



MSA® - Benefit

What opportunities does the Motive Structure Analysis MSA® offer?

Your personal evaluation will reveal your individual characteristic traits and the structure of your drives and core motives. Your personal drives influence your life satisfaction as well as your enjoyment in performance and your willingness to perform. If you manage to design your work environment and your personal environment in a way that you can live in sync with your individual motive characteristics, you are more satisfied and perform better.

It has been proven that every characteristic of a core motive represents a very personal performance motivator: Things we are particularly good at can be achieved persistently based on the things we want mentally.

If, for example, an individual is highly intelligent and, at the same time, "risk loving", s/he can best develop competence when under stress. If the same person has the drive "risk-aware", s/he can best think in an environment which is free of stress and anxiety.

The MSA offers you valuable insights into your personality. Who are you, really? What moves you, at heart? How do you permanently motivate yourself and others? Knowing about your own drives makes lots of decision-making processes easier, both in business and in your personal life.

By means of the MSA®, organizations can individualize leadership tasks, make employee selection and employee development more professional, increase team output, improve cooperation in teams, and better handle conflicts in teams and among employees.

Based on the personal evaluation talk with an MSA consultant you can think about the following aspects and their relevance to you:

- Your leadership motivation and your leadership behaviour
- Your career perspectives
- Your communication behaviour
- Relationships at work and in your personal life
- Your learning behaviour and performance
- Your work-life balance