



# Motivate

## Understanding what motivates a team and how to move toward consistent positive motivations

Motivated teams have high esprit de core (morale, camaraderie, and purpose). Their communication is clear, their goals are focused and they possess high levels of creativity.

Developing the capacity to create highly motivated teams requires an understanding of the science behind motivation and the key drivers of individual behaviour. It also requires a clear framework for creating the environment that instills a culture of motivation and the collective desire to contribute to the whole.\*

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\*Sample only

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