

Blue Edge Motivation Questionnaire™



Background

Following exhaustive user testing of existing motivation questionnaires available from the big test publishers, Blue Edge's consultants were unconvinced that any of these tests could truly help line managers to better understand what motivated and demotivated the individuals in their teams.

Blue Edge therefore decided to develop its own psychometrically robust test of motivation at work: the Blue Edge Motivation Questionnaire™ (BEMQ™).

Applying 21st century research

Blue Edge's psychometricians and psychologists began by comprehensively reviewing over 75 years of research into motivation, taking in the work of such leading thinkers as Maslow, Alderfer, Herzberg and McClelland, among many others.

Our goal was create a tool that could be used by line managers across sectors and industries at all levels to better understand the people in their team. We therefore brought this original research up-to-date by creating a model of motivation that is directly relevant to 21st century organisations.

The BEMQ™ model includes a number of key motivators which together produce a motivational profile for each employee. These motivators are:

- Independence – autonomous working
- Responsibility – influencing others
- Recognition – positive feedback
- Achievement – stretching goals
- Environment – physical workspace
- Security – stable role/organisation
- Caring – nurturing others

- Material – remunerative package
- Affiliation – working with others
- Development – personal development
- Variety – interesting, creative work.

Online platform

BEMQ™ is a robust, reliable and valid tool, built to the rigorous specifications required by the British Psychological Society.

It is available online, via our secure survey platform (Yoursurvey™) at www.bemq.eu.

Benefits

- BEMQ™ provides line managers with a clear understanding of what is likely to motivate and de-motivate staff at work
- BEMQ™ brings the original research of leading thinkers on human motivation up-to-date and applies it directly to today's organisations
- Based on a BEMQ™ profile, line managers are well placed to decide on what employees should focus on within their jobs in order to feel motivated, enthusiastic & full of energy at work.

Cost

The cost for an individual BEMQ™ report is £30 + VAT

Contact details

To find out more about using the Blue Edge Motivation Questionnaire™, please contact us on +44 (0)1273 835520.

