

MSA® - Applications

Where MSA® is used

Executive development and training

Employee performance and satisfaction are particularly high when employees can do for their organization what they can do best. In this context “what they can do best” is what matches their core goals, values and motives as these shape their individual performance and motivation platforms.

Based on an MSA, I enable executives to pick up employees from where they really stand: on their individual motivation and performance platform. This is how the MSA allows executives to lead employees individually and oriented to their personality and, at the same time, increase leadership success.

Team development

Based on the MSA and together with the team, I explore the common motives uniting the team and the differences separating individual team members. These differences are transformed into synergies in the course of team development. The result is a team culture based on mutual trust that involves self-acceptance, respect and tolerance.

In particular, dealing with failure is a topic. After all, success always supports the team while differences are barely visible then.

In team development the MSA provides the following insights:

- What are the team's common motives? What can support the team?
- What differences are there in the team and how can they be translated into synergies?
- How can we reach more respect and acceptance of others?
- How can we improve cooperation?
- How can we increase the team's output?
- How can we achieve a sustainable team development process?
- Team organization: Is the team perfectly organized?

Coaching



A complex coaching process can only be successful if the coachee gets in contact with him/herself. This means that for the coaching strategy it is essential to know your own motives influencing the way you think, perceive and act and start reflecting on them.

Already in the first conversation I can set up first working hypotheses based on the MSA and offer respective ideas for reflection. The coachee identifies motives and the conditions under which they develop into motivation.

As the coaching process continues, the coachee is required to analyze to what extent the motives are in sync with personal values and goals. Maximum motivation can only be achieved with the maximum match between motives, values and goals.

Support with employee selection

An MSA considerably helps reduce hiring risks. The decisive factors not only include capabilities and skills, which can sufficiently be tested at an assessment centre, but also the candidate's emotional wish.

If employees are assigned tasks that do not match their personality, their performance will go down. Sustainable motivation cannot be achieved outside an individual's personality.

I compare the results using a "target profile" and, in the course of the evaluation process, arrive at the candidate's perfect fit. This is also meant to protect the candidate against making wrong decisions.

During the employee selection process I also support our clients with considerations regarding the actual selection. All too often interviewers tend to hire personalities that come closest to their own. However, depending on the context, this may be a wrong decision.

Support with employee development

Based on the MSA, development schemes can be planned in an individual and target-oriented manner. For example, with the help of selected core motives and combinations of core motives, I can provide information on employees' learning behavior and tailor individual measures accordingly.