

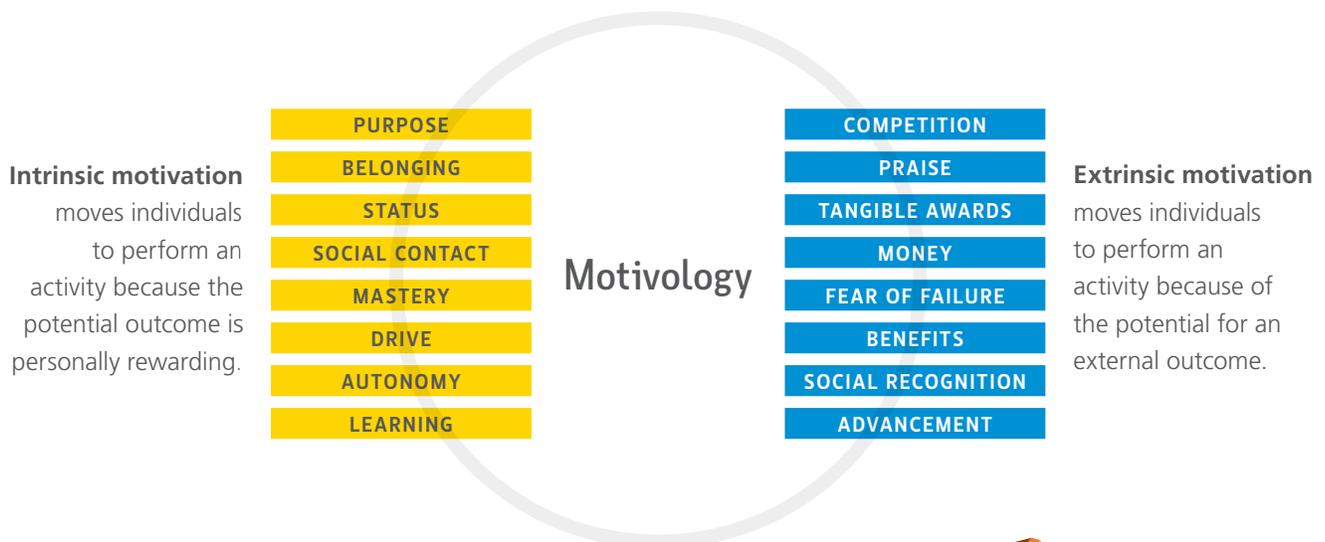
Get to Know Motivology,[®] the Brand of Motivation Exclusive to ITA Group

People are complex. We get it. So is motivating them. Our decades of experience tells us so. It proves the fact—with further support from psychology and behavioral economics research—that people are motivated differently. Some are moved more from within—intrinsically—and others are moved more by the potential for an external outcome—extrinsically.

That’s why **Motivology**—our own brand of motivation—embraces the complexity of people and accounts for the challenges that come with moving them. It’s a unique, proprietary method of motivation that considers the heart and the brain. It balances emotion and reason. It promotes pride and prize. And it gives organizations an exclusive competitive advantage when it comes to aligning and motivating their people.

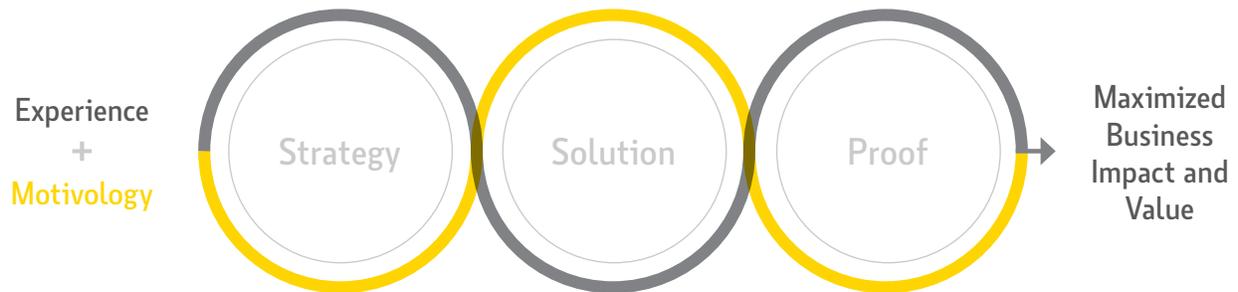
Simply Put, Motivology Is the Art and Science of Motivation

Knowing that motivation is personal and one-size-does-not-fit-all, Motivology provides a framework for identifying and balancing the internal and external motivators needed to move a defined audience. It’s understanding exactly what it takes to motivate people to perform at higher levels.



The Impact of Motivology

Identifying the specific motivators needed for your defined audience is just the first step to alignment and engagement. Next, it's about applying the perfect balance of motivators—getting them in front of your people—through corresponding engagement tactics such as leaderboards, awards, networking opportunities and group travel. When engagement tactics tie specifically back to identified motivators, your people will be moved. Tactical program metrics will be met. And overarching business objectives will be achieved—even exceeded.



Strategy

A balance of specific motivators featuring both emotional and rational appeal is identified specifically for your audience by analyzing your business challenges, objectives, audience demographics and more.

Solution

Engagement tactics corresponding to identified motivators leverage technology, communications, awards and operational management.

Proof

Insightful Analytics and a defined measurement plan determine how the solution is measuring up, which allows for adjustments to ensure the solution is meeting your goals and our performance guarantee.

When paired with our 50+ years of industry experience and woven through our three-phase approach to solution design, Motivology is the defining element for our formula that maximizes business impact and value.

“Motivology gives organizations a competitive advantage. It allows them to take 50 years of thorough research, experience and knowledge and apply it to their own needs to align people around their goals and objectives.”

Rob Danna, Senior Vice President, Sales & Marketing