



Beyond Personality — Understanding Motivation with Management Drives

Conversion Certification Edition



In a world where personality tools like DISC, MBTI, and Insights Discovery have become common practice in coaching and leadership development, many professionals are asking a deeper question: ‘What actually drives behaviour?’ The **Management Drives (MD)** model provides a powerful, motivation-based answer.

This guide introduces you to the **Management Drives** methodology — a scientifically grounded model that helps coaches, consultants, and leaders understand the inner motivations that drive individual and team behaviour. It goes beyond personality, revealing what truly energises people, how they make decisions, and what they need to perform at their best.



From Personality to Motivation

Most personality models, such as MBTI, DISC, and Insights, describe how people behave or prefer to act in different contexts. They are valuable for understanding preferences and communication styles — but they often stop at describing behaviour.

Management Drives takes a step further. It explores why people behave the way they do—what motivates and energises them internally. This motivational lens helps uncover the deeper drivers behind behaviour, providing richer insight for coaching, leadership, and teamwork.

The Six Drives Explained

The **Management Drives** model identifies six key drives, each represented by a colour. Every individual has a unique profile — a combination of these drives that influence their motivation, communication, and collaboration style.



Yellow – Vision and Understanding

Driven by knowledge, ideas, and insight. Yellow wants to understand the 'why' and seeks logical coherence.



Green – People and Relationships

People and Relationships: Motivated by harmony, empathy, and connection. Green values belonging and collaboration.





Orange – Results and Success

Energised by ambition, achievement, and measurable progress. Orange thrives on challenge and competition.



Blue – Structure and Order

Driven by rules, clarity, and reliability. Blue values stability, standards, and accountability.



Red – Action and Power

Motivated by drive, courage, and decisiveness. Red wants to make things happen — fast.



Purple – Security and Loyalty

Energised by trust, tradition, and belonging. Purple seeks safety and continuity through group identity.

Why Motivation Matters More Than Behaviour

Behaviour can be influenced by context — people may adapt their actions to fit a situation or organisational culture. Motivation, however, reveals enduring patterns of what truly matters to an individual. By understanding drives, you gain insight into why someone reacts, decides, or leads in a particular way. In coaching and leadership development, this enables more sustainable change. Instead of only shaping behaviour, you can work with underlying motivation — unlocking engagement, authenticity, and intrinsic performance.

How Management Drives Complements Other Tools

For practitioners already certified in DISC, MBTI, or Insights Discovery, **Management Drives** offers a natural next step. Rather than replacing existing models, it deepens them—adding a motivational dimension that strengthens your ability to work holistically with clients.

For example:

- Combine MD with DISC to connect behaviour and motivation.
- Use MD alongside MBTI to explore not just preferences, but purpose.
- Integrate MD into Insights Discovery programmes to translate colour energy into motivational depth.

Applying Management Drives in Practice

Management Drives can be used across multiple professional contexts:

Coaching: Identify clients' core drives and tailor your approach to sustain motivation.

Leadership Development: Build self-awareness and align team drives to organisational goals.



Recruitment: Match candidates' drives with role expectations for better long-term fit.

Team Building: Create collaborative teams that balance drives and respect differences.

Change Management: Anticipate how individuals will respond to transformation and engage them effectively.

The MD Practitioner Conversion Certification Path

The **Management Drives Practitioner Conversion Certification** course is a 3 day training programme which equips professionals who are already certified to use personality tools with the knowledge and accreditation to use the MD tool in coaching, training, and organisational development. It is usually delivered online but can be run on-site as well. It is designed for certified practitioners who want to go beyond personality and integrate motivation-based insight into their professional toolkit.

Through this programme, you'll gain the confidence to interpret **Management Drives** profiles, facilitate team sessions, and use the methodology to drive real behavioural change.

CONCLUSION

Management Drives reveals the deeper layer beneath personality — the drives that shape why we think, feel, and act the way we do. By understanding and working with these motivations, practitioners can create more meaningful change and empower people to reach their full potential.

If you're already certified in other psychometric tools and want to expand your professional capability, the Management Drives Conversion Course is your next step toward mastering motivation.



About Inspired Concepts Consulting

Inspired Concepts Consulting helps professionals and organisations unlock motivation, improve collaboration, and build high-performing cultures. We are a Global Partner of Management Drives in the United Kingdom.

To learn more about the MD methodology, the MD Certification path and upcoming courses, please contact us on any of the channels below.



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INSPIRED CONCEPTS

What our clients are saying about us



Operations Manager, Minority Supplier Development UK (MSDUK)

“Inspired Concepts Consulting’s personable approach made the session an enjoyable and useful experience. We all left feeling that we understood each other better and were more able to reach out to each other. I would be very happy to recommend Inspired Concepts Consulting to other organisations that are looking to bring cohesion to their day-to-day team management.”



Chair of Trustees, UK Charity

“The support provided strengthened our governance and gave the Board greater confidence in our risk management and compliance arrangements.”



Group HR Director, Multinational Organisation

“The coaching intervention significantly improved the effectiveness and alignment of our senior leadership team during a period of major change.”



Team Lead, UK & Ireland Culture Change Team, Sanofi

“The workshop was professionally managed and facilitated. It created motivation and enthusiasm within the team, and there was flexibility to adapt to our requirements on the day. The trainers were knowledgeable, engaging, and really inspired us to think differently.”



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