

THE BODY LANGUAGE INSTITUTE'S NEW COMPETITIVE ADVANTAGE SYSTEM

LEVEL #6:

MOTIVATION





BLI's NEW Competitive Advantage System **Level #6: Motivation**

"All success and all failure starts with a decision."

— Janine Driver

Imagine: Having the ability to predict how your potential clients and current customers make decisions* and imagine awakening in people the **need to buy**.

Imagine: What you will do when you are able to know how and why people **make life-altering decisions**.

Imagine: Unlocking your own instinct motivations to make decisions so you can finally be in control of your **results**.

Think of the last time you had a disconnect with one of your prospects, clients, vendors, coworkers, or boss. What drove you nuts? Maybe one person was **motivated** by researching the research of the details and thinking outside of the box and the other person trusted the data was correct and didn't want to get too far into the weeds? Or perhaps you were ready to **act quickly**, but they kept running scenarios in their head and giving you endless "What if.." scenarios and they wanted a plan A, plan B, plan C-plan Z? Or maybe one of you knew exactly what was **important** and saw the "only" solution in black and white terms and the other person could see shades of gray? And it also possible it was something different all together.

Whatever the case may have been, you might be surprised to learn that if you knew yours and their "body language fingerprint," which indicates how you both are **motivated** to research, deliberate, and execute decisions differently, you could have saved a ton of time, heartache, and you could've gotten to **YES** a heck of a lot faster.

*Based on Movement Pattern Analysis (MPA).

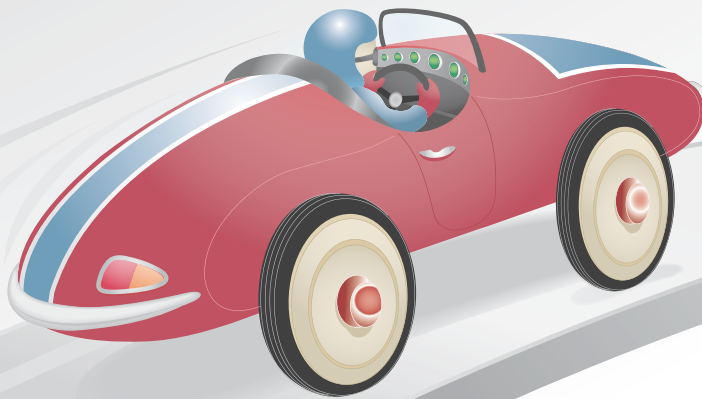
"This was an eye opening experience. It gave me tremendous insight into myself and my colleagues."

—Eden Olesin,
Sales Account Manager



Level #6: Motivation

Movement pattern analysis (MPA) is a system for assessing an individual's motivations in decision-making processes, with 99% accuracy. It's based on the very specific analysis of 12 movements all human beings make. MPA applications include sales, management consulting, and career coaching. It's used in over 30 countries and has been researched and validated by Harvard University, Brown University, and the Naval War College.



MOVEMENT PATTERN ANALYSIS: It's Game Time!

Imagine the IMPACT you'll have on your life, both personally and professionally, when you're INSPIRED to look at the world in a different way.

Wouldn't you agree that how you view life is crucial to how you function in it? Albert Einstein believed that in order to be successful, "You have to learn the rules of the game. And then you have to play better than anyone else." Imagine what would be possible if you were able to look at your Movement Pattern Analysis (MPA) profile as an innovative "decoding game" on how you are motivated to make decisions - independently or in collaboration.

Whether it's Monopoly, charades, or blackjack, games are only fun if they challenge you. So consider yourself "challenged" to use your personalized one-of-a-kind "decision decoder" — and take your turn having fun looking at the world differently!

Movement Pattern Analysis (MPA)

is an elite, disciplined system in which very specific behaviors and movements are objectively analyzed and evaluated. These movements directly correlate with your cognitive processes and your core motivation in decision-making.*

** Proven 99% accurate.*

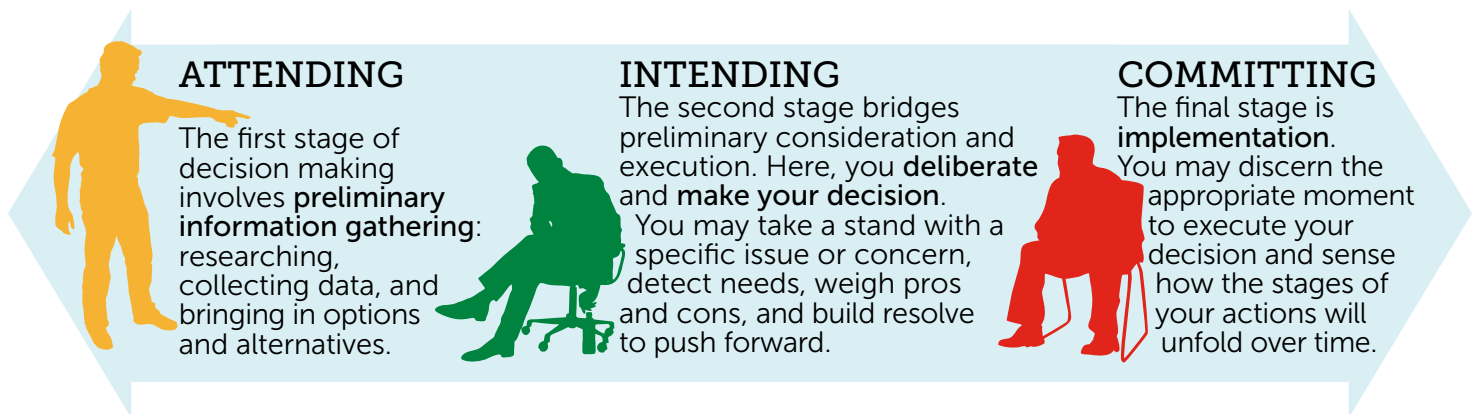


BENEFITS TO DECODING YOUR EXCLUSIVE PROFILE:

- » Minimize conflict
- » Decrease job stress
- » Fine-tune your executive presence
- » Improve collaboration within teams
- » Build up your problem solving toolbox
- » Structure strategic-planning more effectively
- » Increase more “buy-in” with change management
- » Improve time & resource management
- » Understand why people act certain ways
- » Get more wins in life!

THE 3 STAGES OF DECISION-MAKING: OVERVIEW

Movement Pattern Analysis (MPA) provides a picture of how each individual uniquely progresses through, what MPA calls “**The 3 stages of the decision making process**”: **Attending, Intending, and Committing**:



Your MPA profile will note a combination of different percentages in Attending, Intending, and Committing, which, when combined, total 100%. These percentages will indicate how much time and energy you prefer* to spend in each of the 3 stages of the decision-making process.

High to very high concentration of initiative

40%+

Moderate to moderately high concentration of initiative

20–39%

Very low to relatively low concentration of initiative

0–19%

* It's important to note that there is not an ideal profile and you may have several “lows” or many “highs” throughout your report.

THE 3 STAGES OF DECISION-MAKING: The 2 Complementary Approaches: Assertion & Perspective

Within the 3 stages of decision-making there 2 approaches, which organically complement one another: Assertion Approach and Perspective Approach. Your MPA Report will include your personal “Assertion/Perspective” ratio.



Assertion Approach

(Often with visible effort)

You use overt and palpable effort to complete your decision-making process.

i.e. When you arrive to Thanksgiving dinner at **Zack Galifianakis's** (the funny actor from the hit movie series, *The Hangover*) apartment, Zack, is working his butt off with obvious visible effort – he's sweating and breathing heavy. Zack excitedly answers the door with a bag of uncooked carrots in his right hand and a sponge in his left hand, the dishes are piled a mile high. And just before he rips open a candy corn decorated table cloth he bought an hour ago – because once he saw it, he had to have it – he asks you if you think he should leave the peelings on the potatoes or not.



Perspective Approach

(With less visible effort)

You examine where you stand on an issue, how you position yourself, you take in all your options, and you create an environment for action.

i.e. When you arrive to Thanksgiving dinner at **Monica Geller's** (from *Friends*) apartment – who has prepared for 2 weeks and checked off her to-do lists – you compliment Monica on her gorgeous dress and perfect up-do. Then while bouncing your head to some Sinatra music, you pick up a bacon wrapped shrimp with your left hand as Monica places a lime sorbet margarita in your right hand. The dinner table is already set and decorated, and within minutes, the food almost magically appears – all with very little “seen” effort.

The 3 Stages of Decision-Making: 6 Action Motivations

Within the 3 stages of decision-making (Attending, Intending, and Committing), and under the "Assertion Approach" and "Perspective Approach," there are 2 different "Action Motivations" for each category, totaling 6 possible "Action Motivations."

Within **ATTENDING** there are the following ACTION MOTIVATIONS

INVESTIGATING:

"Dive into the Details" Probe and obtain in-depth data about a problem, opportunity, or situation. Fact-finding, make distinctions, and categorize according to shared qualities or characteristics. Capture descriptive data about a very specific area: i.e. a person, company, or industry, etc...

EXPLORING:

"Thinking Laterally" Spread your wings and broaden the scope of what's being considered. Diversify. See problems others may not know exist and discover original, innovative, and creative possibilities. A new perspective, as opposed to the "status quo."

Within **INTENDING** there are the following ACTION MOTIVATIONS

DETERMINING:

"Tough it Out" Resist pressure and persist against difficult odds. Follow your own beliefs & convictions. Take & maintain a position & build resolve to support a belief or favored course of action. Apply pressure & resist opposition. Overcome difficulties & prevail.

EVALUATING:

"Realism" This is where the "WHY" lives. Become clear on what it is that you want — your intentions. Identify your stance on the issue. Confront a problem or situation by establishing the main points & prioritizing. Judge importance by ranking issues or weighing pros and cons. Decide if the effort involved is worthwhile.

Within **COMMITTING** there are the following ACTION MOTIVATIONS

TIMING:

"Timing is Everything!" Find the right moment to act & seize opportunities. Sense the urgency of a matter and speed up or, if you feel the need, delay and slow down. Make tactical choices on the spot & pace implementation as you see fit.

ANTICIPATING:

"Visionary" Set goals; see the long-term needs and opportunities. Assess how long it will take to achieve objectives. Maneuver in advance to avoid problems. Measure progress, update plans, & foresee consequences of an action. Establish links between past actions & future aspirations and maintain alertness to new trends. Play out scenarios.

Level #6: Motivation

In your detailed MPA report, you'll notice percentages next to each of the "6 Action Motivations." These are based on non-verbal movements you make during our 2-hour interview, and they correlate directly to how much time and energy you devote to that decision-making process.

High degree of motivation

20%+

Moderate or adequate degree of motivation

10–19%

Low degree of motivation

0–9%



The 4 Interaction Styles & Percentage Ranges for Motivations

There are 4 different interaction styles and we all have a bit of each of them. Each interaction style has its advantages and disadvantages, which we'll discuss in detail in your MPA report.



SHARING

This person initiates collaboration in any given stage and prefers to work with others.

Range for Motivation: When Sharing is 55% or more and Private is 50% or less.



PRIVATE

This person prefers to work through this stage of the decision-making privately and independently.

Range for Motivation: When Private is 55% or more and Sharing is 50% or less.



VERSATILE

This person initiates "Sharing" or "Privacy," but the switch is subconscious. People whose primary interaction style is "Versatile," can leave coworkers confused, i.e. "I thought we were working on this project together?"

Range for Motivation: When Sharing and Private are both 55% or higher.



NEUTRAL

This person does not have a strong preference for either "Sharing" or "Privacy" and they are unlikely to initiate either. If invited to collaborate they will likely join in, however, if others close off collaboration and need to work independently, they are unlikely to be offended.

Range for Motivation: When Sharing and Private are both less than 50%.

Once your MPA Profile is completed, you'll find a one-page summary of your unique and personal "Motivation to Interact."

Decision-Loading & Identifying



Decision-Loading*

Whether someone tackles things one at a time or handles several decisions, at different stages of the decision-making process, at once. (Low: 1-3; Moderate: 4-6; High: 7-10)

i.e. Think Data, from Star Trek:

While deciding on whether or not to plot a new course to find a far off solar system, Data is also following-through on his commitment to write a new symphony. He's also weighing his options on if he'd rather have a part in Macbeth or Romeo and Juliet. And he's about to write a new joke, while researching a new diet for his cat, "Spot."

Identifying*

How ready you are to spontaneously connect with other people, respond, participate, and become involved in an action that's going on around you.

i.e. Think Kramer, from Seinfeld:

While walking into his favorite diner, Kramer hears strangers laughing at the table across from the bar. His head immediately turns to the laughter and he quickly pulls up a chair, while exclaiming, "What's so funny? Let me have it, I need a laugh!" Five-minutes later, Kramer's having dinner with them and swapping stories about hot tubs.



*Your MPA profile chart will note whether you are High, Moderate, or Low in "Decision-Loading and Identifying."

DECISION-LOADING PERCENTAGES

High

7+

Moderate

4-6

Low

1-3

Identifying is simply rated as being Low, Moderate, or High.

MOVEMENT PATTERN ANALYSIS: BACKGROUND, HISTORY, AND DEVELOPMENT

Dating back to the start of the Industrial Revolution, there have been an elite handful of workstudy pioneers who have, either directly or indirectly, helped pave the way to movement theorist and analyst Warren Lamb's development of "Movement Pattern Analysis" (MPA).

After being mentored for years by movement guru Rudolph Laban, who successfully decoded how much time and energy it took to perform tasks in the workplace (among other achievements), Warren Lamb took Laban's research to the next level inside Corporate America. Through decoding very specific movements, which directly link to a person's decision-making style, Lamb's "Grounded-Theory," was put to the test time and time again – with measurable results. Lamb discovered that, in a "normal conversation," a variety of movements occur in a rhythmic pattern, which are unique and specific to each individual – like a fingerprint. This one-of-a-kind pattern provides insight to a person's motivations, indicating how each person goes about making decisions and implementing action.



I was anxious to see what my body motions said about me. So interesting to learn that we're not good or bad or right or wrong — we're just who we are! I loved learning more about my teammates and how we can help each other do our jobs more effectively!"

—Valerie Bruno,
Sr. Sales Account Manager

Here's the deal, while body language is an art, there is a communications and decision-making system called "Movement Pattern Analysis (MPA)," which is a science.

MPA maps out how people are intrinsically motivated to take action and interact throughout all stages of a decision-making process. "Intrinsic motivation" refers to inner drive, as opposed to extrinsic motivation — responding positively or negatively to external factors (e.g., wages, punishment). "Decision-making process" is used here to refer to the whole chain of actions involved in thinking through, making choices and implementing decisions. MPA is used by companies and individuals to ensure

compatibility between people and areas of responsibility and to improve sales, self-awareness, and team-balance.

Not everyone is motivated to have more business success, but you... You're different. Maybe you believe in looking at the world in a different way, and perhaps you're open to thinking **smarter** about your business. If you are **ready** to discover alternatives and creative possibilities to solving your biggest sales challenges and problems, *we're so glad you're here.*

MEASURABLE LEARNING OBJECTIVES:

- ☐ Increase revenue and profits through tapping into you and your team's innate strengths and complementary decision-making profiles.
- ☐ Learn how you and your team are motivated to make decisions, interact and respond to others, and manage complex workloads.
- ☐ Receive actionable strategies and cutting-edge resources for you and each team member of your team.
- ☐ Extend your reach and find new customers through identifying your sales reps who are innovators.
- ☐ Build stronger sales teams and strengthen existing teams by learning each team member's behavioral fingerprint.
- ☐ Make balanced, smart decisions individually and as a team using the MPA framework and covering every part of the decision making process.
- ☐ Delegate the right people to the right prospects and right clients — assign tasks that align with team members' intrinsic motivations and communication styles.
- ☐ Hire sales people who make your team stronger and avoid the "like hires like" phenomenon.

The MPA program is a very effective tool to maximize self awareness, which triggers the desire to be a more effective team member and person. By learning you and your team's MPA 'thumbprints,' this program creates a great path for re-aligning teams for maximum performance and efficiency."

—Kerry Depew,
National Sales Account Manager

Level #6: Motivation

- ☐ Strategize for you and your sales team's weaknesses and blind spots. Never miss another opportunity, overlook a better option, or lose sight of your mission again.
- ☐ Discover why certain prospects and clients are stressful while others are seamless.
- ☐ Look past "the things that drive you nuts" in your colleagues (As discussed during our CEO Janine Driver's TEDx talk in Wilmington, DE on August 24, 2016).

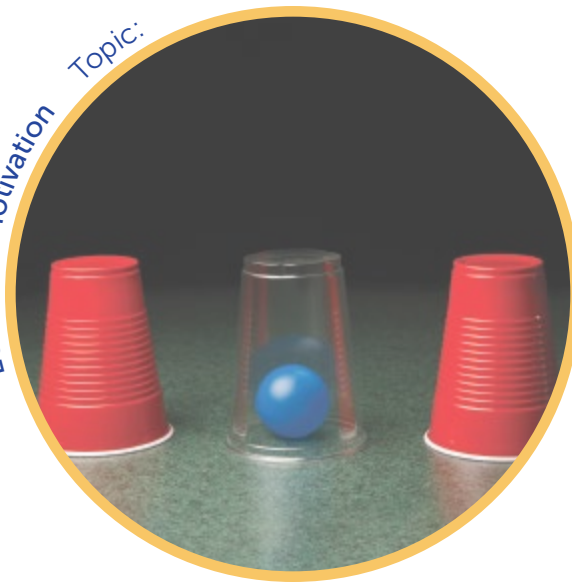
Ready to learn how BLI's **Level #6: Motivation** and MPA can unlock the mysteries of your sales potential so you can make the kind of money you really want to make?

"I was impressed with how accurate the profiles were to all of us. Since the analysis is done objectively based on a two hour video of each of us, it was much more believable than a psychological questionnaire. As a manager, it was reassuring to see that my perspective of my employees was mostly confirmed. For each employee, I learned something new that will help me lead them better. It's like seeing each employee's DNA."

—Tom Scott,
VP of Client Sales



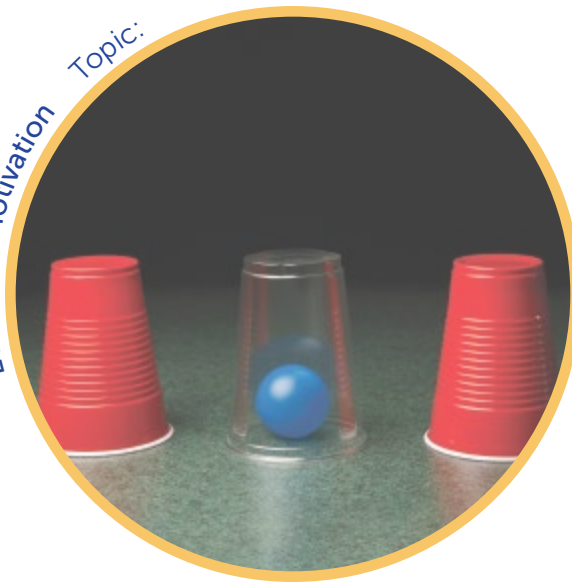
Level #6: Motivation Topic:



Did you know?

The "flight response" is an instinctual response to a threat.

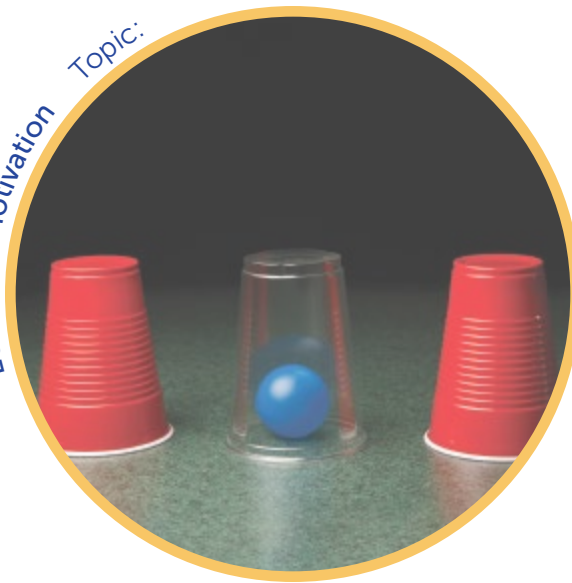
Level #6: Motivation Topic:



Did you know?

When a foot suddenly begins to kick, it is usually a good indicator of discomfort. This is seen in people being interviewed as soon as a question is asked that they don't like.

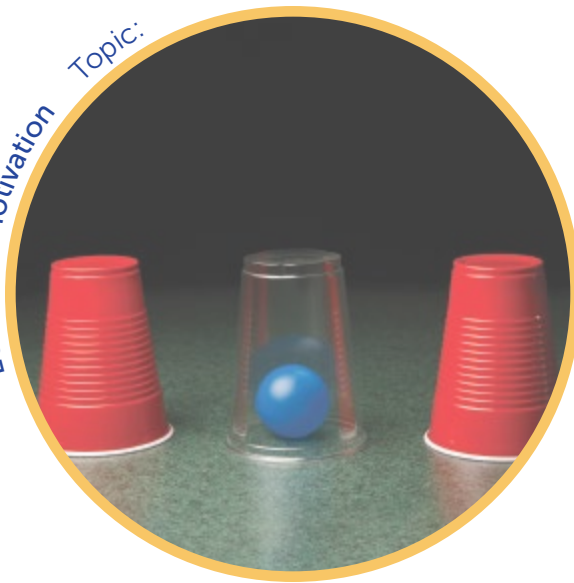
Level #6: Motivation Topic:



Did you know?

During surveillance of shoplifters, researchers note that thieves will try to hide their physical presence by restricting their motions and by limiting their head exposure by raising the shoulders and lowering the head, as in a "turtle effect." Most people walk around the store with their arms quite active and their posture upright.

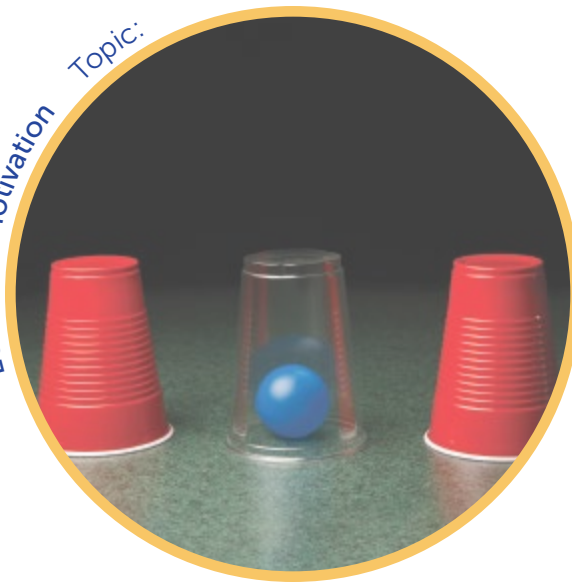
Level #6: Motivation Topic:



Did you know?

Your eyes remain the same size after birth but your nose and ears never stop growing.

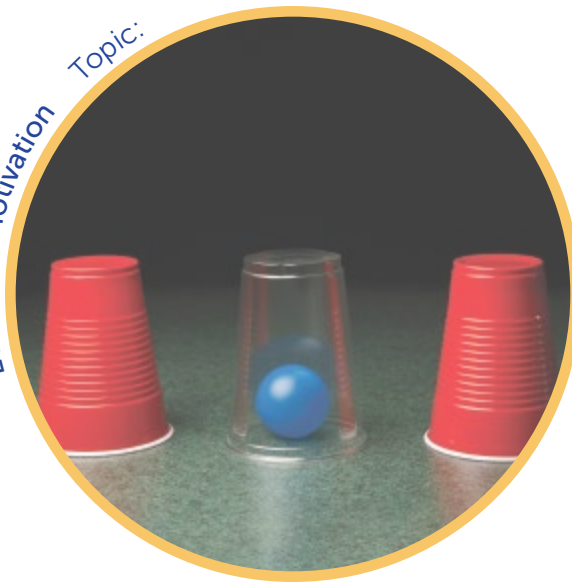
Level #6: Motivation Topic:



Did you know?

An "eccedentesiast" is someone who hides pain or sadness behind their smile.

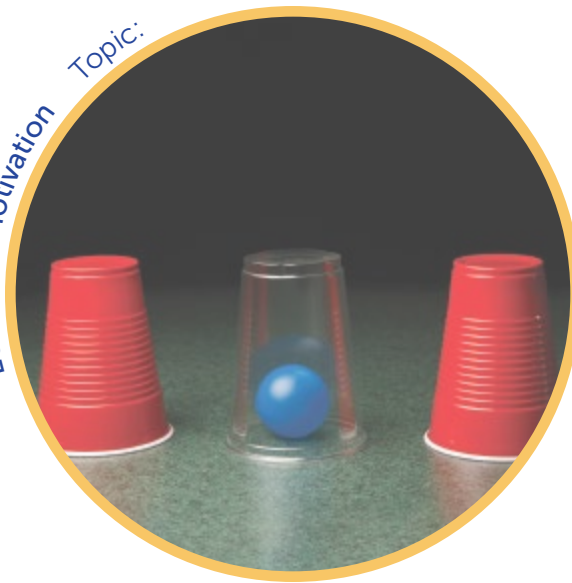
Level #6: Motivation Topic:



Did you know?

Everyone has a unique smell, unique fingerprint, unique tongue print, and a unique behavioral fingerprint.

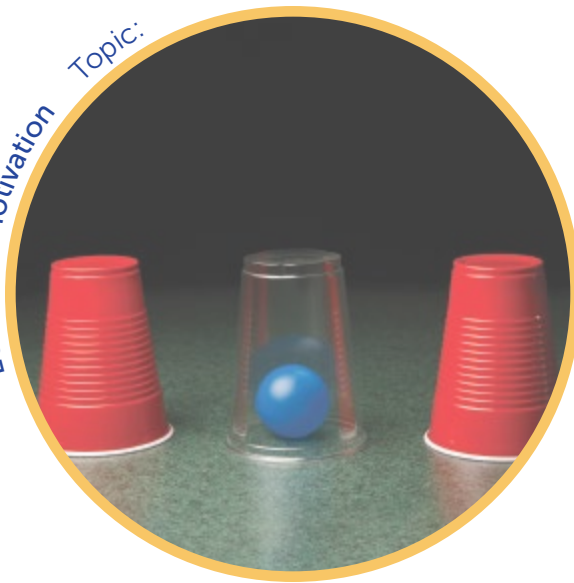
Level #6: Motivation Topic:



Did you know?

Noise causes the pupils of your eyes to dilate. Even very small noises can do this.

Level #6: Motivation Topic:



Did you know?

The only part of your body that has no blood supply is the cornea in the eye. It gets its oxygen directly from air.