



IS MOTIVATION A FINANCIAL SOLUTION?

We created a ground breaking technique that easily and accurately aligns an employee's personal, motivation-based value system to the needs of the organization by managing a single motivation metric (SMM). The SMM Motivation Management results in accurately measuring and improving workforce motivation. It provides in a proven way to translate motivation improvement to cost benefit. Learn about a simple technique that promotes financial health and growth. Find out more...

CATALYST TECHNOLOGIES: (310) 476-6899



► **CREATE FINANCIAL HEALTH:** Is an organization's financial health significantly affected by a workforce's motivational drive to excel? Obviously it is – let us show you a simple approach to increase workforce drive to excel.

○ 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 motivates each person to go the extra distance – we know how to discover this!

○ 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 – we know how to identify it in 10 to 15 minutes.

○ IMPROVE YOUR BOTTOM-LINE

Incentive & Rewards

PEOPLE AREN'T COIN MACHINES; IT TAKES MORE THAN MONEY TO BRING OUT EXCELLENCE

There are 10 types of rewards that affect our drive to go the extra distance, take that added effort and become a superior achiever. Money provides only 10% of our total incentives.

Can a one legged horse win a race?

Answer: The only chance is if all the other horses in the race don't have all their legs. Money is one of ten incentives. The other incentives (written in paired form) are:

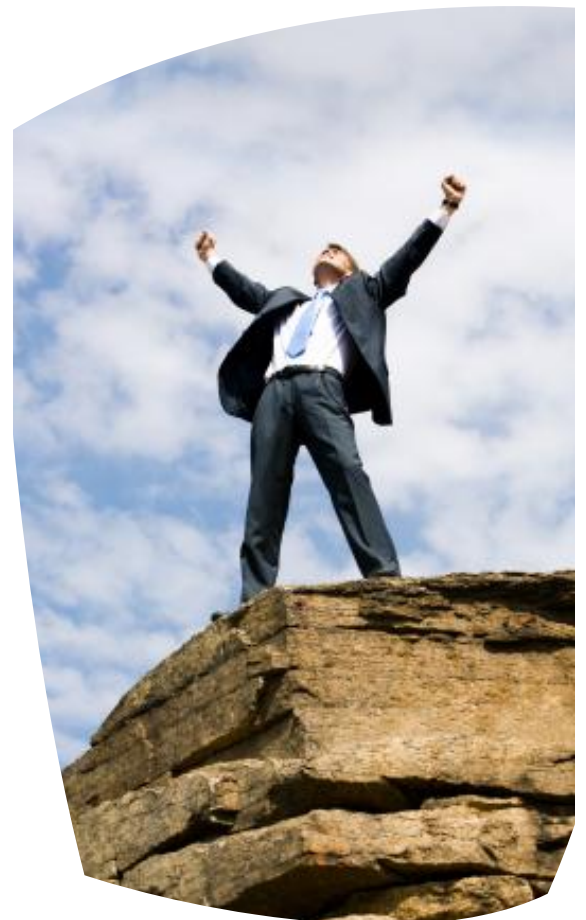
- (1) Acceptance and Recognition
- (2) Adventure and Fun
- (3) Ambition and Accomplishments
- (4) Comfort and Security
- (5) Money and Finance

Based on an international study on childhood behavioral conditioning, there are five common motivational pairs that represent a personal value system. They are paired because the experiences within

each pair sometimes overlap. The five motivational pairs are listed in alphabetical order (not priority). Knowing how each employee would prioritize these pairs is the first step to better aligning an employee's personal value system to the business goals. Once aligned, expect:

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

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 don't have unlimited money to spend, know that there is a better way!

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 incentives. 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 need to know: people who are motivated by money, or some forms of finance, use money/finance to have more of another type of 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 increase the motivation, 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.

"From the time a baby is born, until he or she leaves home, five distinctive motivational pairs are consistently reinforced to provide us with incentives that..."

MOTIVATION, CHILDHOOD AND BUSINESS CHANGE BY FOUNDER, BRUCE NAGY

EMPLOYEE VALUE ALIGNMENT:

Takes 15 Minutes To Know



Straightforward:

We offer a simple but revealing approach. It takes 15 minutes to find out what comprises each employee's personal value system.

Dashboard ready:

A Single Motivation Metric (SMM) that is simple to use and understand within your dashboard or scorecard... or as a stand-alone report.

SMM knowledge:

Get critical answers on how to increase workforce motivation to achieve your financial goals.



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