

**"FROM GOOD TO GREAT"**

**WHAT MOTIVATES PEOPLE?**

**COACH**  
— EXECUTIVES —

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CERTIFIED GLOBAL EXECUTIVE COACH

**HOW TO:**



DESCRIBE



MEASURE



MONITOR



MAXIMIZE

**MOTIVATION**

# WHAT IS MOTIVATION?

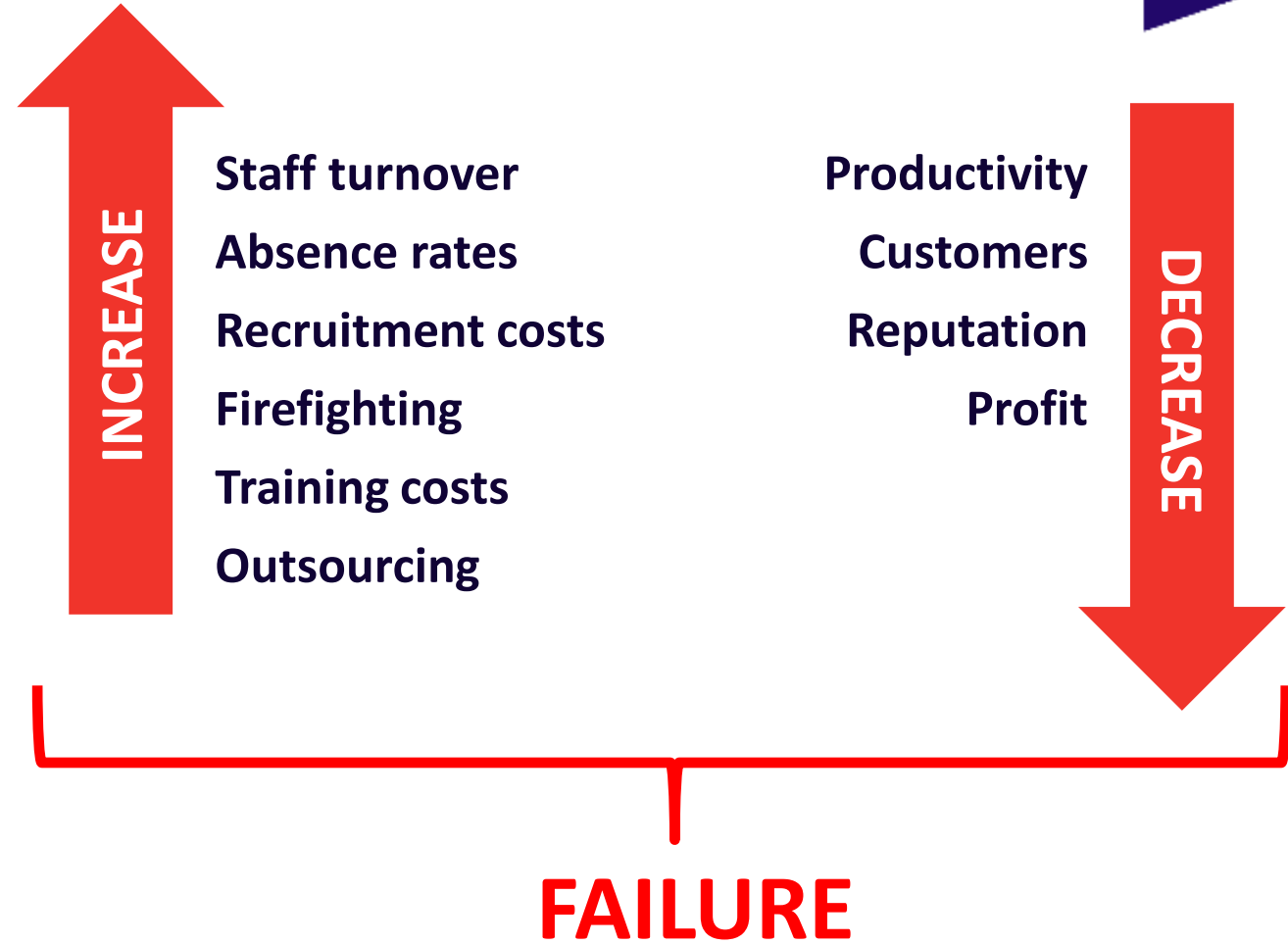
## WHY IS MOTIVATION CRUCIAL TO YOUR BUSINESS?

### HOW IMPORTANT IS MOTIVATION TO YOUR BUSINESS?

- ✓ What Motivates your People at work?
- ✓ How do you describe what motivates them?
- ✓ How do you measure what motivates people?
- ✓ How do you monitor your people's motivation?
- ✓ How do you maximize their motivation?

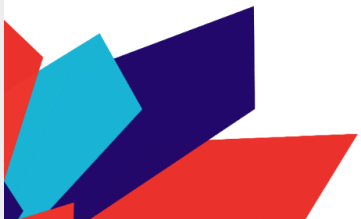


# SYMPTOMS OF POOR MOTIVATION





So if you don't have motivated enough people, the question becomes how much does this cost you?



# A FEW GLOBAL FIGURES



5%

Only of workforces are maximized by companies

87%

Of employees worldwide are not engaged

24%

Are “actively disengaged” indicating they are unhappy, unproductive and negative

13%

Employees are Engaged at Work Worldwide

29%

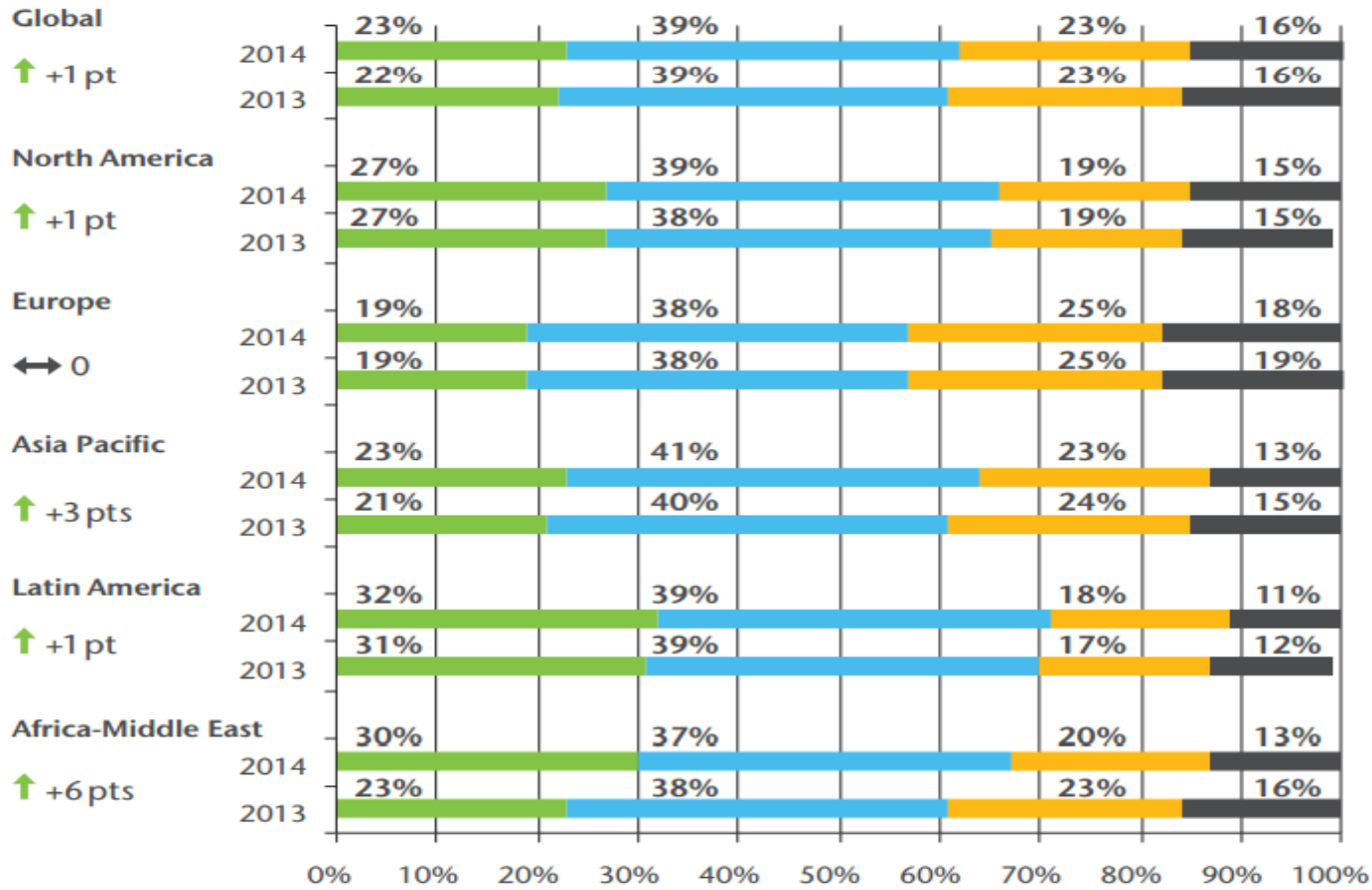
Only of Millennials are engaged in their jobs

147%

The rate at which companies with highly engaged workforces outperform their peers in earning per share

### Engagement Distribution 2013–2014

■ Highly Engaged  
 ■ Moderately Engaged  
 ■ Passively Engaged  
 ■ Actively Disengaged



**A FEW FIGURES**

# WHAT ABOUT THAILAND?



	ENGAGED	NOT ENGAGED	ACTIVELY DISENGAGED
Philippines	29%	63%	8%
Thailand	14%	84%	2%
Malaysia	11%	81%	8%
Singapore	9%	76%	15%
Indonesia	8%	77%	15%



# WHAT IS MOTIVATION?

**MOTIVATION IS ENERGY!**

**MOTIVATION IS THE FLOW OF ENERGY**

**AND DRIVE WITHIN US**

A combination of Internal and external factors that stimulate desire and energy in people to be continually interested and committed to accomplish their goals

Motivation is a psychological

phenomenon which means

**“WANTS, LIKES AND NEEDS”**

the individuals have to be tackled by



**WHY IS  
MOTIVATION  
SO IMPORTANT?**

**Performance**



**Skills**



**Motivation**

**45%**

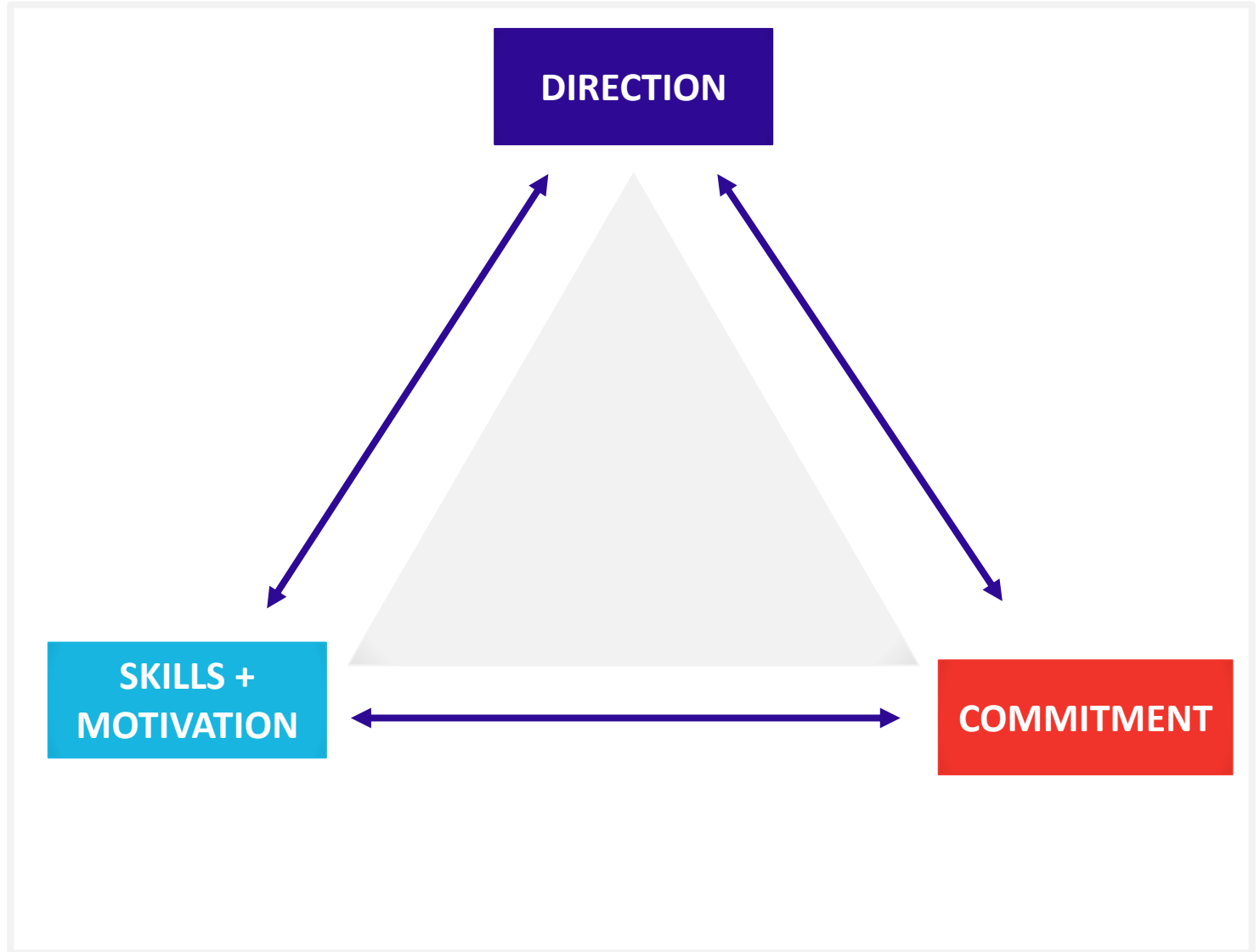


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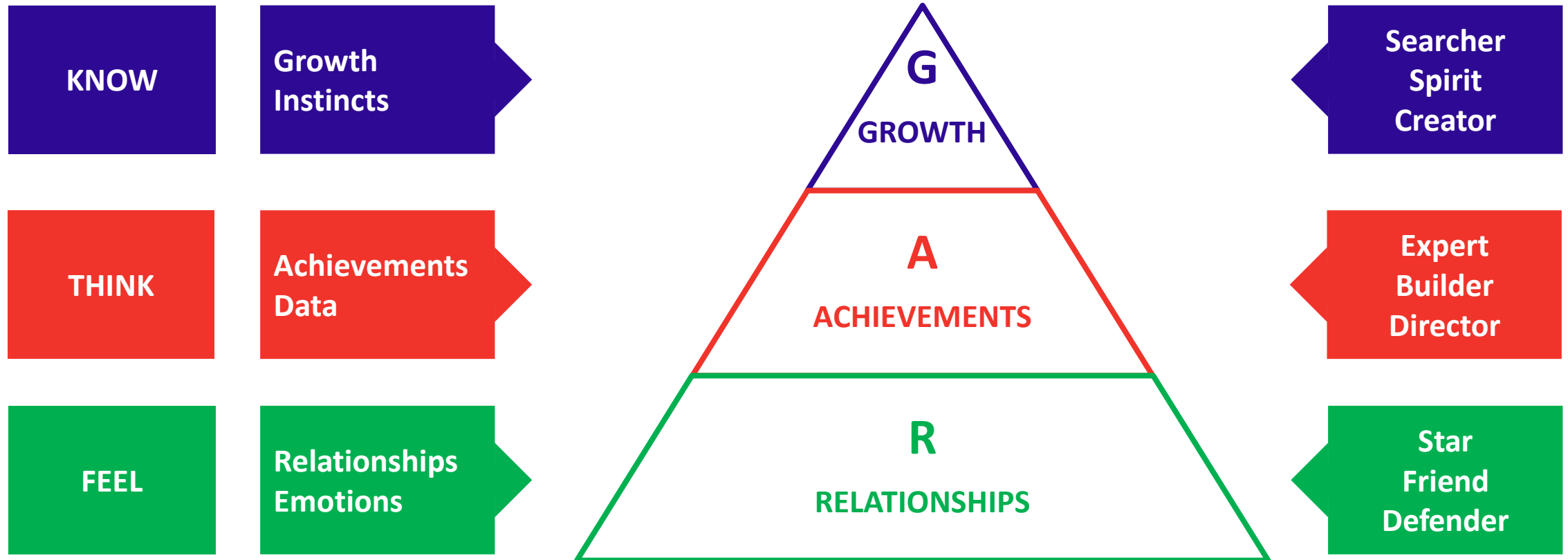
**PERFORMANCE,  
SKILLS,  
MOTIVATION  
AND  
COMMITMENT**



**3 CLUSTERS**  
**9 REASONS**  
**WHY PEOPLE**  
**PERFORM AT**  
**WHAT THEY DO?**



# FEEL, THINK, KNOW AND MOTIVATORS





**SO MY QUESTION  
TO YOU IS:**

**Are you giving your staff  
what they want,  
what they really want ?**

**I COME NOW TO MY FINAL  
QUESTION:**

**How important is motivation  
in your business?**



Make this the year of Motivation  
Get a Plan, Make it happen!  
Want to do an individual or Team  
Motivational Map and receive a  
Feedback session?



**COACH**  
— EXECUTIVES —

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**MARIE LUCCHINI**

**Executive Certified Coach**  
**I specialize in Executive, Team and Career transition/Relocation Coaching & trainings, Leadership Development and cross-cultural coaching**

Marie started her own coaching and online coaching practice in Thailand back in 2012.

She also serves as a Career Transition Consultant, Leadership Development & Cross-cultural Coach for Impact Group based in South East Asia. She works with a variety of industries including luxury & lifestyle, hospitality, pharmaceutical, energy, and FMCG. Among her clients: Albatross Global Solutions, BAT, Ford, Henkel, Kellogg, Mazars, Pepsi Co, Pfizer, ..

Marie aims at building a close pro-active, qualitative and result oriented relationship with her clients. To boost their **motivation**, mobilize their resources & strengths, develop their strategic thinking, leadership & interpersonal skills so they can reach their full potential, maximize their effectiveness and produce high impact results.

On a more corporate level, Marie helps companies to develop, motivate and retain their talents.

Marie graduated from ISEA Business School - EDC Group, Paris. Marie also graduated as Counselor in Psychology and Psychotherapist from ICH – Human Communication Institute, Paris.

She is a Certified Coach, Coach Academie (Labeled & accredited FFP, OPQR, FFC Pro & IAC). Marie is trained in NLP coaching. She has attended numerous trainings and workshops in the career management & development arena. She is also a Motivational Maps™ practitioner for Thailand.

Prior to this, from 2005 to 2011, at Brainpower-BPI Group Moscow, Marie served as Head of the Executive Search Department, then became Deputy General Director in charge of the external HR Services Department (executive & team coaching, leadership development, assessment, outplacement, HR processes reviews) serving global groups among which: Air France, Air Liquide, Alcoa, Alstom, Biocodex, Chanel, Decathlon, Dior Couture, G.E., Hachette Filipacchi, Lafarge, Leroy Merlin, L’Oreal, LVMH, Natixos, Praxair, Renault Avtovaz, SEB Group, Veolia, Yum,...

Earlier in her career, Marie gained an extensive operational business experience within small and large organizations, in Russia and France mainly in the Luxury and Distribution industries as founder and Managing Director for Euraffaires SARL France, then, as founder and Managing Director for Isis Ltd Moscow. Later she acted as Marketing Director for Denview Ltd Moscow (Remy Cointreau/Maxxium’s Russian subsidiary) and in the capacity of Russia & CIS Consultant/Retail Operation Director for Dufry Group.

Marie is also active in several business and professional organizations, as a Board Counselor of the Franco-Thai Chamber of Commerce, Bangkok. She is the founder and Co-Chairman of the Franco-Thai Chamber of Commerce “Luxury and Life Style Committee” and was appointed as CCE - French Foreign Trade Advisor in Bangkok.

Marie speaks French, English, Russian and Spanish