

# How One Organization Re-Engaged a High Performer by Realigning the Role to What Actually Motivates Them

*A Motivational Maps Case Study*

## THE CHALLENGE



A high-performing employee was delivering results—but becoming disengaged and considering leaving. Leadership couldn't identify a clear issue: compensation was strong, workload was manageable, and performance was high.

## THE INSIGHT



Motivational Mapping revealed:

- High **Spirit** (autonomy, freedom)
- High **Creator** (innovation, originality)
- Low **Director** (control of people/resources)

The role, however, had become:

- highly structured
- process-driven
- operationally repetitive

## THE SHIFT



Leadership redesigned aspects of the role:

- Increased ownership over how work was executed
- Introduced opportunities for innovation and problem-solving
- Reduced unnecessary constraints

## THE OUTCOME



- Re-engagement within weeks
- Retention of a key performer
- Increased discretionary effort and idea generation

## KEY TAKEAWAY



**Burnout isn't always about workload—it's often about misaligned motivation.**



**MOTIVATION IS INVISIBLE.  
MOTIVATIONAL MAPS MAKE IT VISIBLE—SO LEADERS CAN ACTUALLY USE IT.**

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