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Personal Motivation and Engagement

Jenn Doe



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 | Individualistic | Strong |
| 2nd | Theoretical | Strong |
| 3rd | Utilitarian | Strong |
| 4th | Social | Situational |
| 5th | Traditional | Indifferent |
| 6th | Aesthetic | Indifferent |



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.

- Her intellectual curiosity and information will be used to control many situations.
- At times, she believes all is fair in love and war.
- Control of the situation is the primary concern for her. The limelight is not a requirement as long as credit is given where credit is due.
- Jenn believes she deserves the very best that life has to offer.
- Jenn may go to extremes to win or control the situation.
- When Jenn feels strongly about a situation, she may apply the "end justifies the means" concept.
- She will work long and hard to achieve positions that will allow her to interject her philosophies.
- Controlling the situation is important to her, but she also wants to have the financial wherewithal to sustain that control.
- She wants to not only control her own destiny, but the destiny of others.
- Jenn believes you have to do what works for you.
- She enjoys public recognition for her contributions made for the betterment of those in need.



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.

- She may have difficulty putting down a good book.
- Jenn is very good at integrating past knowledge to solve present problems.
- Jenn has the potential to become an expert in her chosen field.
- Jenn is comfortable around people who share her interest for knowledge and especially those people with similar convictions.
- A comfortable job for Jenn is one that challenges her knowledge.
- She will usually have the data to support her convictions.



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.

- Jenn tends to give freely of time and resources, but will want and expect a return on her investment.
- She evaluates things for their utility and economic return.
- Goals for the future are easily accomplished with her ability to integrate the past and the present.
- She will work long and hard to satisfy her needs.
- She may use wealth as a yardstick to measure her work effort.
- Jenn is good at achieving goals.
- The accumulation of material possessions results from her ability to follow through and accomplish goals.



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.

- Jenn's desire to help others (even to her own detriment) or decision not to help others, is reviewed on an individual basis.
- Jenn will definitely attempt to help an individual or group overcome a predicament, but only if they have "touched the right chords" within her.



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.

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



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.

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



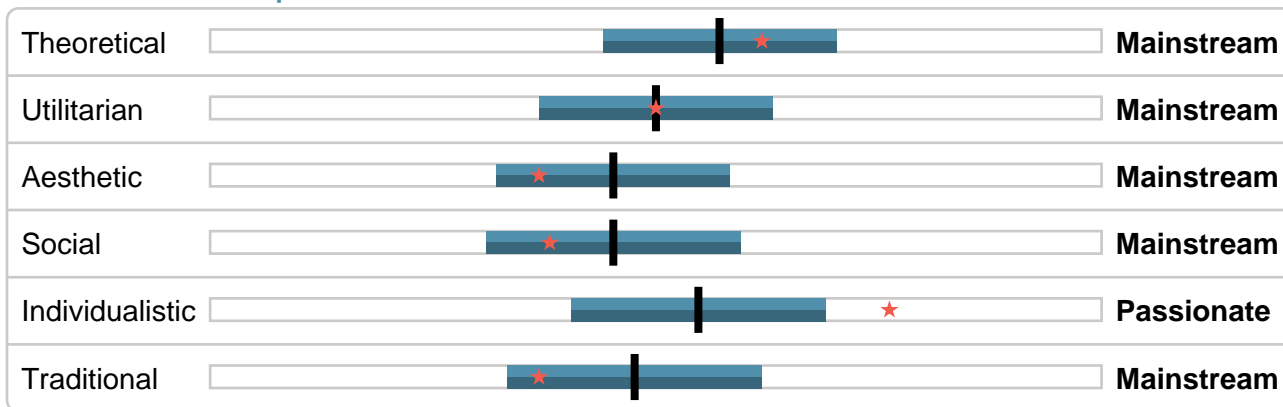
Attitudes - Norms & Comparisons

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 2017



- 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

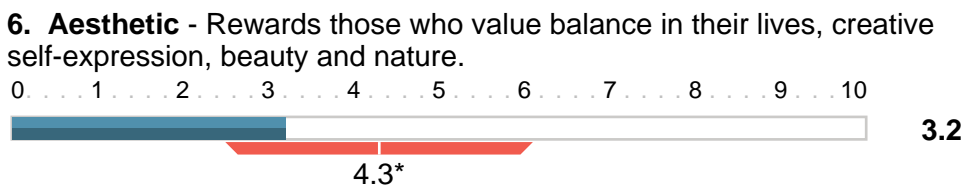
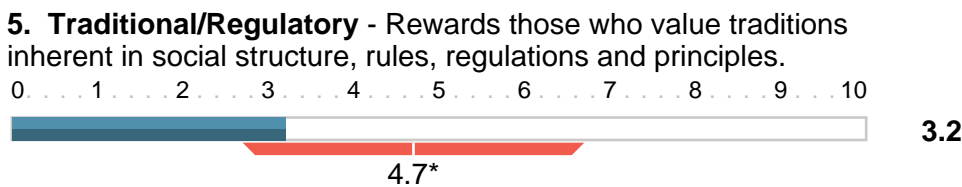
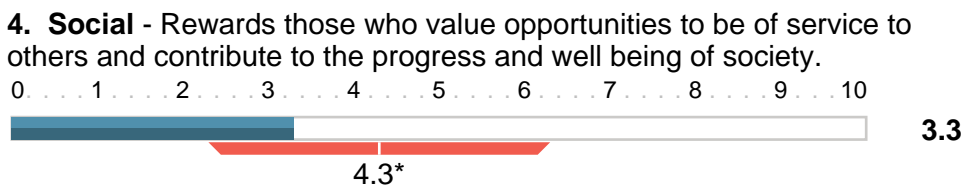
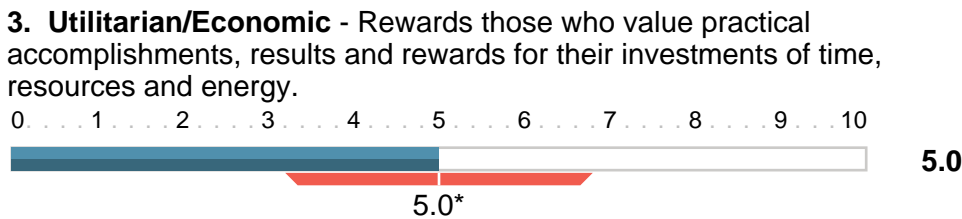
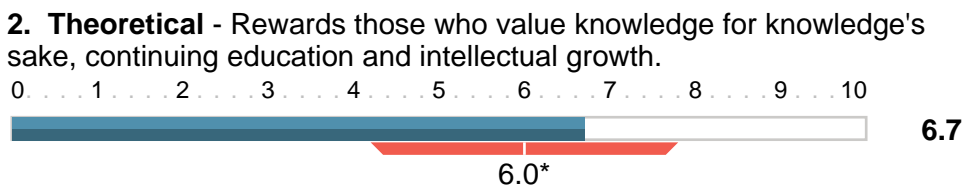
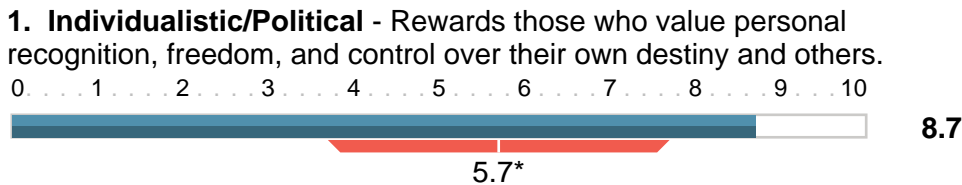
Areas in which you have strong feelings or passions compared to others:

- You have a strong desire to lead, direct and control your own destiny and the destiny of others. You have a desire to lead and are striving for opportunities to advance your position and influence. Others may believe you are jockeying for position and continually stepping "over the line." They may believe that you form relationships only to "move ahead" and gain an advantage.



Motivators Hierarchy

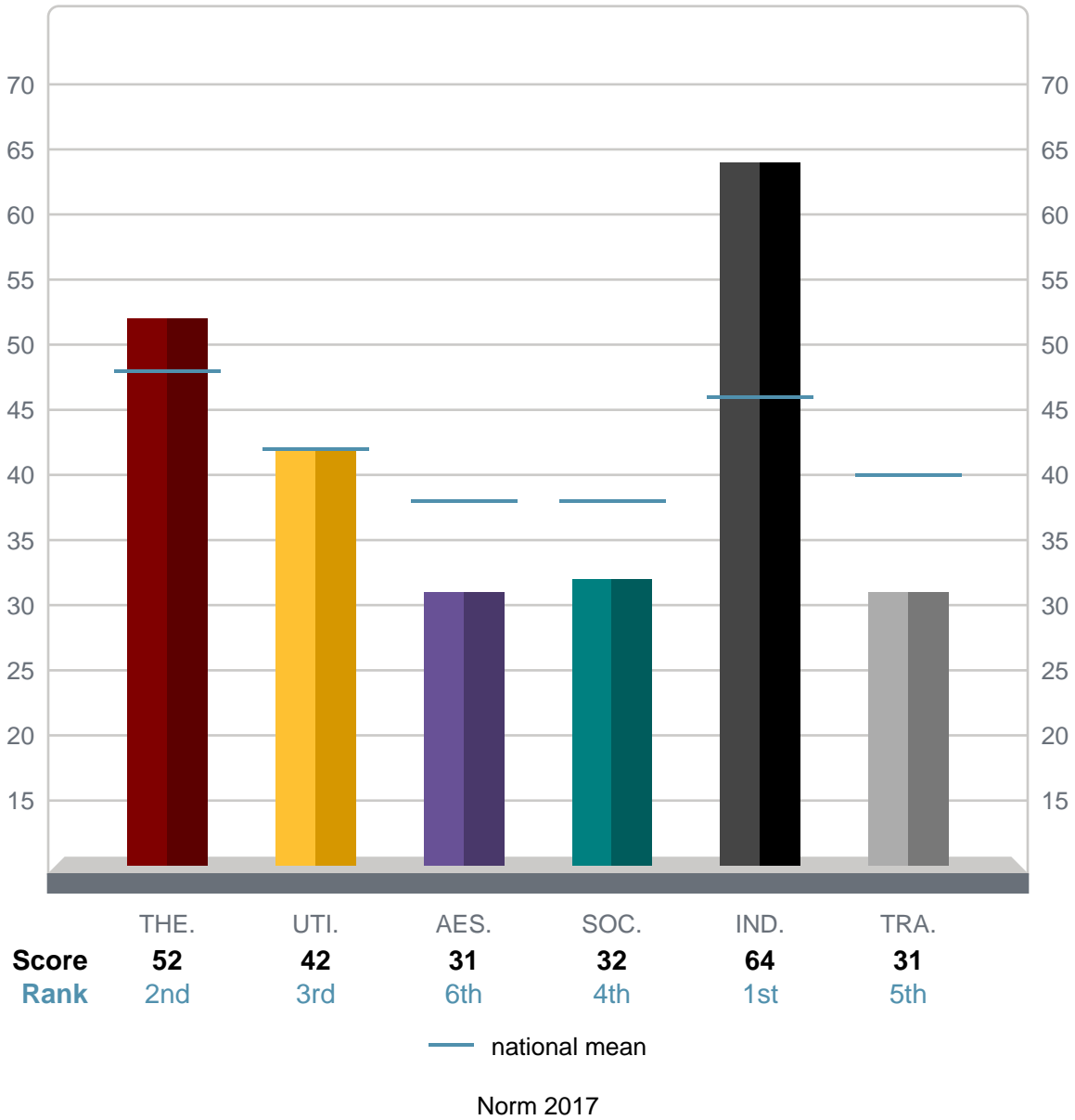
Your drive to succeed in anything you do is determined by your underlying motivators. You will feel energized and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.



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



Motivation Insights® Graph





Motivators Wheel™

