

PRO MOTIVATION®

“Pro Motivation®” measures candidates’ professional motivation criteria and their involvement with the company.



THE STRONG POINTS OF THIS TEST

- | ✓ Candidate motivation assessed to avoid casting errors
- | 🚀 Increased engagement and reduced early turnover
- | 🔍 Revealing cultural fit and real engagement
- | 📊 Secure recruitment with motivated talents
- | ⚡ Reduced costs thanks to precise and reliable selection
- | ⚡ Sustainable and high-performing teams built together



BENEFITS

Pro Motivation® is the ultimate solution for **HR managers**, **HR directors**, **recruiters** and **consultants** who want to **secure their recruitment decisions**, **identify truly engaged candidates** and **develop the motivational potential of their teams**. This scientifically validated motivation assessment tool allows you to **accurately identify engagement levers**, **drastically reduce early turnover** and **enhance your human capital** at every stage of the career path.

Thanks to a comprehensive multidimensional approach, you simultaneously assess **intrinsic motivation**, **professional involvement**, **adherence to values** and the **deep aspirations** essential for success in your organization. You thus transform your recruitment processes into real levers of **collective performance**, **employee engagement**, **employer attractiveness**, **talent development** and **organizational excellence**, by aligning motivational profiles with the strategic objectives of your organization.

Investing in **Pro Motivation®** means choosing an innovative **strategic recruitment solution**, designed to meet the complex challenges of **motivational recruitment**, **talent retention**, **engagement assessment**, involvement **development**, **motivational coaching**, **job planning** and **HR excellence**. It also guarantees **secure recruitment**, **optimization of development investments** and a **more efficient, committed and sustainable organization**.



PSYCHOMETRY

Test construction:

Questionnaire type: Ipsative

Number of questions: +70

Time to complete: 15 minutes

Test validation:

Double external validation

Internal validation, consistency

Loyalty

Reliability



Test available in



80 job descriptions
included



PRO MOTIVATION ®



DIMENSIONS AND CRITERIA EVALUATED

WORK-RELATED MOTIVATIONS

- **Social success and recognition** : desire to be valued and recognized for one's accomplishments
- **Financial motivation** : pursuit of material rewards and economic security
- **Stability** : desire for a reliable and secure environment
- **Professional development** : willingness to learn, progress and climb the ladder

RELATIONAL MOTIVATIONS

- **Responsibility and leadership** : desire to influence, guide and make decisions
- **Ambition** : aspiration to achieve high goals and take on major challenges

TECHNICAL DIMENSION

500 multiple-choice questions on professional knowledge and know-how

PERSONAL MOTIVATIONS

- **Life balance** : desire for harmony between professional commitment and personal fulfillment
- **Passion for the job** : motivation through direct interest in the missions carried out
- **Self-actualization** : the quest for meaning, contribution, and personal accomplishment
- **Challenge** : pleasure in taking on challenges and getting out of one's comfort zone
- **Ethics** : importance given to human values and respect for morality in one's work

