



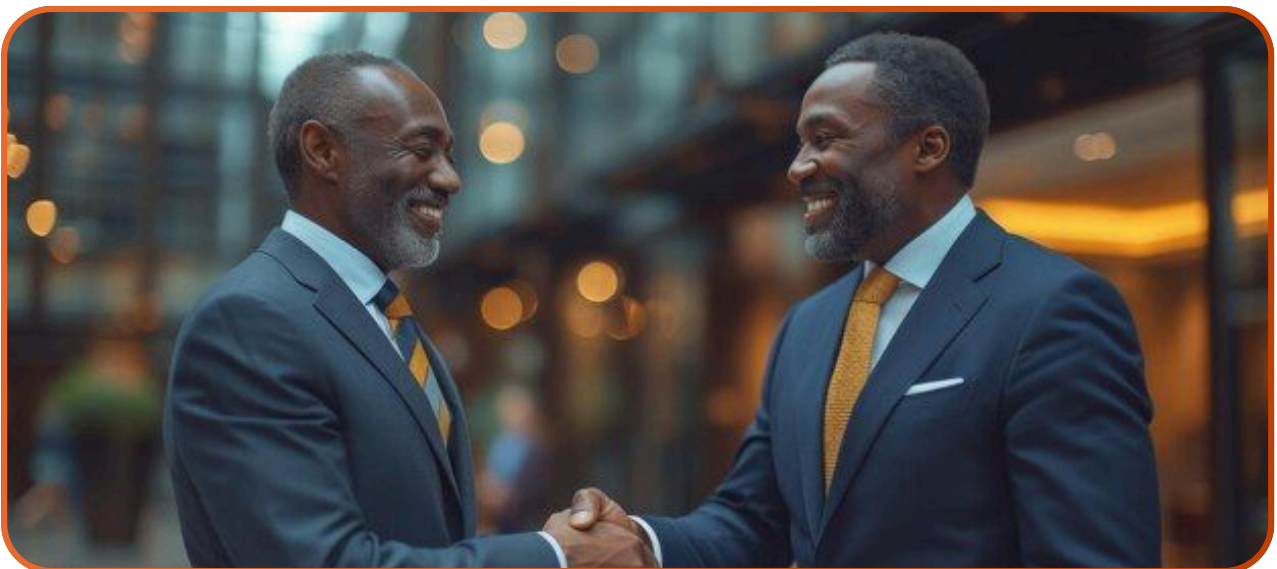
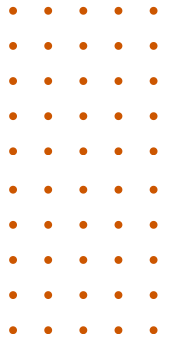
Beyond Personality — Understanding Motivation with Management Drives

Flagship Certification Edition



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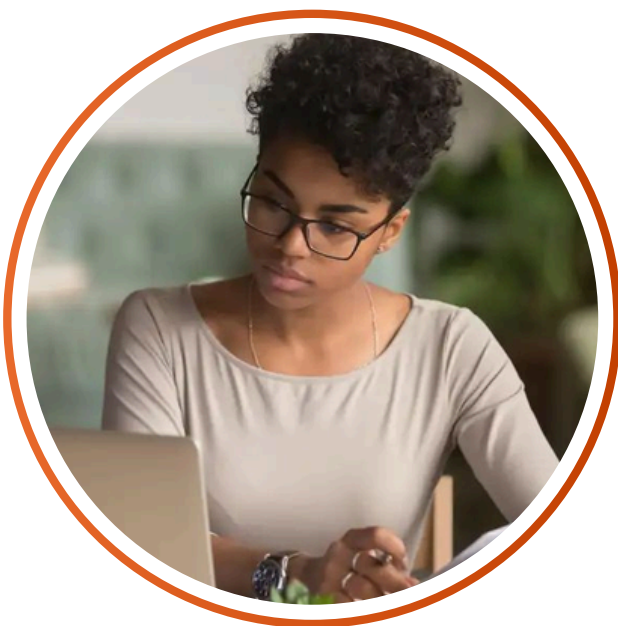
In a world where personality tools have become common practice in coaching and leadership development, many professionals are asking a deeper question: ‘What actually drives behaviour?’ The **Management Drives (MD)** model provides a powerful, motivation-based answer. This guide introduces you to the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

Understanding motivation helps professionals improve leadership, coaching conversations, team engagement, conflict resolution, and organisational culture. Rather than labelling people by personality, Management Drives focuses on the values and drivers that shape behaviour in real-world situations.



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

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.



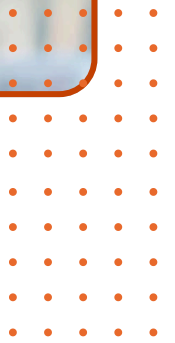
Purple – Security and Loyalty

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 tool such as 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.



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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.



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The MD Practitioner Certification Path

The **Management Drives Practitioner Certification** course is a 5 day training programme which equips professionals 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 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 want to deepen your professional expertise and deliver even greater value to your clients and organisations, the **Management Drives Course** is the next step in mastering what truly motivates people.





PeopleSource Consulting

Maximising People and Corporate Performance



About Peoplesource Consulting

Peoplesource Consulting helps professionals and organisations unlock motivation, improve collaboration, and build high-performing cultures. We are the sole Global Partner of Management Drives in Africa. To learn more about the Management Drives methodology, the MD Certification path and upcoming courses, please contact us on any of the channels below.

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