



Unit F2KY 04 (712)

Develop a Business to Business Motivation Strategy and Plan

Unit Summary

This Unit is about establishing motivation objectives, strategy and a budgeted plan for a company's staff, based upon a full audit of the motivation needs and potential for communication. It includes identifying appropriate performance improvement, skills development and motivation techniques for all relevant staff and liaising with appropriate departments, eg HR, sales, and marketing.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

Achievement of this Unit will provide you with opportunities to develop the following SQA Core Skills:

Communication Higher

- ◆ Produce and respond to oral communication on a complex topic.

Working With Others Higher

- ◆ Work with others in a group to analyse, plan and complete a complex activity.

Problem Solving Higher

- ◆ Plan, organise and complete a complex task.
- ◆ Review and evaluate a complex problem solving activity.

I have completed the requirements of this Unit.

Candidate name: _____ **Date:** _____

Candidate signature: _____ **Date:** _____

I can confirm the candidate has completed all requirements of this Unit.

Assessor signature: _____ **Date:** _____

IV signature: _____ **Date:** _____

Assessment centre: _____

	<p>You must be able to</p>	<p>Evidence Requirements</p> <p>In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.</p> <p>Your evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i></p>	<p>Evidence/Activity Ref No.</p>
<p>1</p>	<p>Develop a business to business motivation strategy and plan</p> <p>This means you:</p> <ul style="list-style-type: none"> (a) Identify and prioritise clear motivation objectives which are consistent with the company’s HR, sales and marketing strategies. (b) Carry out a ‘human audit’ to identify and prioritise the individuals to be targeted. (c) Identify and assess the possible effectiveness of potential motivation techniques, taking into account the target group(s), objectives, and cost-effectiveness of the potential tools. (d) Agree a motivation strategy which builds upon the preferred option(s), and sets out specific objectives which are achievable, measurable and realistic. (e) Agree the appropriate motivation rewards and recognitions, in line with achieving the identified objectives and overall strategy. (f) Where relevant, the proposed motivation tools are tested to confirm that they are appropriate and offer the right incentive, and the strategy confirmed or adjusted accordingly. (g) Establish and agree the motivation programme and associated action plan, setting out the techniques of the campaign, including its duration, and how it will be communicated, with a timescale for achieving the specified objectives. 	<p>Evidence of developing a business to business motivation strategy and plan in accordance with workplace procedures.</p>	

		Evidence Requirements (cont)	
1 (cont)	<ul style="list-style-type: none"> (h) Identify the resources required to implement the agreed strategy and plan. (i) Identify key performance measures, and methods for monitoring and evaluating the strategy. (j) Ensure that the motivation plan fulfils all relevant legislative requirements and codes of practice. 		

Evidence of Performance

Evidence of performance may employ examples of the following assessment:

- ◆ observation
- ◆ written and oral questioning
- ◆ evidence from company systems (eg Food Safety Management System)
- ◆ reviewing the outcomes of work
- ◆ checking any records of documents completed
- ◆ checking accounts of work that the candidate or others have written

Candidate name:		Assessor initials/date
No	Activity	
1		

You need to know and understand		Evidence
Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.		
General knowledge and understanding		
K1	The psychological basis for motivation and its role in relation to a company's vision, marketing and sales strategies.	
K2	The techniques for devising and implementing motivation campaigns.	
K3	How to develop strategic objectives which are SMART (Specific, Measurable, Achievable, Realistic, and Time-bound).	
K4	How to delegate responsibility and allocate resources to support a motivation strategy and plan.	
K5	The importance of consulting with colleagues and other stakeholders during the development of the plan and how to do this effectively.	
K6	How to develop measures and methods for monitoring and evaluating performance against the motivation plan.	
K7	The process of 'funnelling down' in the strategic planning process.	
Knowledge and understanding in the context of your business		
K8	The market in which the business works.	
K9	The company's HR, sales and marketing strategies relevant to developing the motivation strategy.	
K10	The company's staff and channel base.	
K11	The needs and expectations of the company's staff and channel base.	
K12	The company's actual and potential competitors and partners, and key features of their strategies and plans.	
K13	The company's ability to respond to market opportunities.	
K14	Colleagues and other key stakeholders, and their needs and expectations.	
K15	Processes for consultation within the business.	
K16	Source of information that can aid monitoring and evaluation.	
Industry/sector specific knowledge and understanding		
K17	Legal, regulatory and ethical requirements impacting upon motivation plans in your sector.	
K18	Marketing and industry developments in your sector.	

Notes/Comments

Assessor signature: _____

Date: _____