

WHAT IF WE HAVE BEEN MAKING CAREER, EDUCATION, AND HIRING DECISIONS WITH ONLY HALF THE PICTURE?

We assess intelligence. We measure skills.
We evaluate qualifications. We test personality.

Yet, one of the most fundamental questions
often remains unanswered:

"What intrinsically motivates this individual?"

IMP INTRINSIC MOTIVATION PROFILE

ASSESS • UNDERSTAND • ALIGN • THRIVE



Every person possesses a unique
Human Motivation Blueprint—
a set of innate motivational drivers
that influence how they learn, make
decisions, collaborate, lead, innovate,
and sustain performance.

The Intrinsic Motivation Profile (IMP)
is a structured self-assessment designed
to identify these intrinsic motivational
patterns. When interpreted by a qualified
coach, the insights become a powerful
foundation for informed decisions across
education, career development, leadership,
and talent management.



FOR STUDENTS

Choosing a career should not be based
solely on marks, market trends, or peer
influence. Understanding one's intrinsic
motivation enables students to identify
roles, industries, and work environments
where they are naturally inclined to excel
and find long-term fulfilment.



FOR PARENTS

Every child is unique. Recognising
their motivational blueprint helps
parents move beyond comparison
and expectations, enabling them to
nurture confidence, resilience, and
potential in ways that are aligned
with the child's natural strengths.



FOR ENTERPRISES

The future of talent management
lies beyond competency mapping.
Organisations that align people with
roles based on both capability and
intrinsic motivation can improve
engagement, productivity, innovation,
leadership effectiveness, and
employee retention.

IMAGINE A FUTURE WHERE:



Students choose
careers with
greater clarity.



Parents become
enablers instead
of directors.



Organisations recruit
for both competence
and motivational fit.



People thrive
because they are
doing work that
naturally energises
them.



Understanding human motivation is not merely a psychological exercise;
it is a strategic advantage for individuals, families, educational institutions, and businesses.

**The future of human potential begins by understanding
what truly drives people from within.**

OUR IMP ASSESSMENT FRAMEWORK COMBINES INTEGRATED INSIGHTS FROM:



**Abraham
Maslow**

Human needs and
self-actualization.



**Edward L. Deci &
Richard M. Ryan**

Autonomy, competence,
and relatedness.



**David
McClelland**

Achievement,
affiliation, and
power motives.



**Clayton
Alderfer**

Existence,
relatedness,
and growth.



**Mihaly
Csikszentmihalyi**

Optimal engagement
and intrinsic
motivation.



SPECIAL ADD-ON

**1:1 EXPERT GUIDANCE
BY APPOINTMENT**

Your IMP assessment is followed by 1:1 expert coaching
from qualified professionals to help you understand
your unique motivation profile and take confident,
aligned decisions.



**BOOK YOUR
APPOINTMENT
TODAY!**



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*Insights to Innovate
for Impact*