

## **MSA® - Relevance in practice**

### **MSA® - Motive Structure Analysis**

Each person has individual and unique core motives, comparable to the personal finger print. The MSA® reveals this individual motive structure and offers you a key to the commitment and motivation enabling you to achieve performance and continued satisfaction with your life. If you can live in sync with your personality, you will see your life as being meaningful.

By means of a personal analysis we can show you how your individual motive structure influences your way of thinking, perceiving and acting. This results in several important conclusions for you, i.e. how you are perceived by your environment (external perception) and what your personal communication style looks like.

Hence, knowing your individual motive structure forms part of your basic know-how regarding personality and action competence, and this particularly applies to executives.

Employee retention and performance is highest when the employees feel that their personality is being recognized and addressed and when they work for their company according to their motive structure. It is precisely here that individual leadership based on the MSA® comes into play. It enables leaders to thoroughly understand their employees' individual personality and lead them accordingly.

Employees are not able to permanently perform well outside their personality. On the contrary: Employees who are led against their personality will be frustrated in the long run and will not be able to permanently give their best.