

Creating a Motivation matrix — Value and Benefit

Motivating Factors	John	Roy	Alan	Ed	Sue	Anne
Working for a cause						
Making a valuable contribution						
Gaining Experience						
Personal satisfaction						
Recognition						
Learn new skills						
Job Satisfaction						

Value of a Motivation Matrix

Creating a Motivation Matrix provides an instant and easily updatable snapshot of the motivating factors that drive or energise the volunteer(s) in their role.

A Motivation Matrix is a simple tool to administer and to share with the volunteer as a means to aid reviews, progress and development.

Benefits of a Motivation Matrix

The use of a well constructed matrix can enable the Team Leader and Volunteers/Team members to recognise and understand the 'internal and external' motivating factors that drive or energise them towards success in their role and personally.

It enables the organisation or team leader to match incentives to individuals rather than group incentives for direct, and personal impact.

The use of a matrix enables the Team Leader to:

Apply specific incentives to assist in the achievement of the aims and objectives of the volunteer and the organisation.

Identify individual motivators or de-motivators that enable or restrict individuals to be successful in their current role, for cover in other roles in the team or for their personal progression.

It requires the Team Leader to:

1. Understand which key Motivating Factors are available and the potential impact on volunteers or team members to achieve the required outcomes.
2. Assess and agree with volunteers or team members their personal and professional drivers.
3. Monitor and Review individual progress enabling discussion that might otherwise be difficult to have. (Note that over time the drivers, their impact, and the volunteers are likely to vary).

Creating a Motivation matrix

- ◆ Create a table with X rows, (for Motivating Factors) and Y columns, (for volunteers or names of team members).
- ◆ Compile a list of typical Motivating factors that are relevant to the role and that drive individual or team success.
- ◆ Prioritise these factors based on the availability to you and also their applicability to the volunteer, and the role.
- ◆ Enter the names of the volunteers or team members across the top row.
- ◆ Decide on a scoring scale 1 - 5, 1 - 10, A - E, Poor to Excellent, High-Low
- ◆ For each volunteer or team member enter a score that indicates which factors have the most impact on their drive or energy relevant to their role.
- ◆ Add further motivating factors, personal or other drivers as they become relevant.
- ◆ Review the matrix regularly and update it as required for the volunteer in their current or future role.

Note: While some Motivating Factors for Volunteers may be the same as those for paid employees, there are also likely to be some significant differences or priorities. to consider