



LEADING OTHERS

unlock the keys to improved self-awareness,
deeper engagement, increased productivity,
and more effective leadership

GISELLE P. HUDSON





MAKE SOLID PLANS

...Or nothing will change!

Few leaders are taught the science behind engagement however everyone is aware of the statistics:

Actively disengaged employees (24%) outnumber engaged employees (13%) by nearly 2-to-1, according to Gallup — implying that at the global level, work is more often a source of frustration than fulfillment.

There are however no stats for leaders and how skilled they are at engagement but suffice it to say that a disturbingly high percentage of leaders

around the world are not meeting the needs of their employees, although most of them believe they are doing their jobs well and don't see the need for change.

Without any means to measure engagement accurately, no one can tell if things are really getting better.

If managers don't understand what drives engagement nor the effect of their behavior on their team's engagement, then they won't be able to accurately assess their own impact.

Those leaders who identify this as a challenge are often afraid to ask for help, **for fear of appearing weak or ineffectual.**

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**WE MUST BELIEVE
IN THE POWER OF
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POINT?**

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I'M GISELLE AND I'VE ALWAYS BEEN FASCINATED BY PEOPLE PERFORMANCE.

I'm particularly intrigued by performance here in Trinidad and Tobago because of how many negative comments I hear regarding service, our inability to follow rules and the general hopelessness that we have about life in general.

Social media has given many a platform from which to preach, but I am tired of just talking about the ills and issues.

I feel strongly that I can make a difference, one company at a time, and I intend to do just that!

I was listening to our National Anthem the other day. We all know the words yet on that particular day, it was as if I was hearing it for the first time especially the first three lines:

Forged from the love of liberty
In the fires of hope and prayer
With boundless faith in our destiny...

We all have a right to enjoy freedom to be who we are and to contribute in a way that benefits ALL!

We must believe in the power of possibility or else what's the point?

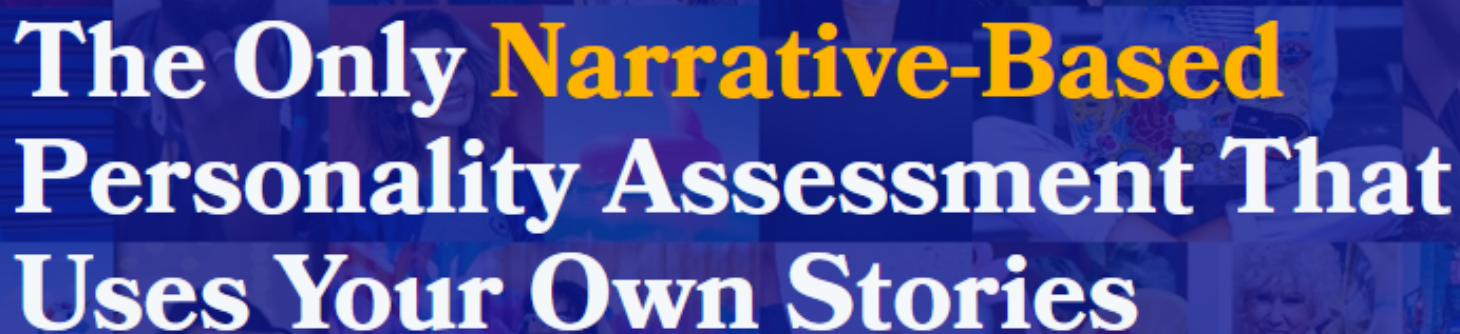


A POSSIBLE SOLUTION FOR YOU TO EXPLORE

We are a twin-island filled with creative geniuses and I am going to lead the way in helping you to see the genius, first in yourself, and subsequently in those fortunate souls you have the privilege of leading on a daily basis.

The MCODE® (Motivational Code) is a narrative tool for self discovery. MCODE® is derived from SIMA® (System for Identifying Motivated Abilities) [[click here for more info](#)], an assessment process that is profoundly powerful at identifying ones unique pattern of motivated behavior, backed by over 50 years of empirical research.

Science shows us that if people understand what motivates them, they can use that information to shape behavior and achieve better outcomes.



The Only **Narrative-Based** Personality Assessment That Uses Your Own Stories

Life At Its Best Starts When You Truly Know Yourself



BUILD CUSTOM TAILORED COACHING STRATEGIES AND HELP YOUR EMPLOYEES EXPERIENCE FOUNDATIONAL SELF-AWARENESS

Different levels of a person
is revealed by different
assessments.

Established skills and knowledge are fairly easy to identify because they are on the surface of the person and readily expressed. People are generally aware of their values and concept of self but sometimes keep these hidden. They are a bit harder to assess.

Deeper still are motivations at the heart of each person. It is such an instinctive way of a person's being in the world that they are often difficult to articulate and to assess.

MCODE® reveals the heart of a person through the power of story as he/she narrates important memories in their life.



Different people are motivated in different ways, which means they also have different leadership and communication needs. For leaders and managers, MCODE® teaches you how to individualize your communication and management approach to fit each member of your team.

MCODE® helps you become a more effective leader and drive more impactful outcomes by taking the guesswork out of employee engagement.

MCODE® tells you exactly what motivates each person on your team or in your business and highlights what matters most to them. This understanding provides precise data on how to best lead, engage, and inspire your people to go all in and do their best work. It's the secret to motivating teams to work harder, work faster, and feel excited about their work, and it's how leaders keep teams on track, motivated to overcome challenges, and driven to achieve amazing things.



BENEFITS

The MCODE® assessment is perfect for leaders who want to:

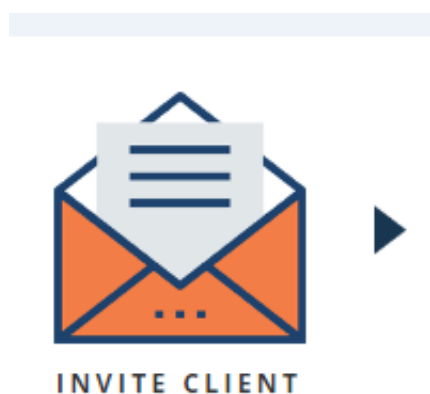
- Lead with confidence and lift up those around them.
- Pair the right people with the right roles so each person's job is a perfect fit and aligned with what naturally lights them up.
- Help people feel more connected to their work, happier with what they're doing, and deeply satisfied in their roles.
- Reduce churn and engage A-players and high-performers in meaningful ways so they stay longer.
- Improve productivity and performance while avoiding burnout.
- Accelerate team synergy and facilitate cohesion and collaboration.

MCODE® can also be used effectively to support the following:

- Executive coaching and management development
- Enhancing team relationships and performance
- Resolving performance problems
- Resolving conflicts between people
- When considering retirement
- Succession Planning
- Success Profiling



HOW IT WORKS?



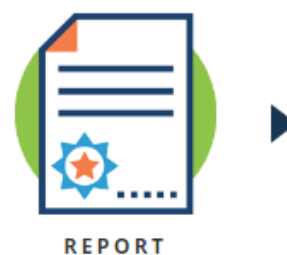
STEP ONE - a customer link will be sent to you or to one of your employees to take the assessment.



STEP TWO - you will be required to give 3 story overviews and rate motivational statements for each story.



STEP THREE - MCODE scientifically identifies your motivations



STEP FOUR - a comprehensive report is delivered straight to your inbox.



STEP FIVE - Coaching packages are available including if you want to learn how to provide motivational feedback to your staff.

MotivationCode

SAMPLE PAGES

Your MCode

This Is What Drives You

It's What Gets You Out Of Bed In The Morning

Based on your achievement stories, we've mapped your Motivation Code to help you gain new insights into why you do what you do, and how you can leverage those top motivations to be more productive, collaborate more effectively, be a better leader, and deepen your sense of meaning and purpose in your work.

1



Mastery

You are motivated to...

Gain complete command of a skill, subject, procedure, technique or process.

2



Excel

You are motivated to...

Give your absolute best as you exceed performance and expectation.

3



Comprehend And Express

You are motivated to...

Understand, define, and then communicate your insights.

4



Demonstrate Learning

You are motivated to...

Learn how to do something new and to show that you can do it.

5



Make An Impact

You are motivated to...

Shape and impact the world around you.

How You Work With Others

Unlike many personality assessments, your MCode provides direct and relevant guidance by helping you understand what it will be like to work with people who are motivated in a different way than you are.

Compare And Contrast Motivations

See predictions for working with people whose top five motivations are different than yours.

1. Select One Of Your Top Motivations



Do It Right

2. Select Another Motivation

Your Results

When a person with a strong motivation to "Do It Right" works with a person who has a strong motivation to "Demonstrate Learning," positive and negative dynamics may surface.

🟢 **Positive Side:** The "Do It Right" person may bring order and structure to the work environment, while the "Demonstrate Learning" person may bring a desire for continuous growth and innovation. The "Do It Right" person may be able to ensure established standards and procedures are followed, while the "Demonstrate Learning" person may be able to introduce new ideas and methods to improve the process. Together, they can create an environment of excellence where the process is standardized and improved constantly.

🔴 **Negative Side:** The "Do It Right" person may be resistant to change and have a hard time accepting new ideas, while the "Demonstrate Learning" person may be impatient with the slow process of standardization and frustrated by not being able to apply new knowledge. The "Do It Right" person may also be overly critical of the "Demonstrate Learning" person's ideas. If not addressed, these issues could lead to tension between the two individuals and potentially impede the progress of the work.

Overall, it is important for the individuals to understand and respect each other's motivations, and find a balance that allows them to work together effectively. Communication and willingness to compromise will be key to make sure that the team can function at its best.



Mastery

You are motivated to...

Gain complete command of a skill, subject, procedure, technique or process.

How Mastery Often Shows Up

- 🟢 **Depth:** You are driven to have a flawless grasp of the intricacies and details of a subject.
- 🟢 **Learning:** You have a persistent motivation to learn a specific skill or discipline.
- 🟢 **Practice:** You are continuously practicing and refining your understanding of a subject.
- 🟢 **Success:** Your goal is often to achieve perfection.

What We Know About You

Your mastery motivation often creates the following results:

- ▶ You demonstrate to the others the power of high performance.
- ▶ You show people the value of laser focus and clear commitment.
- ▶ You inspire people by demonstrating total excellence and expertise.
- ▶ You encourage people to learn and become proficient.

You will thrive in environments where:

- ▶ High degrees of competency are required.
- ▶ Comprehension and complete knowledge is highly valued.
- ▶ Continual learning is needed.
- ▶ The goal is perfection.

You may struggle in environment where:

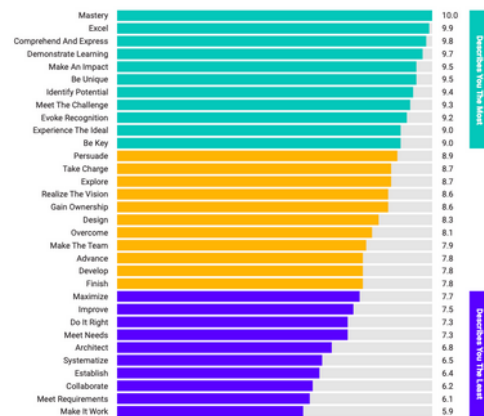
- ▶ Deep knowledge or expertise is not required.
- ▶ Individual uniqueness and contribution aren't important.
- ▶ Teamwork and collaboration are required for the best outcomes.

You have a flip side to watch out for:

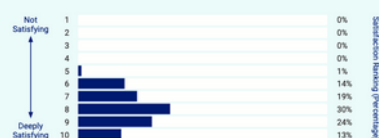
Your mastery motivation drives powerful results. It can also create frustrating consequences. For example, your drive to gain expertise may also causes you to embrace perfectionism – a dynamic that can slow you down, prevent progress, and leave you constantly unhappy with your skills and level of achievement.

Your Motivational Profile

View your motivations ranked in order, by score, from most satisfying (10) to least satisfying (1).



Discover how you felt about the stories you shared and how you responded to the questions asked.





As a certified Motivation Code™ Legacy Coach, (*the only one to date in Trinidad and Tobago and the wider Caribbean*) Giselle supports your personal and professional growth by providing:

- the Motivation Code assessments
- One-to-one impact coaching sessions to help you better understand your employees and teams so that you can facilitate peak performance, drive meaningful engagement, and achieve sustainable results.

The Undeniable Truth

When individuals, leaders, and teams use MCODE®, they are happier, more engaged, and deeply fulfilled. With a deep understanding of their value, these are the people who reject mediocrity and strive for greatness. They're the people who confidently own who they are, shine bright, take deep pride in what they do, and don't quit.

**Curious about MCode?
Have a question?**

No Problem!

Phone Giselle: 1 868 750 7859
or

Email her: giselle@gisellehudson.com

MCODE is just one possible piece of the puzzle in helping you build a profitable professional service business and lead an exemplary team.

However it may not be the piece you need right now.

IN THE MEANTIME...YOU ARE PROBABLY SITTING ON A GOLD MINE

Your team may have vital information, solutions, or ideas that would make a tremendous difference—if you only knew what they were thinking.

Even after you are able to pull these ideas out through some combination of brainstorming and brainswarming, you may end up with a pile of ideas but uncertain about what are the best strategic 'next steps.' You know something might be missing but you're not sure what.

You may be trying to get your bearings in a complicated situation and your team needs guidance in thinking through the pros and cons of various options or your team has hit a dead end and feel stuck.

It might be shortsightedness in planning or logical disconnects or a whole host of problems that you cannot see.

LET ME HELP YOU, IN TANDEM WITH YOUR TEAM, FIND AND BRIDGE THE MOST STRATEGICALLY IMPACTFUL GAPS

[Click here now to see how!](#)



Phone: 1 868 750 7859
Email: giselle@gisellehudson.com

