TEAM MOTIVATIONAL MATRIX

Name	Effect on Object/Change	Goals (Defined Purpose)	Process	Personal Performance	Power
CEO		2. Make the Grade 3. Complete it			1. Overcome
EVP Sales		2. Establish 3. Make it Right	1. Experience the Ideal		
COO	2. Make an Impact	3. Meet Needs	1. Experience the Ideal		
VP Finance		3. Meet the Challenge	1. Explore 2. Experience the Ideal		
CIO		1. Meet the Challenge	2. Experience the Ideal 3. Explore		
VP HR		1. Participate	2. Become Proficient 3. Explore		
SVP Consulting Svcs			2. Experience the Ideal 3. Become Proficient	1. Be Key	

MCORE Themes	MCORE Themes	MCORE Themes	MCORE Themes	MCORE Themes
Make an Impact Gain Response Improve Achieve Potential Make it work	Make the Grade Meet Needs Make it Right Meet the Challenge Establish Participate	Experience the Ideal Develop Explore Make Progress Become Proficient Organize	Be Key Excel Gain Recognition Be Unique	Have Ownership Overcome Master Be in Control Comprehend & Express