

Seven motivations of life

Meaning, wisdom, courage, compassion, power, pleasure, survival; these are the seven motivations of life and leadership according to Mark Oliver, CEO of international consultancy, MarkTwo Consulting.

After leaving the army Mark noticed motivation was something that wasn't well addressed.

"Many people have tried, and failed, to identify traits of leaders. But the difference is the motivation and understanding this and how it affects us and what we do," Mark said.

So Mark began a quest to develop the Universal Hierarchy of Motivation (UHM) leadership development tool.

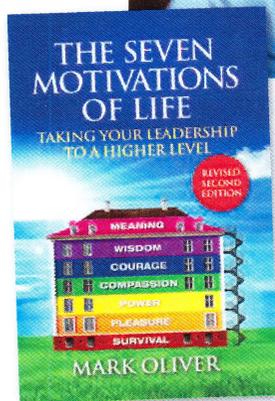
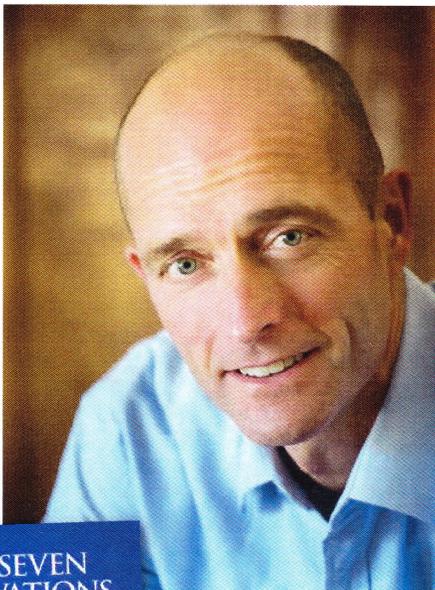
"The UHM model is about whole mind thinking which is much more effective than whole brain thinking. It provides a whole new way of understanding human nature, personality, culture and behaviour," Mark said.

"The UHM model breaks down the selfish and selfless motivations. Each level of the model is another step towards altruistic motivation and ultimately meaning."

Mark has run leadership development and assessment courses since 1986 in both military and commercial environments.

In 2002 Mark set up MarkTwo Consulting, then wrote his first book, *A Himalayan Trinity*, published in 2003.

"The first book was three books in one, or three journey's in one that were each very different but a similar process was evident in each; my journey through cancer, my journey to assist with water supply in the Himalayas and my journey in developing the UHM model," Mark said.



In 2005 Mark began working on his second book which took five years of research to complete – 'The Seven Motivations of Life – Taking your leadership to a higher level'. He has just released the second edition of this.

"This book sheds insight on human intelligence and one's own motivational

drivers to enhance self-awareness and self-leadership in both professional and personal life," Mark said.

"We are all leaders, at times, in life. At the very least life demands that we lead ourselves.

"Confucius once said 'to become a leader

you must first become a human being'. The *Seven Motivations of Life and Leadership* explains more clearly what this means. So it is also a way to help you to answer big questions in both your personal and professional life, such as who am I? What is my purpose? Where am I going? How can I lead myself and others more effectively?

"The book's underpinning theory is The Universal Hierarchy of Motivation (UHM); we are all human beings and UHM provides great insights into 'being' human."

Mark's passion for guiding people to be the best leader they can be at home and work, combined with his deep knowledge and unique take on "authentic" leadership as a driver of business performance, has made MarkTwo's courses and books highly sought after in Australasia and Asia.

Mark intends to help people be the best leaders they can be in order to improve their families, communities, businesses, nations and this planet.

Over the last 20 years he has designed and facilitated both "train-the-trainer" advanced leadership courses as well as "assess-the-assessor" assessment courses for Australian 'Top 100' and American 'Fortune 500' companies in Australasia, USA, China, Singapore and India.

"What I want now from this book is for people to gain insight within themselves and see how these levels of motivation affect their control. I want people to push aside illusions about leadership and what makes a good leader and discover that through breaking down some of these illusions, people can think better and different," Mark said.

"This is a guide to seeking the answers." ■