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## Personal Motivation and Engagement

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# Understanding Your Motivators

Knowledge of an individual's motivators and attitudes help to tell us **WHY** they do things. A review of an individual's experiences, references, education and training help to tell us **WHAT** they can do. Behavioral assessments help to tell us **HOW** a person behaves and performs in the work environment. This report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **Strong** - positive feelings that you need to satisfy either on or off the job.
- **Situational** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **Indifferent** - your feelings will be indifferent when related to your 5th or 6th motivator.

Your Personal Motivators Ranking		
1st	Theoretical	<b>Strong</b>
2nd	Social	<b>Strong</b>
3rd	Individualistic	<b>Situational</b>
4th	Utilitarian	<b>Situational</b>
5th	Traditional	<b>Indifferent</b>
6th	Aesthetic	<b>Indifferent</b>



# Theoretical

*The primary drive with this motivator is the discovery of TRUTH. In pursuit of this drive, an individual takes a "cognitive" attitude. Such an individual is nonjudgmental regarding the beauty or utility of objects and seeks only to observe and to reason. Since the interests of the theoretical person are empirical, critical and rational, the person appears to be an intellectual. The chief aim in life is to order and systematize knowledge: knowledge for the sake of knowledge.*

- He may have difficulty putting down a good book.
- People who talk on a subject without adequate knowledge will frustrate him and cause him to lose interest in the conversation.
- Adding to the body of knowledge may be more important than the application of the knowledge.
- Michael will seek the "truth," yet "truth" is relative and will be defined by his own standards.
- Michael never walked by a bookstore or library he didn't want to visit.
- Understanding social problems and their ramifications is one of his strengths.
- Michael may use his specialized knowledge of a topic to control the situation.
- Michael will spend time and money helping people who have committed their lives to educating themselves and others.
- Michael will use his knowledge to ensure economic security.
- He has a keen interest in formulating theories and asking questions to assist in problem solving.
- Many may see him as an intellectual.
- He sees the value in having good libraries and bookstores in every community.
- The process is not as important to him as the results.



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# Social

*Those who score very high for this motivator have an inherent love of people. The social person prizes other people and is, therefore, kind, sympathetic and unselfish. They are likely to find the Theoretical, Utilitarian and Aesthetic attitudes cold and inhuman. Compared to the Individualistic motivator, the Social person regards helping others as the only suitable form for human relationships. Research indicates that in its purest form, the Social interest is selfless.*

- He is generous with his time, talent and resources for those in need.
- He believes charities should be supported.
- Michael is patient and sensitive to others.
- Helping the homeless may be one of his concerns.
- Saying "no" is difficult when others need his time or talent.
- Michael will be generous with time, research and information on social problems.

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## Individualistic

*The primary interest for this motivator is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power drive. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.*

- At times Michael can be very competitive.
- Michael can be assertive in meeting his needs.
- The amount of control he attempts will increase if he has strong feelings about the issues involved with the situation. If, however, he has little interest in the issues involved, he will not see the need for exercising control.
- He will evaluate each situation individually and determine how much or how little control he will want to exercise.



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# Utilitarian

*The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family. This motivator includes the practical affairs of the business world - the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average business person. A person with a high score is likely to have a high need to surpass others in wealth.*

- He will evaluate some decisions but not necessarily all based on their utility and economic return.
- Michael will become money motivated when he wants to satisfy one of the other motivators mentioned in this report.
- He will use wealth as a yardstick to measure his work effort with certain activities.
- Michael will not alter his lifestyle in order to acquire something unless there is an immediate need (or the situation is critical).
- Michael can give freely of time and resources to certain causes and feel this investment will result in a future return on his investment.
- Money itself is not as important as what it will buy.

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# Traditional

*The highest interest for this motivator may be called "unity," "order," or "tradition." Individuals with high scores for this motivator seek a system for living. This system can be found in such things as conservatism or any authority that has defined rules, regulations and principles for living.*

- Michael's passion in life will be found in one or two of the other dimensions discussed in this report.
- It may be hard to manipulate Michael because he has not defined a philosophy or system that can provide immediate answers to every situation.
- In many cases, Michael will want to set his own rules which will allow his own intuition to guide and direct his actions.
- He will not be afraid to explore new and different ways of interpreting his own belief system.
- Michael can be creative in interpreting other systems or traditions and selective in applying those traditions.
- He will work within a broadly defined set of beliefs.
- Traditions will not place limits or boundaries on Michael.



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# Aesthetic

*A higher Aesthetic score indicates a relative interest in "form and harmony." Each experience is judged from the standpoint of grace, symmetry or fitness. Life may be regarded as a procession of events, and each is enjoyed for its own sake. A high score here does not necessarily mean that the incumbent has talents in creative artistry. It indicates a primary interest in the artistic episodes of life.*

- Michael's passion in life will be found in one or two of the other motivators discussed in this report.
- He wants to take a practical approach to events.
- Unpleasant surroundings will not stifle his creativity.
- He is a very practical person who is not sensitive to being in harmony with his surroundings.
- The utility of "something" is more important than its beauty, form and harmony.
- Intellectually, Michael can see the need for beauty, but has difficulty buying the finer things in life.
- Michael is not necessarily worried about form and beauty in his environment.

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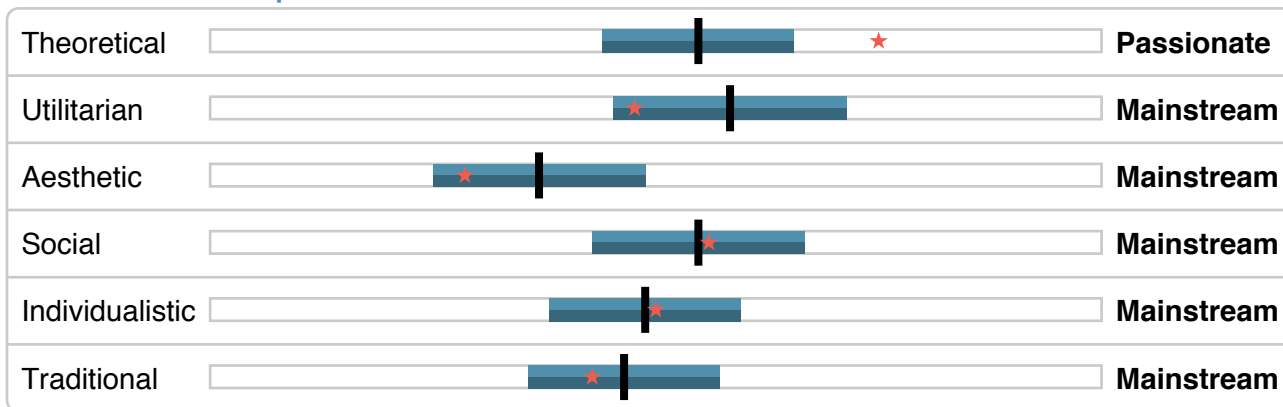
# Attitudes - Norms & Comparisons

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energized. However, when surrounded by people whose attitudes are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. **When confronted with this type of situation you can:**

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

**This section reveals areas where your attitudes may be outside the mainstream and could lead to conflict.** The further away you are from the mainstream on the high side, the more people will notice your passion about that attitude. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that attitude. The shaded area for each attitude represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

## Norms & Comparisons Table - Norm 2011



- 68 percent of the population    - national mean    - your score

**Mainstream** - one standard deviation of the national mean  
**Passionate** - two standard deviations above the national mean  
**Indifferent** - two standard deviations below the national mean  
**Extreme** - three standard deviations from the national mean



## Attitudes - Norms & Comparisons

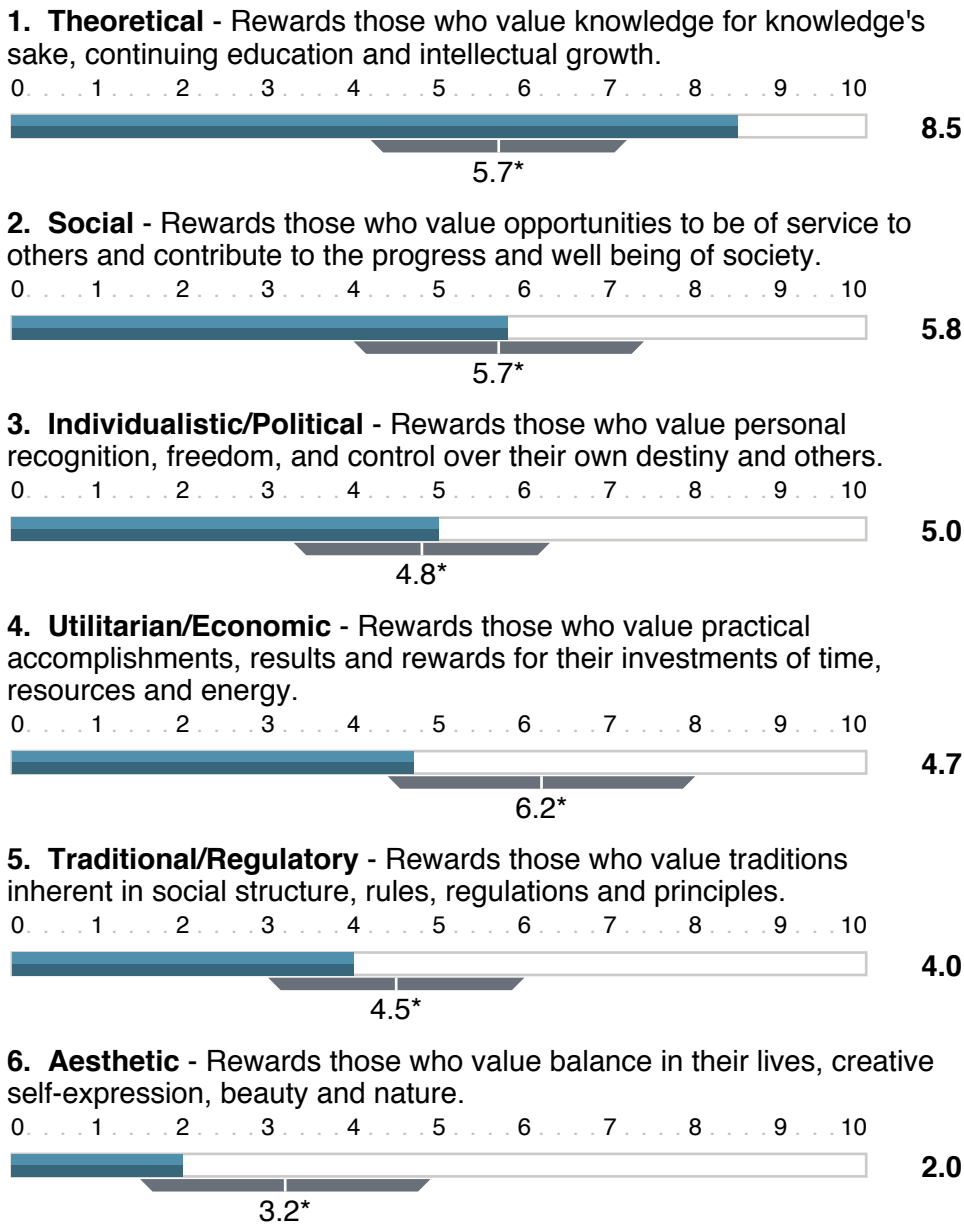
Areas in which you have strong feelings or passions compared to others:

- You have an intense passion for learning new things, always searching for opportunities to advance your knowledge. Others may struggle with the amount of time and resources you are willing to invest to learn new things. They might think you should stop learning and start doing.



# Motivators Hierarchy

Your drive to succeed in anything you do is determined by your underlying motivators. You will feel energized and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.



\* 68% of the population falls within the shaded area.

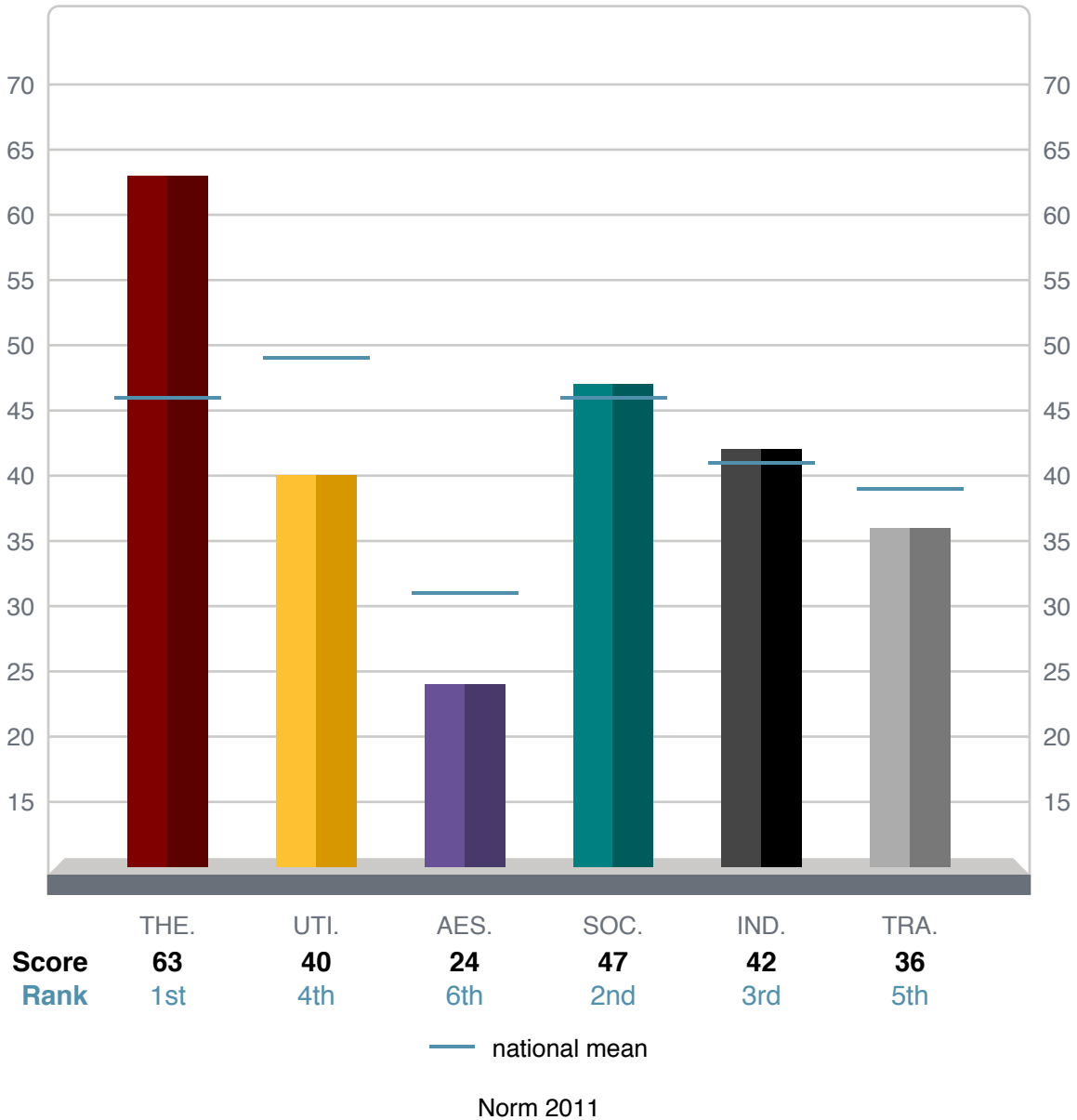
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# Motivation Insights® Graph

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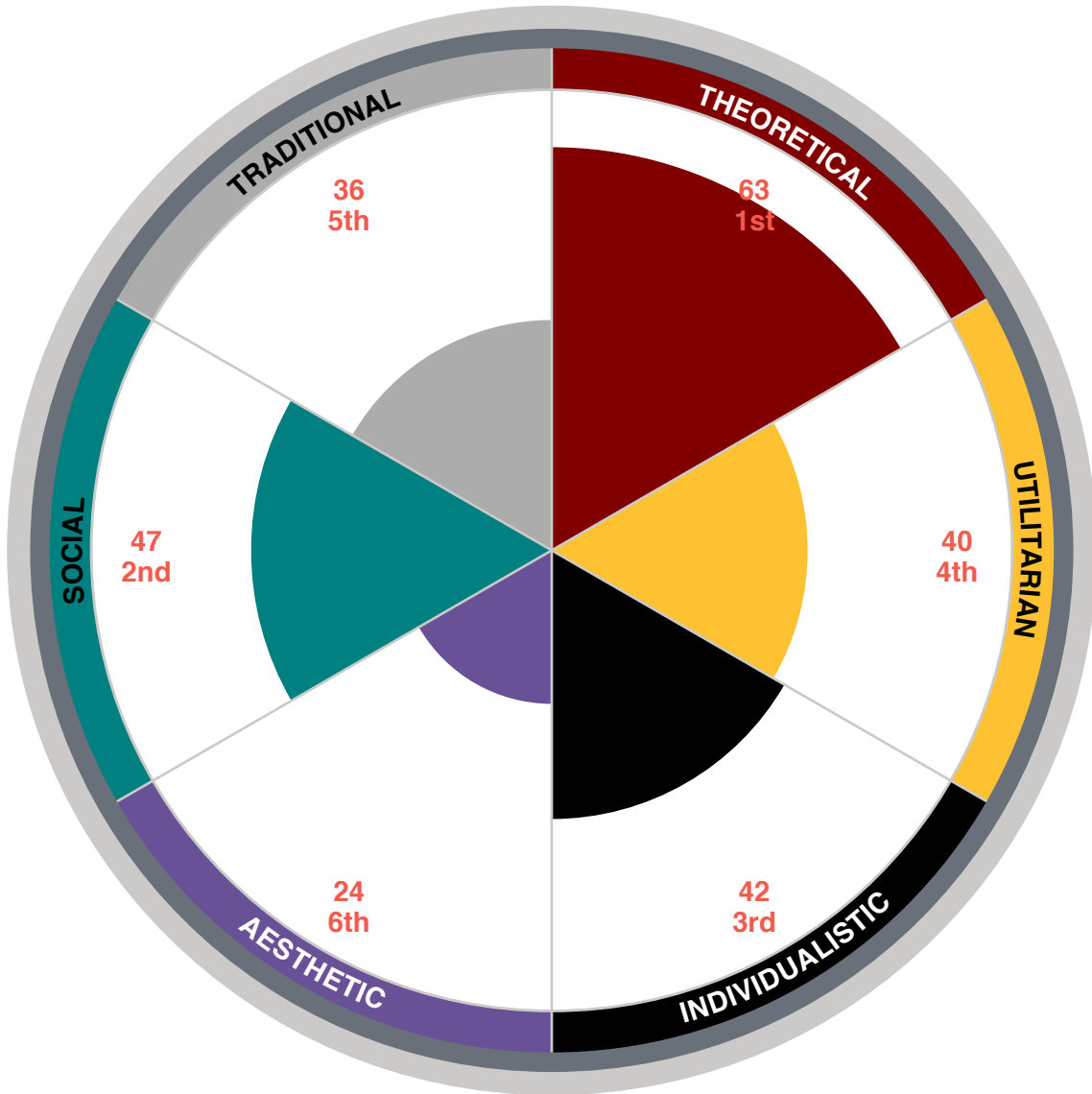
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# Motivators Wheel™

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