



JAMES GROVES, MANAGING DIRECTOR INDIGO SWAN

“HAND ON HEART, DO YOU REALLY KNOW WHAT IS ACTUALLY MOTIVATING YOUR PEOPLE?”

We are energy contract enthusiasts! Alternatively known as a third part intermediary, broker or consultant! Ultimately, we are a business' outsourced energy department. Our aim is to save our customers time and money so they can focus on what is more important to their business.

As Managing Director, I am responsible for the strategic direction of the business. In addition, our culture and the 'Swans' personal development is very important to me, I want to ensure that we are helping them be the very best version of themselves.

There are always lots of different personalities in a family and I would describe our team culture as lots of different individuality with a family feel which is why one of our values is 'celebrate individuality'.

Our first value is 'happiness first', if we are happy at an individual level and help our colleagues with their happiness it will be passed down to our clients, suppliers and the wider Norfolk business network.

We've previously done personality profiling, which was great and helped in some ways, but motivation is different. Reflecting on my team, I might have been able to list one or two motivators for them. I certainly wouldn't have been able to go into the depth that Motivational Maps provided.

My management team consists of both long serving and newer team members. In order to assist me with planning, particularly short term, I wanted a clear understanding of what was motivating each of them. What does their future need to look like to keep them engaged and within the business. Motivational Maps was something I felt would really assist me with that.

ABOUT INDIGO SWAN

OUR CULTURE IS ABOUT FAMILY

I WANTED TO KNOW WHAT WAS DRIVING AND MOTIVATING MY MANAGEMENT TEAM

Cassandra Andrews



Motivational Maps gave me a much better and deeper insight in to each individual. I had one team member who progressed very quickly, but I wasn't sure what the motivation was for him doing that, other than progression. The maps accurately helped me identify what was driving him. I was actually quite surprised by what his core drivers are, but I can now ensure they are fulfilled which is extremely helpful.

We have all taken the learnings from Motivational Maps and our time with Cassandra and are using the language in our own way every day, adapting our conversations appropriately. It has also helped me understand where some of my team might need additional support.

If you're a Managing Director, can you honestly write down the top three motivators of each of your management team? If you then gave the piece of paper to the individual would they hand on heart agree? I doubt it.

The significant benefit in being able to do so is that; you can forward plan better, you can also look at every situation and work out very clearly who's the best person for that situation, you can communicate better and in turn improve your relationships.

Cassandra was approachable, kind and very respectful and honest throughout the process. She asked great questions, especially during the workshop. There are bound to be some people that are out of their comfort zone in workshop situations. Cassandra created a great atmosphere where everyone could feel safe and be open and honest. In consequence everyone felt safe to participate.

My team also felt very comfortable with Cassandra during their individual feedback sessions; they all came out with a very clear understanding of something they had never been exposed to and were able to talk about it very clearly with me and their colleagues.

I WAS REALLY SURPRISED BY ONE OF MY MANAGEMENT TEAMS' MOTIVATORS

I AM NOW ABLE TO TALK THEIR LANGUAGE

HAND ON HEART, DO YOU KNOW WHAT IS ACTUALLY MOTIVATING YOUR PEOPLE?

MY TEAM ARE STILL TALKING ABOUT THE WORKSHOP AND LEFT WANTING MORE!

Cassandra Andrews

PUT SOME FIZZ IN THE BIZ.



Cassandra's training style is ace and her communication is brilliant. The follow up has also been really good, which you don't always get with training.

Are the words I would use to describe Cassandra and our experience of Motivational Maps.

ENLIGHTENING.
IMPACTFUL.
GROWTH.

Cassandra Andrews