



STEPHEN FLURRIE, HEAD OF LEARNING & DEVELOPMENT EAST OF ENGLAND CO-OP

“CASSANDRA'S VERY GOOD AT EXPLORING PEOPLE'S INTERNAL CONFLICTS AND MOTIVATORS AND TRANSLATING THEM INTO ACTIONS THAT CAN IMPROVE PERFORMANCE AND HAVE GAINS FOR THE BUSINESS.”

As Head of Learning & Development at East of England Co-op, I look after the learning and development needs for around 4,300 people across the business, including those in the food, retail, travel, property, funeral and events.

Cassandra is passionate about learning, motivation and employee engagement. She introduced me to Motivational Maps and I had to try it! I have tried various other psychometric tools but soon realised this was something different. Motivational Maps uncover a very distinct layer within our psyche which I'd not discovered with other tools. It taps into your intrinsic motivators which link to how we communicate and what drives us to succeed.

Once I had completed my map, I decided that my team of six should complete their maps as part of a team development day. The results have sparked great debate – in a good way! It has got the team talking about things they may not have wanted to discuss as a team beforehand. As a result, we now understand a lot more about each other. For example, one team member is highly motivated by direction, while another by freedom and I'm excited to see how we can use this to develop a team that functions more effectively than before.

Team performance has improved. Cassandra has continued to explore the key motivators within the team, helping us understand how our motivators act as enablers. We now have a greater understanding of our own internal conflicts, what motivates each other and where we can help each other too. As a result, we are far more self-aware and more aware of each other.

**ABOUT EAST OF
ENGLAND CO-OP**

**MOTIVATIONAL MAPS
IS A BRILLIANT TOOL**

**TEAM
PERFORMANCE HAS
IMPROVED**

Cassandra Andrews

PUT SOME FIZZ IN THE BIZ.



We have some massive projects coming up and we using Motivational Maps to help us align team members to critical roles. Knowing who would like to get the plan in place, develop the creative, evaluate the results or direct the whole project as revealed by individual maps has been invaluable.

All of my team enjoyed the one to one sessions with Cassandra. They found her interpretation of their results highly enlightening and insightful. She has a good grasp of people and puts the results into terms people can understand and action. In particular, she is very good at exploring people's internal conflicts and motivators, translating them into actions that can improve performance and have gains for the business.

This is how I would describe Cassandra and I have no qualms in recommending her to any business. She has a real passion for developing people and unleashing their true potential.

**MOTIVATIONAL MAPS
ARE HELPING US
PLAN OUR
PROJECTS**

**CASSANDRA'S REAL
POWER LIES IN HER
INTERPRETATION OF
THE MAPS**

**ENERGETIC.
INSPIRATIONAL.
PROFESSIONAL.**

Cassandra Andrews