

## FACILITATOR IN THE SPOTLIGHT : ““YOU ARE MORE THAN TWO PAGES”

We spoke with Joyce Faustin-van de Ven, who has been working at HealthLink Europe & International for over five years, currently as Manager Talent Development. HealthLink, together with Base Logistics and SLS, forms the Base Logistics Group. Around 600 people work at Base Logistics Group, and since March 2023 they have been using My Motivation Insights (MMI) .



### What question brought you to us?

“Initially, our request came from recruitment. We used to work with another method, based on DISC, which was always applied during the second interview. However, it didn’t quite meet our needs—it provided fairly superficial information and was sometimes too one-dimensional.

We were looking for a tool that offered more depth, because you are more than two pages. MMI turned out to be the right solution: accessible, easy to use, and practical.

The report and its outcomes provide clear insights into someone’s motivations, energy drivers, and energy drains. This allows you to get much more out of a second interview without it turning into an interrogation, and it prevents standard socially desirable answers. In addition, the colour profiles make it easy to see what may be missing in a team and to recruit accordingly.”

### Why did you choose My Motivation Insights?

“In the recruitment process, being able to act quickly is important and the MMI tool makes that possible. It is very easy to apply and highly user-friendly. Sending and collecting the questionnaires is quick—you only need to gather email addresses. Once completed, both the organisation and the candidate can easily gain insight into the results.”



## BASE LOGISTICS GROUP LEVERAGES COLOUR PROFILES IN MULTIPLE WAYS WHICH RESULTS IN IMPROVEMENTS IN THE RECRUITMENT PROCESS, TEAM COLLABORATION, AND CONFLICT RESOLUTION.

### Where else do you use MMI?

"MMI is broadly applicable. Team development, for example, is high on the Learning & Development agenda. Since last year, we have been using the TeamScan alongside business and team profiles. This provides greater insight into collaboration and development within teams and delivers concrete goals at the end of each session that teams can immediately start working on.

Recently, the colour profiles also helped us resolve a conflict between two employees with very different communication styles. The contrast in their profiles was a real eye-opener and gave them tools to interact with each other respectfully.

MMI is also useful for ensuring the right career flow for employees. One case involved someone who was clearly in the wrong role which was confirmed by his profile. Using the profile and a follow-up conversation, we found a better fit. Now we have a satisfied employee!"

### What results has MMI delivered?

"MMI provides valuable insights into personal qualities, characteristics, and development goals, offering a much broader perspective of who someone really is. These insights are essential for improving the recruitment process, as they help select the most suitable candidates who match the culture and requirements of the organisation. MMI also plays a role in employee development, helping identify the right career paths and growth opportunities within the company.

Furthermore, MMI has proven to be a powerful tool for team development and enhancing the success of the team. The profiles enable us to better understand how team members collaborate and where improvements can be made. Follow-up remains a challenge, which is why we regularly organise sessions with different teams. These ensure that initial insights are translated into concrete actions and ongoing development."