



# MANAGEMENT DRIVES BROCHURE

## TURNING POTENTIAL INTO PERFORMANCE



# Unlock Your Organisations Potential with Management Drives

## What is Management Drives ?

Management Drives (MD) is a practical and scientifically grounded tool that reveals what motivates people at work. Instead of focusing on personality traits, it looks at the drives behind behaviour-what energizes individuals, shapes decision-making, and influences collaboration.

By making these drives visible, Management Drives creates a shared language for understanding behaviour, improving communication, and increasing effectiveness at individual, team, and organisational levels.

What makes Management Drives truly unique is that it doesn't just look at behaviours or skills like many leadership, psychometric or culture tools do. It goes deeper into the intrinsic motivations of people (what truly drives them), and then connects those individual drives to team dynamics and organisational culture.

## That uniqueness means:

- You don't just see what people do, but why they do it.
- Leaders can tailor strategy execution to how their people are actually motivated.
- Culture change isn't abstract — it's rooted in measurable, personal drivers.

## Why use Management Drives?

People don't behave randomly—they act from motivation. When those motivations are understood; communication becomes clearer, collaboration improves, leadership impact increases and teams perform with less friction and more trust.

Drives predict how you, your team, and your organisation function. When people work together, they connect with each other based on the drives they have in common. This means that other perspectives often remain unexplored.

Management Drives helps organisations achieve alignment and high performance by making motivation tangible and understood, so people and teams can perform at their best.

## The Six Core Drives

Management Drives identifies six motivational drives, each represented by a colour. Every person has all six drives, but in a unique balance.

There is no right or wrong mix — each drive brings strengths and potential challenges. Effectiveness comes from balance and awareness.



**“Rather than focusing on personality traits, Management Drives helps individuals and teams understand why people act the way they do — and how to use these insights to work more effectively together.”**

## How does Management Drives work?

Participants complete a short, online questionnaire. The results are translated into clear visual profiles and practical insights that show:

- What energizes and demotivates someone
- How people prefer to communicate and make decisions
- How teams function under pressure and change

Management Drives insights are typically used in workshops, coaching sessions, leadership programs, and team development.

## What will Management Drives deliver?

- Individuals gain insight into their own motivation and behaviour
- Teams learn how to leverage differences and work more effectively
- Organisations build alignment, engagement, and performance

Management Drives turns motivation into a practical tool for sustainable results.

## What clients like about Management Drives



I've used Management Drives in different situations in both Europe and in Emerging Markets for the creation of top teams. Every time, Management Drives made a valuable contribution to creating a common language for our different cultures, styles and working methods. This has resulted in stronger teamwork, faster resolution of conflicts and, ultimately, a better performance in the companies I have led.

**ANDERS MOBERG, FORMER CEO IKEA AND AHOLD**



Over the past year we have certified a large number of our HR business partners worldwide who support the business in team collaboration, individual profile debriefs and team building sessions.

**LIDIJA VAN HARTEN – PENSA, GLOBAL HEAD OF LEADERSHIP JUST EAT TAKE AWAY (JET)**

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## **Management Drives**

**Develop your people . Strengthen Your Teams.  
Drive Organisational Performance**

