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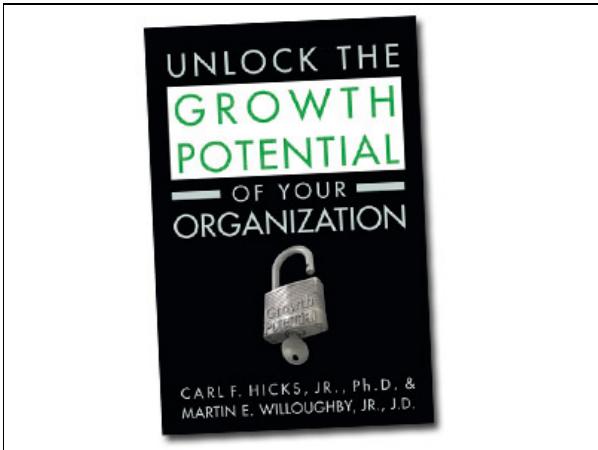
BOOK BIZ: Book has tool to understand how to motivate employees

by [Lynn Lofton](#)

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Two native Mississippians with years of experience as managers and consultants put their heads together to write a book they believe will be helpful for all kinds of organizations. Through the years they've collaborated on clients and had a mutual interest in ways to unlock the growth potential of organizations by better understanding how to motivate individuals.



"We all have different things that motivate us," Willoughby said. "Great coaches and leaders know how to reach in and get the best out of people. We see the challenge of identifying and understanding what motivates people; they don't walk around with it tattooed on their foreheads. A lot of people may not even know what motivates them."

The collaborators/writers created a tool to gauge how individuals are motivated. It's called Understanding My Motivational Drivers (UMMD) and focuses on five areas: How To Work with Me, How to Talk to Me, Biggest Mistakes You Can Make with Me, How To Incentivize Me, and Motivating Me for Best Performance.

"The book goes through each of these areas in depth and is particularly helpful for anyone in a management position," Willoughby said. "Through this test individuals know more about themselves and their bosses know how to manage them."

Willoughby, an attorney with Butler Snow Advisories Services, says the book is built around encouraging people in organizations to communicate with each other. It deals with the challenges of communication and he feels can be helpful for organizations of all sizes and missions. "Anyone who's ever sat in a management chair knows how challenging it can be to manage people," he said.

Hicks, originally from Natchez, has taught on the university level and has been a management consultant in Washington, D.C., for the past 35 years. He has the highest certification for administering the Berkman Personality Test; which is not as well known as the Myers-Briggs assessment but is used by many organizations. Willoughby and Hicks are currently launching their book with their new personality test — UMMD.

» [Unlock the Growth Potential of Your Organization](#)
By Carl F. Hicks, Jr., Ph.D. and Martin Willoughby, Jr., J.D.
Published by High Impact Publishing



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