



VICTORY L A P

Training

*The Science Behind Motivation and
Getting the Best from Your Team*



**15+ Years of
motivating others
and maximizing
potential**



BRIAN BAR

CEO @ Victory Lap

- Bootstrapped company to >\$1,000,000 in revenues by Year 3.
- Closed \$25MM financing round 6 months after business was almost closed due to COVID
- Thousands of sales reps trained and hundreds of clients with line of sight into motivating and developing talent

Head of Sales Onboarding @ Groupon

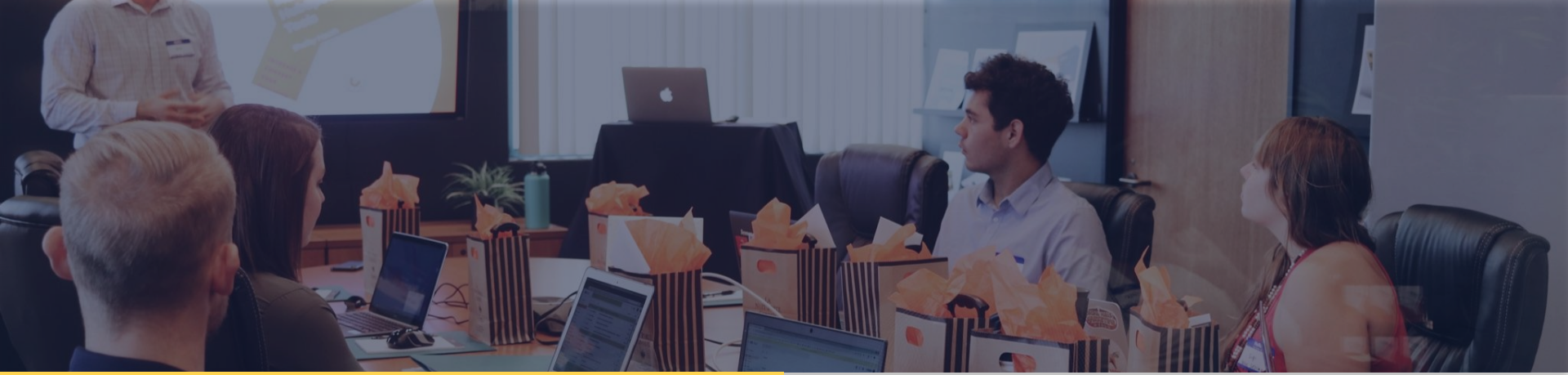
- 250 + direct reports including team of 7-10 managers
- Experienced growth from ~500 to 13,000 employees globally
- Pre/Post IPO culture effects

Vice President of Sales @ ThinkCERCA

- First week hired we closed a Series A
- Scaled organization from 2-12 reps
- Monthly board meetings presenting on company revenue growth

Sr. Manager of Recruiting @ Fanbox

- Hired 90 SWE in 180 days and redesigned interview and onboarding process
- Worked for no pay/half pay during 30% of tenure² over two years



What We'll Cover

- Different ways to motivate at individual and team level
- The science of motivation aligned to the realities of the workplace
- Discussion and Questions

What You'll Leave With

Optimization to your approach to motivate employees at the team and individual levels

Push the right buttons to maximize productivity leveraging the science of motivation

More confidence to handle situations where lack of motivation is impacting performance

What is a managers job?

The role of a manager is to drive optimal performance in their people

Improve skill

Increase motivation

Let's talk motivation

Intrinsic

Extrinsic

Motivating others

Focus on two ways (and one more than the other)

Intrinsic

You do the activity because it's internally rewarding. You may do it because it's fun, enjoyable, and satisfying

Goals come from within and the outcomes satisfy your basic psychological needs for autonomy, competence, and relatedness

Extrinsic

You do the activity in order to get an external reward in return

Goals are focused on an outcome and don't satisfy your basic psychological needs. Goals involve external gains, such as money, fame, power, or avoiding consequences

When to apply extrinsic motivation

Routine tasks

Projects with a clear system for doing things already in place (if, then)

Highly competent employees

On an individual * level and when not expected

When NOT to apply extrinsic motivation

When thinking outside the box is key to getting to the end result

When intrinsic motivation is also important to motivate achievement

Long term goals/initiatives

in most cases, to most people

When to apply intrinsic motivation

Frequently

Intentionally

**All employee skill
levels**

**On an individual and
team level**

How to use intrinsic motivation

Autonomy

Test new ideas
Creative control

Mastery

Increase task maturity
Emphasis learning
process
Positive reinforcement

Purpose

Share outcomes
Connect on
personal level
Foster relationships

Ask your team
member what drives
them and ask how
you can best
support this?



10 minute Breakout Rooms

Discuss with your group if you will leverage intrinsic, extrinsic or a mixture of both for the situation and how you'll apply it

Group 1

Employee seems in a funk for a few weeks in a row

Group 2

Employee has exceeded performance several months in a row

Group 3

My team has an aggressive goal this quarter

Pygmalion Effect

Power of Belief - high expectations lead to an improved performance in a given area

**Think they can,
think they can't,
you'll be right**

**Be aware of the
biases we carry
against others**

**Continue your
outward support
while assessing
internally**

Discussion

What would you like to discuss further?

Compensation
Plans

Why extrinsic often
fails?

1:1 situation

Something else?



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