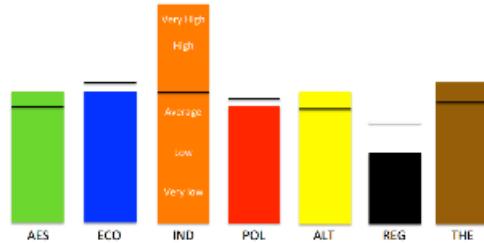


Motivators: The Individualistic Attractor

Knowing our specific level of motivation can be crucial to helping us understand what drives our beliefs and actions so we can bring them into alignment.



Remember that although we can explore each motivation individually, they cannot be separated. They can only be distinguished; however, all motivators integrate to influence us.

The Individualistic Attractor - *the drive to be seen as unique and independent*

This deals with one's need to be seen as **autonomous**, **unique**, and **to stand apart from the crowd**. This is the drive to be **socially independent** and have opportunity for **freedom of personal expression**.

Those scoring higher in this motivator need **to be special** – in a jar of pennies, this person would be the red one. The higher the score, the more this person must prove they are different; low scores are more confident and secure.



Insecure
Independent
Self-Reliant
Creative
Collaborative
Balanced
Cooperative
Accommodating
Sheepish
Secure

Using this descriptor scale, you can identify a key component to each person's score in this motivation, as well as see how the scores range from *Very Low* to *Very High*. Each word represents 10 points of 100 on the scale (example: Accommodating people score between 20-29, Creative people score between 60-69 in this dimension).

Strengths and Limitations

Individualistic - High

Strengths

- Independent, Unique
- Tolerant of others' differences
- Autonomous
- Variety of outstanding ideas

Limitations

- Resists authority
- Dislikes structure and uniformity
- Likely to do things *their* way
- May be inefficient or ineffective

Individualistic - Low

Strengths

- Don't need credit for work
- Value servant leadership
- Good at helping others
- Sees value in others easily

Limitations

- May not speak up, share opinions openly
- May settle for less
- May not desire being directive leader
- May be less innovative, more disciplined

- 1. What drives you in this motivation?**
- 2. How can that be helpful and productive for you?**
- 3. How can that limit you?**



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