

How a Leadership Team Reduced Resistance to Change by Aligning Communication to What Actually Motivates Employees

A Motivational Maps Case Study

THE CHALLENGE



A leadership team was rolling out new initiatives—but struggled to gain traction. Communication focused heavily on growth, expansion, and financial opportunity, yet employees remained hesitant and slow to adopt change.

THE INSIGHT



Using Motivational Maps, a clear pattern emerged:
A majority of team members had **Defender** (security, stability) as a top motivator. What leadership thought would inspire people—growth and upside—wasn't the driver. **Stability** was.

THE SHIFT



Leadership reframed how they communicated change:
Instead of “this will help us grow,” they emphasized:

- job security
- long-term stability
- risk reduction

Initiatives were positioned as **protective, not disruptive**

THE OUTCOME



Noticeably reduced resistance to change
Faster adoption of new initiatives
Increased trust in leadership messaging

KEY TAKEAWAY



Motivation isn't what leaders assume it is—it's what people actually value.
When you align communication to motivation, behavior follows.



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

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