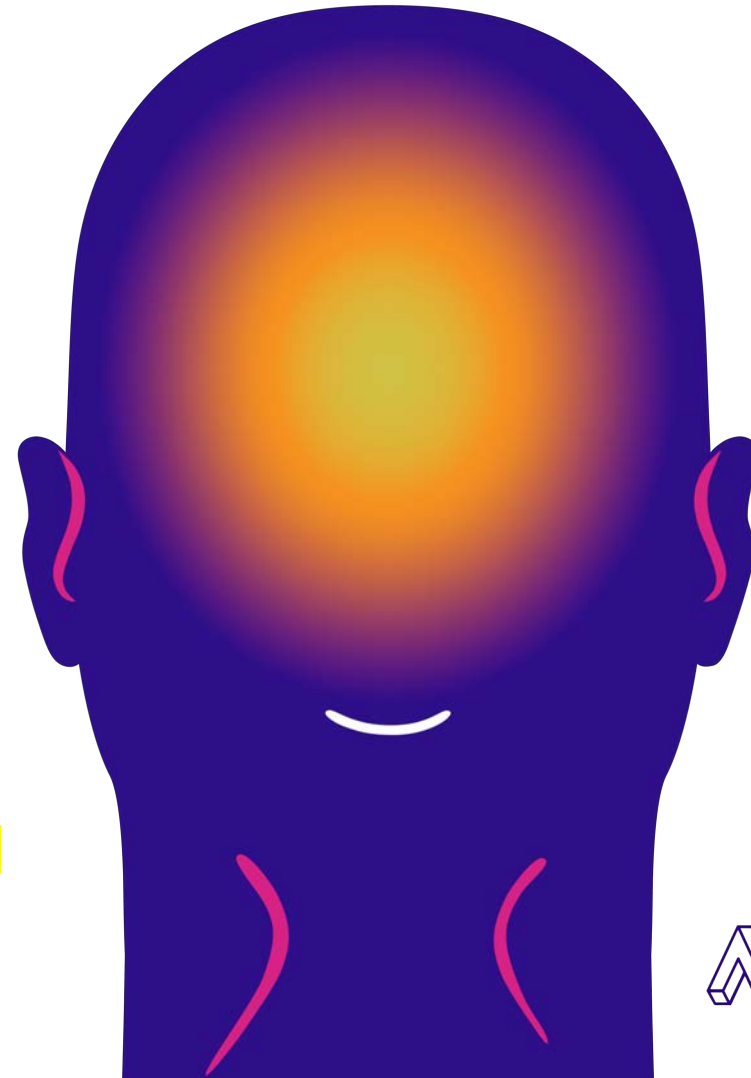
24 months



FIXED MIND-SET

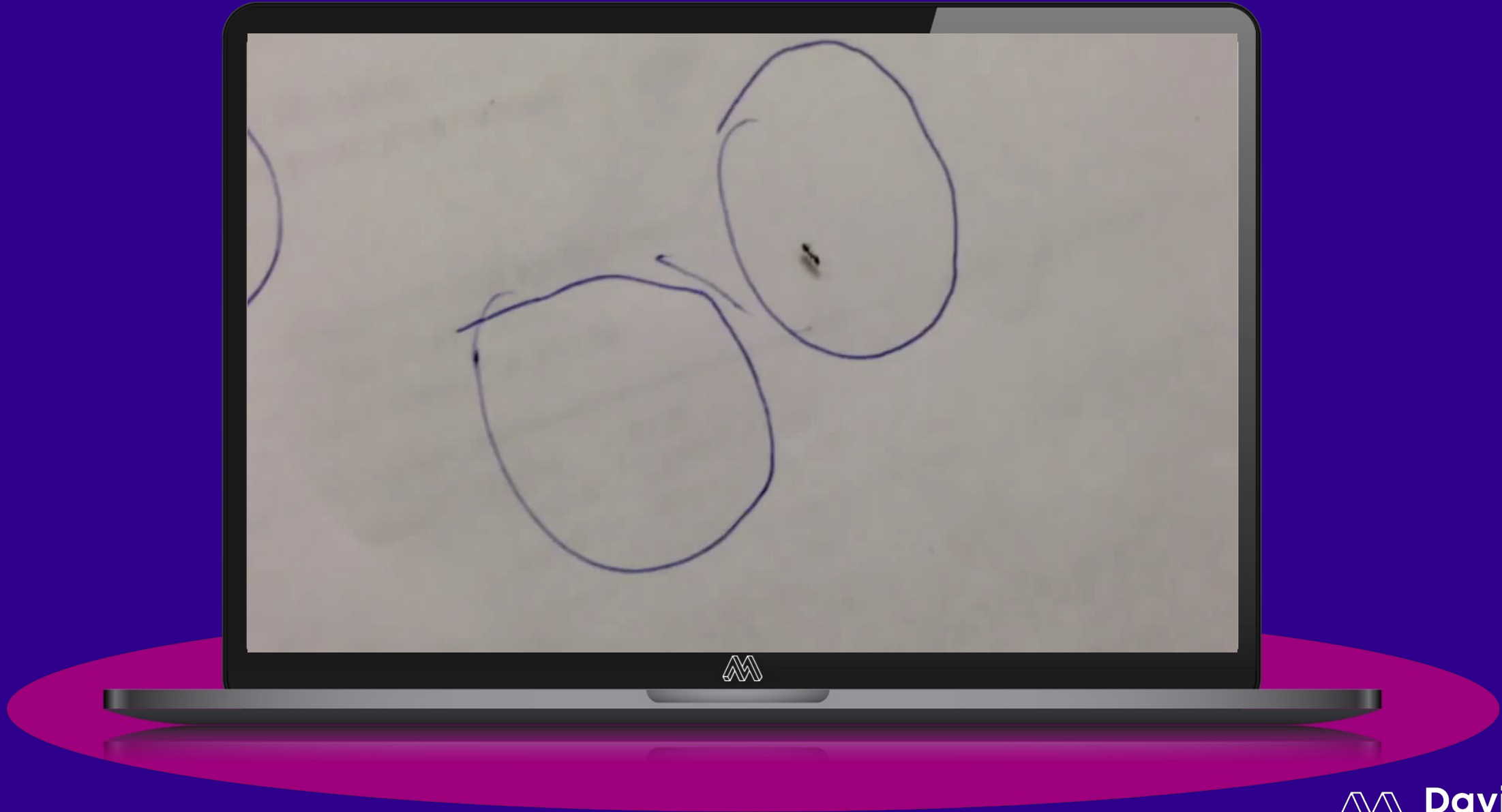


GROWTH MIND-SET









Two Mindset

Carol S Dweck, Ph. D.

Fixed Mindset
Intelligence is static



Leads to a desire to look smart and therefore a tendency to...

...Avoid challenges

...give up easily

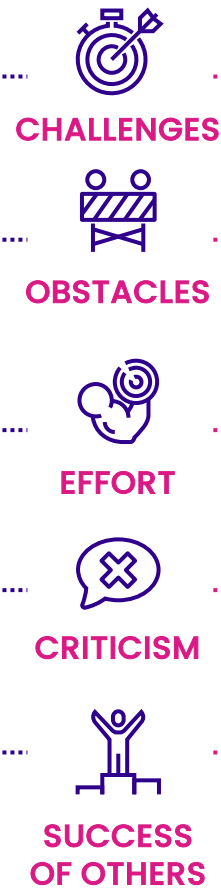
...see effort as fruitless or worse

...ignore useful negative feedback

...feel threatened by the success of others

As result, they may plateau early and achieve less than their full potential.

All this confirms a deterministic view of the world.



Growth Mindset

Intelligence can be developed



Leads to a desire to learn and therefore a tendency to...

...embrace challenges

...persist in the face of setbacks

...see effort as the path to mastery

...learn from criticism

...find lesson and inspiration in the success of other

As result, they reach ever-higher levels of achievement.

All this gives them a greater sense of free will.

Your leadership mindset matters



I can't
do it

- 1. Be intentional about the sectoral mindset – Ballerinas**
- 2. Set and share your strategy with solid positive ambition – Obama**
- 3. Recognise with authenticity & equity – Monkeys & Chocolate**

To receive all of today's content and more instantly, scan the QR code.

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A hand holding a compass in a forest setting. The background is a dark, dense forest with many green leaves. A hand is holding a compass, and the compass needle is pointing towards the top of the frame. The text "NAVIGATING CHANGE" is overlaid on the image. "NAVIGATING" is in white outline font, and "CHANGE" is in a solid pink font. A vertical blue line runs through the center of the image, passing through the compass needle.

NAVIGATING CHANGE