

With the economy tightening and the 'War-For-Talent' in full-swing, it is increasingly important to attract and retain high performing talent. Assessing employee motivational fit improves workforce engagement and retention.

The Genos Employee Motivational Assessment (GEMA) is the most comprehensive measure of employee motivational characteristics available today.

Based on extensive psychological research into the make-up of employee motivation, the GEMA provides a comprehensive account of those factors shown to underpin job satisfaction, employee productivity, and retention.

The Genos Employee Motivational Assessment consists of four interrelated motivational assessments, namely:

### **Role** motivating characteristics

- 15 distinct work and job characteristics are assessed.

### **Manager** motivating characteristics

- 10 unique leader and manager styles are assessed.

### **Team** motivating characteristics

- 10 discrete team and immediate work environment characteristics are assessed.

### **Organisation** motivating characteristics

- 10 dominant organisational environment characteristics are assessed.

**The GEMA is the only motivational assessment currently available that assesses all four critical areas of employee motivation.**

The Genos Employee Motivational Assessment is available in both self-and-fit versions. Both versions assess the five core motivational drivers all employees seek from their work.

### Unique Features

- Based on extensive research into what motivates employees to perform at work
- Comprises 135 dichotomous choice questions
- Assesses 45 facets of employee motivation
- Completed online in less than 25 minutes
- Workplace specific
- Suitable for multiple applications, from strategic workforce planning to frontline employee development
- Supported by a comprehensive range of feedback reports

### Customised feedback reports available

Feedback reports are produced based on individual responses to the assessment and no two reports are the same. Designed by Subject-Matter-Experts and instructional designers, Genos Employee Motivational Assessment reports are easy to comprehend, practical in nature and provide valuable insights into an employee's individual motivating and de-motivating preferences.

### Want more?

Some of the applications of the Genos Employee Motivation Assessment technology include:

- role success profile creation
- EVP check and alignment
- role-to-team alignment
- workforce planning
- industry benchmarking, and
- employee attraction and retention strategy development.

### For more information ...

Silvia de Ridder  
e: [info@unconsciouspotential.com.au](mailto:info@unconsciouspotential.com.au)  
m: 0402851378



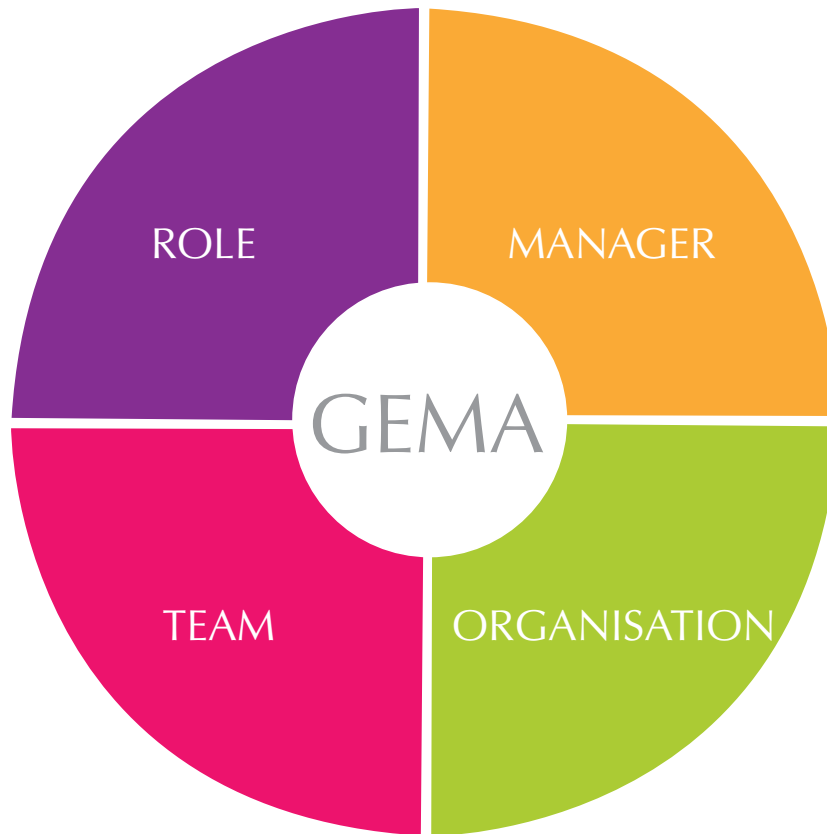
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## Role Facets

- Interpersonal Interaction
- Employment Flexibility
- Intellectual Stimulation
- Customer Interaction
- Systems & Processes
- Decision-Making
- Contribution
- Technology
- Importance
- Influence
- Finance
- Protect
- Design
- Variety
- Pace

## Team Facets

- Norms
- Support
- Purpose
- Inclusive
- Camaraderie
- Rotating Teams
- Virtual Teams
- Quality/Output
- Organising/Planning
- Achievement-Oriented



## Manager Facets

- Performance-Oriented
- Rotating Management
  - People-Oriented
  - Decisiveness
  - Empowering
  - Implementer
  - Competitive
  - Networker
  - Specialist
  - Directive

## Organisation Facets

- Structure
- Bureaucracy
- Experimental
- Improvisation
- Multi-Faceted
- Remuneration
- People Culture
- Thought Leader
- Competitiveness
- Social Responsibility

**The Genos Employee Motivation Fit technology comprises five universal emotional drivers that underpin motivation.**

### Traditional

A drive to establish, **defend** and monitor established structures, systems and plans.

### Intellectual

A drive to produce theories, understand concepts and **comprehend** the nature of things.

### Aspiring

A drive to **acquire**, compete and promote greater individual or collective social status.

### Social

A drive to **bond**, establish connections, and seek positive relations with others.

### Versatile

A drive to work with ambiguity, **variety** and to navigate workplace complexity.