



CAROLINE BERESFORD, HEAD OF HR
ESSEX & HERTS AIR AMBULANCE

“OUR TEAM DAY WITH CASSANDRA WAS SUCH A POSITIVE EXPERIENCE FOR EACH AND EVERY ONE OF OUR 80 STRONG TEAM.”

Essex and Herts Air Ambulance is a registered charity, covering Essex and Hertfordshire. We aim to save lives, reduce or prevent disability or suffering from critical illness or injury, by delivering a first-class pre-hospital emergency medical service for the people of Essex, Hertfordshire and surrounding areas. As Head of HR, I look after 85 charity staff members and 40 clinical crew members.

Cassandra was recommended to me as a motivation and engagement expert through The Institute of Directors. As part of our initial meeting, she introduced our Chief Exec, Jane Gurney and myself to Motivational Maps. We loved the concept and the methodology behind it and as a result, motivation became the topic for our team away day. As part of this, we asked Cassandra to facilitate a Motivational Maps workshop for the entire team.

Before the away day, Jane and I completed our Motivational Maps, so we understood how the process worked. It was simple to understand and hugely accurate. Cassandra fed the results back to us as part of a 30-minute call – the detail of her feedback was second to none.

The team day with Cassandra was such a positive experience for all, with around eighty people completing their own map and learning about their own motivators. Cassandra then met with managers to discuss both team and individual results. She explained the differences between the key motivators and how they can tune into them to get the most out of their staff. Our managers loved this session.

**ABOUT ESSEX AND
HERTS AIR
AMBULANCE**

**WE BUILT OUR TEAM
DAY AROUND
MOTIVATION**

**WE LOVE THE
CONCEPT OF
MOTIVATIONAL
MAPS**

**MANAGERS ARE
TUNING INTO THE
KEY MOTIVATORS
FOR THEIR TEAM**

Cassandra Andrews

PUT SOME FIZZ IN THE BIZ.



It was so insightful and really helped piece it all together so they could use the maps going forward. They now have more of an understanding of what motivates their teams, identifying for example, that for some, praise or recognition are primary motivators, while for others it's working autonomously.

We understand our teams, but teams are, of course, made up of individuals. As a result of our 'Motivational Away Day', we have a better understanding of what motivates them at work. In fact, I have just finished reading 85 appraisals, where individual motivators formed the basis of many conversations!

This sums up Cassandra and I would absolutely recommend her. She has a lovely manner with people and is very engaging. She was also really happy to chat to those who wanted a more in-depth insight into their Motivational Map report during our away day.

**WE UNDERSTAND
OUR INDIVIDUALS
MORE**

**PROFESSIONAL.
EFFICIENT.
MOTIVATING**

Cassandra Andrews