



Unlocking the Hidden Power of Motivation: A Guide to Overcoming Tangibility Bias

By Matt Johnson, Head of Motivation Science

In the world of business, we often fall prey to what's known as "Tangibility Bias." It's a chronic issue, and sadly, there's no quick pill to cure it. But what exactly is Tangibility Bias, and why should you care?

Tangibility Bias Explained

Tangibility Bias is the tendency to prioritize what we can see, touch, and measure. It's focusing on the concrete aspects of business, like technology, inventory, and learning systems. While this approach may seem logical, it overlooks a crucial element: the human factor.

Think about your sales team, the people driving revenue, adopting new products, and delivering elite customer experiences. How do you measure their motivation? How do you tap into the intangible qualities that make them excel?

The Human Advantage

According to the Korn Ferry Institute, the value of people within an organization—their ability to lead, create, and drive change—is 2.33 times the potential of tangible assets. That's a staggering figure, and it underscores the importance of understanding what truly motivates your team.

Imagine possessing insights that allow you to activate your sales reps' key motivational drivers. You've invested in upskilling, sales enablement processes, and learning technology. But the question for 2024 is, "are my teams motivationally aligned to successfully execute what we built?"

The Power of Intrinsic Motivation

Motivation is more than engagement or job satisfaction scores. It's about who a person is at their core. Intrinsic motivators inspire persistence, intensity, and discretionary effort toward specific goals. Korn Ferry research reveals that 76% of employees who feel intrinsically motivated exceed performance expectations, compared to 60% of those motivated extrinsically.



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The Big Questions

How can we objectively measure motivation? And once we have that information, what's next? Are we venturing into uncharted territory, risking a bigger mess by knowing these insights about our people? Should we just continue with our annual engagement survey and leave it at that?

The Choice is Yours

If you're content to lag behind your competition and lose the hearts and minds of your employees, you can stay the course. But if you want to future-proof your organization and win the day, it's time to discover what truly motivates your people.

Tangibility Bias may be a common affliction, but it's not insurmountable. By recognizing the importance of individual motivations and embracing a more holistic approach, you can unlock the hidden potential within your organization. The key to driving discretionary effort and productivity lies in understanding the human element. Embrace it, and watch your organization thrive.

MotiveX Has the Solution to Unlock Motivation

Are you ready to move beyond Tangibility Bias and tap into the true potential of your team? MotiveX, with its expertise in motivation, engagement, and talent development, offers the key. Since 2015, we've been providing evidence-based solutions to enhance sales engagement, productivity, and retention. Our unique approach quantifies motivational gaps, offering concrete insights tied to your performance indicators. With our innovative ROI Simulator, we turn insights into tangible outcomes, visualizing the impact on your bottom line. Partner with MotiveX to unlock the power of motivation in your organization. Embrace our science-backed, tailor-made solutions, and take the first step towards sustainable success. Contact us today and transform the way you engage and motivate your workforce.



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