



# MOTIVATIONAL INTELLIGENCE (MQ) PSYCHOMETRIC ASSESSMENT



The  
**Power  
Within®**

The Motivational Intelligence Company®  
Life-Changing Leadership, Lifelong Results

# What is Motivational Intelligence (MQ)



**IQ:**

Provides a cognitive framework for problem-solving and analytical reasoning.



**EQ:**

Shapes understanding and interaction with people, enhancing empathy and communication.



**MQ:**

Integrates IQ and EQ to deliver results, achieving goals effectively.

Motivational Intelligence (MQ) is the ability to motivate oneself and others by recognising and managing negative thoughts and self-limiting beliefs. Leaders with high MQ inspire confidence, resilience, and innovation within their teams.

MQ goes a step further than motivation alone. It is about understanding why people do what they do and having the self-awareness to recognise the thoughts, beliefs, and internal narratives that drive behaviour, especially under pressure.

## MQ White Paper



For the evidence base and references behind our approach, request our MQ white paper from [contact@tpwtd.com](mailto:contact@tpwtd.com) or scan the QR code to download

# What is the MQ Psychometric Assessment

The MQ Psychometric Assessment is a scientifically validated tool that evaluates your Motivational Intelligence – your ability to motivate yourself and others by recognising and managing negative thoughts and self-limiting beliefs. Leaders with high MQ inspire confidence, build resilience, and drive innovation within their teams. Our assessment provides the clarity and insight you need to develop these critical capabilities.



## What You Receive

A comprehensive leadership profile including:

- ✓ Detailed analysis across six core leadership assessment areas
- ✓ Personalised report highlighting your specific strengths and developmental opportunities
- ✓ Clear recommendations for immediate action and long-term growth
- ✓ Evidence-based Insights grounded in cognitive and behavioural psychology

## Why This Assessment Matters



### For Individuals:

- Gain deep self-awareness of your leadership strengths and blind spots
- Understand exactly where to focus your development efforts
- Build confidence through data-driven insights into your capabilities
- Track your growth journey with measurable benchmarks



### For Organisations:

- Identify leadership capability across your talent pipeline
- Make informed decisions about development investments
- Align leadership behaviours with organisational values and strategy
- Build a common language around leadership excellence
- Create targeted development programmes based on real data

# The Six Assessment Areas



## What We Measure: Your Complete Leadership Profile

The MQ Psychometric Assessment evaluates six critical areas that underpin exceptional leadership. Each area is analysed in depth, providing you with specific, actionable insights.

### Professional Skills & Growth Mindset

#### What We Measure:

Your approach to professional development, how you view challenges as opportunities, and your alignment with continuous learning principles.

#### Why It Matters:

Leaders with a growth mindset embrace challenges, persist through setbacks, and continuously expand their capabilities—driving both personal and team performance.

### Self-Leadership

#### What We Measure:

Eight key strategies including visualising success, goal setting, self-talk, self-reward, evaluating beliefs, self-observation, natural rewards, and self-cueing.

#### Why It Matters:

Before you can effectively lead others, you must master leading yourself. These strategies form the foundation of sustainable high performance.

### Effective Leadership Practices

#### What We Measure:

Your capability in setting clear goals, delegating effectively, fostering team cohesion, and handling conflicts constructively.

#### Why It Matters:

These day-to-day leadership behaviours directly impact team performance, engagement, and results.

### Adaptability

#### What We Measure:

Your flexibility, openness to feedback, constructive handling of criticism, and effectiveness in embracing change.

#### Why It Matters:

In today's rapidly changing business environment, adaptability is essential for sustained leadership success.

### Emotional Intelligence

#### What We Measure:

Emotional awareness and your ability to integrate emotional insights with logical decision-making.

#### Why It Matters:

Leaders who understand and manage emotions, both their own and others' - build stronger relationships and make better decisions.

### Conscientiousness

#### What We Measure:

Self-efficacy in decision-making, self-discipline, productivity patterns, and goal-setting effectiveness.

#### Why It Matters:

Conscientiousness drives trust, credibility, and consistent execution, the hallmarks of respected leaders.



# From Insight to Impact

Your MQ Psychometric Assessment provides a clear roadmap for growth. Based on your results, you'll receive personalised recommendations in four key areas:



## Structured Self-Reward

Build momentum by celebrating your achievements. Positive reinforcement strengthens the behaviours that drive success, helping you sustain motivation and build confidence as you progress.



## Regular Reflective Practice

Transform experience into learning through deeper reflection. By regularly examining your beliefs and assumptions, you'll unlock new perspectives and continuously evolve your leadership approach.



## Emotional Mastery

Develop greater awareness of your emotional triggers and responses. Leaders who understand their emotional landscape respond thoughtfully rather than react impulsively, creating better outcomes in challenging situations.



## Enhanced Self-Observation

Strengthen your ability to monitor performance and maintain focus. Consistent self-observation helps you make faster adjustments, improve productivity, and achieve better results.

## Our Clients



“  
**Samantha Hurd**  
Vistry Group

“The information presented was useful for both home and personal life, and resets your mind to a ‘can-do’ and optimistic approach to every challenge we face.

The importance of Motivational Intelligence was thought-provoking and exciting.”



“  
**Dominic Carslaw**  
Thakeham

“It has allowed me to reflect on my current leadership styles to deliver a positive change to the team and those around me.

It empowers you with the tools needed to improve as a leader not only benefiting you and your team but the business as well.”





## Take the Next Step

Ready to unlock your leadership potential?

The MQ Psychometric Assessment is your starting point for transformational leadership growth. Whether you're an individual leader seeking personal development or an organisation building leadership capability, we're here to support your journey.

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