

# Motivators Notes

## Motivators: what we believe influences how we behave

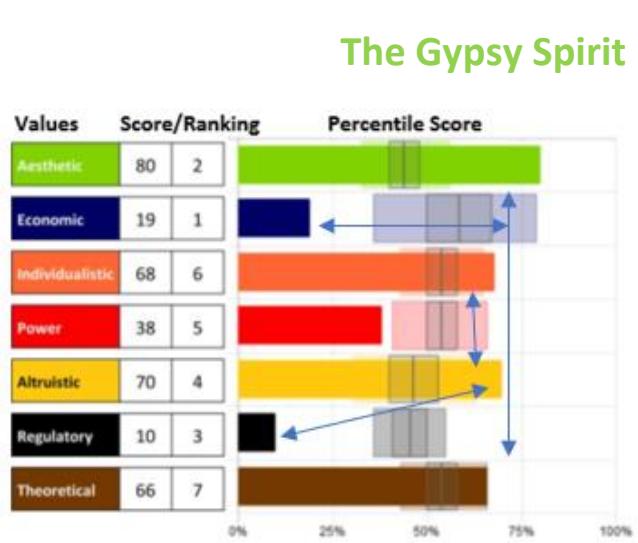
- Our motivation leads to decisions, then to actions, then to success.
- Our personal agenda, what we want, what we believe is most important, and how we believe the results should unfold
- Filter our decisions – influence equally high and low scores, but the highest and lowest have the most impact
- Interpret graphs as a whole for accuracy, and always consider DISC for most accuracy

### AESTHETIC – Alternative

*A drive for balance, harmony and form.*

*Creative, alternative, imaginative, artsy, mystical and expressive, this style may redefine and resist real world approaches to current problems and challenges.*

- Very High - Need for Self-Expression
- Very Low- Sensible goals with real world applications
- Creativity -being creative brings value- contributes to beauty and balance
- Out of the box ideas and approaches
- Unconventional thinkers: influenced by how the outside makes them feel
  - High - Not practical, not real-world thinkers
  - Scores Over 75 – typically alternative lifestyle choices (no tv, vegetarian)
  - Creative V (High AES, low ECO, High IND)– there is something they are passionate about that they use to express themselves (art, music, sports, etc)



### Examples of interactions-

- ❖ Very High AES, Very High THE – experimental people, unexpected, alternative lifestyles
- ❖ High AES, High THE – creative problem solvers for tough complex problems
- ❖ High AES and Low REG – wants to make a statement
  - add high D – in your face
  - or high S – not obvious

## ECONOMIC – Competitive

*A drive for economic or practical returns.*

*The drive for security through self-interest and economic gain, to achieve real-world returns on personal and professional ventures.*

- Very High - Need to know what's in it for them, self-interest  
Very Low – Need for selflessness
- Competitive, usually have their own agenda
- Return on investment may include time, energy, money, or resources
- Future focus – drive for personal security, real world returns both personal and professional
- Focus on ultimate, specific, important outcomes
- Can be suspicious of others - because they have own agenda, they think others have agendas too

## The Entrepreneur



### Examples of interactions-

- ❖ High ECO and High POL – Competitive and Controlling, strong leadership
- ❖ Very High ECO, Low AES – don't associate much with feelings, don't understand why others are so driven by feelings
- ❖ High ECO, high or average ALT – completes with self, not others
- ❖ High ECO, high POL, high IND – can be power hungry innovator
- ❖ High ECO, high Pol, low ALT – My, myself and I complex – may appear self-centered, but not necessarily for the reasons people think

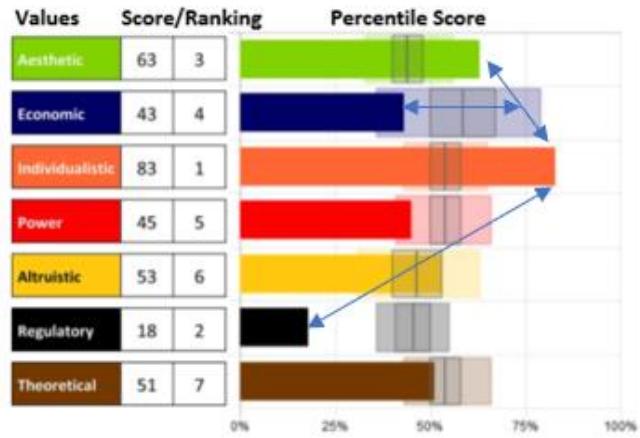
## INDIVIDUALISTIC – Unique

*A drive to stand out and be independent and unique.*

*One's need to be seen as autonomous, unique, independent, and to stand apart from the crowd.  
Socially independent.*

- Very High - Need to be seen – autonomous, unique, independent, stand out, opportunity for self-expression, freedom
- High - Exists in the world, but not OF the world or ONE with the world – setting self apart from others
- Desires freedom and autonomy from others and their ideas, self-promoting
- Projects themselves bigger than they actually are and constantly adding more to the conversation (last word, another thought), lots of ideas to share
- Wants to stand out, be special - red penny in a jar of pennies
- High - Likely insecure – needs to prove to others they are special; craves external validation low doesn't do that – more confident in self, doesn't need to be recognized/noticed, prefers to blend with others, cooperative

## The Innovator



### Examples of interactions-

- ❖ High IND, High AES – creative, innovative, out of the box thinker
- ❖ High IND, Low REG – independence and flexibility
- ❖ High IND, low ALT – suspicious of others, self-centered
- ❖ High IND, low D, high S – may feel like a prisoner to circumstance
- ❖ High IND, low ALT – individual worker, separate from others  
Low IND, high ALT – collaborative, cooperative

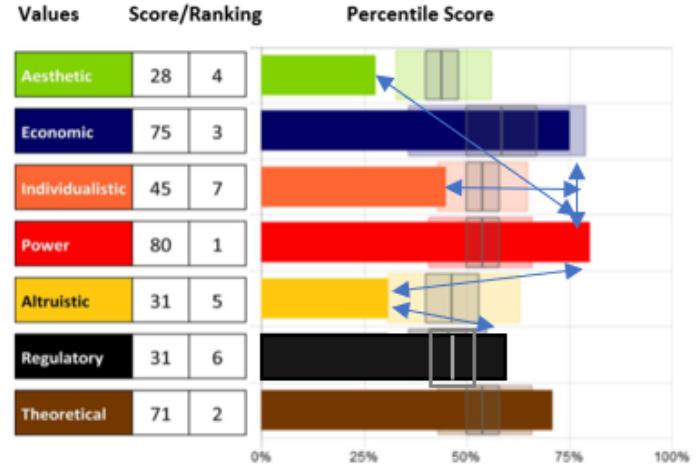
## POLITICAL – Controlling

*The drive to have control and influence self, other people, environment and space.*

**The Controller**

*One's need to be seen as a leader, to have influence over environment, destiny and success*

- High – need to establish control  
Low- need to relinquish control
- Competitiveness is often associated
- Wants authority greater to or equal to responsibility, wants to be in charge
- High POL – takes what they want/need  
low POL – will accept but won't take
- High POL – less desire to understand others' opinions or situations  
low POL- strong desire to support others' efforts, do not want responsibility of leading, owning their space or destiny



### Examples of interactions-

- ❖ High POL, high REG and High D – passive aggressive, but no one sees it coming also seen as Taskmaster, enforcer
- ❖ High POL, Low IND, High ECO – very confident
- ❖ High POL, Low ALT – guarded, suspicious of others, what do you want from me?, they have an agenda so others must too
- ❖ Low POL, low ECO – no agenda
- ❖ Low POL, low ECO, high ALT – Settles for less, doesn't fight for what they want

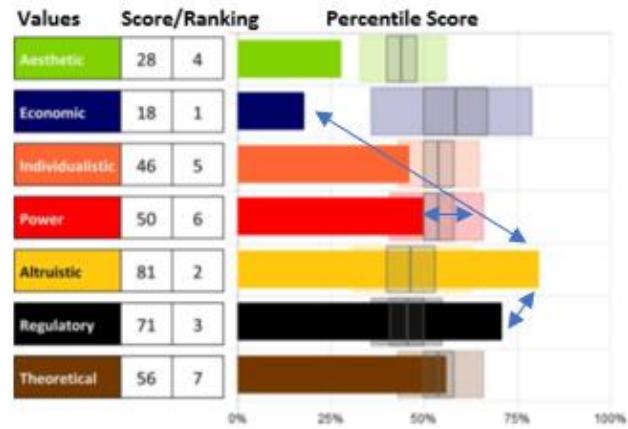
## ALTRUISTIC – Empathetic

### The Compulsive Caregiver

*The drive to help further others at the expense of self.*

*One's need to help others, and eliminate pain and suffering in others*

- Need to benefit others at the expense of self
- Personal sacrifice – I lose; you win which means I win
- High degree of energy and importance put into others, less on self
- Sometimes genuine sincerity to help, but often self-worth is low – they help to feel as though they are contributing, earning their keep, bringing value
- Associated with empathy – feelings of others are easily understood and felt too
- Often associated with high REG
- Often high ALT experiences shame (I am a bad person) versus guilt (I did something bad)
- Low ALT – protects own space, keeps emotional distance, not easily taken advantage of, suspicious



#### Examples of interactions-

- ❖ High ALT – accommodate and help anyone and everyone  
low ALT – accommodate and help those who deserve it
- ❖ High ALT – preoccupied with others  
Low ALT – preoccupied with self
- ❖ Low ALT, high IND – me first, you second  
Low ALT, high ECO – me first, you last
- ❖ High ALT, low ECO, low POL – settles for what they can get, doesn't fight for what they want  
and with low D – dreams by won't do it, may feel like a prisoner to circumstances
- ❖ High ALT, low IND – I like it when you are the star and I don't need to be

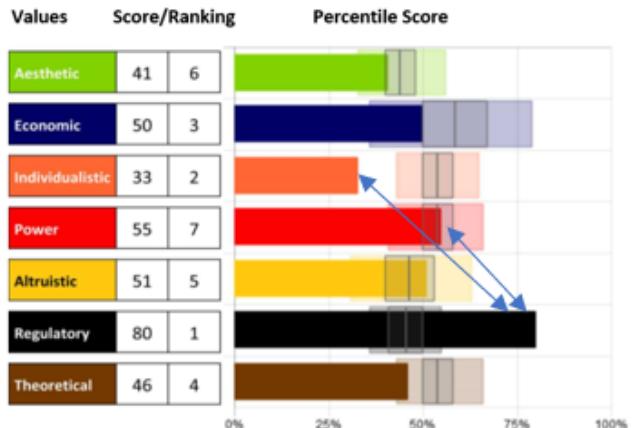
## REGULATORY – Regulated

## The Traditional

*The drive to establish order, routine and structure.*

*This motivation is to promote a black & white mindset and a traditional/reliable approach to problems and challenges through standards, rules, boundaries and protocols in their own lives and in the lives of others.*

- Need to establish order, routine, structure – High is dependent on rules, low is independent of rules
- Traditional, conventional approach to problems and challenges through protocol and standards
- Doing things right in a structured world, following established pathways and enforcing strict guidelines on others
- More narrow-minded thinking - values concrete, proven methods
- Not always a rule follower – if they break a rule, they will justify why it didn't make sense or didn't apply.
- Low REG – to each his own attitude, less structured, more open and flexible – independent of the restrictions



### Examples of interactions-

- ❖ High REG – enforcers  
Low REG – resistant to established norms, don't care – just get it done
- ❖ High REG, high POL, low ALT – my way or the highway – only 1 way to get it done right
- ❖ Low REG, Low IND- many ways to get it done, lots of options
- ❖ Low REG, high IND and Low C – support each other,  
High C is a conflict with low REG and high IND
- ❖ High REG, high ALT – cause driven, doing the “right thing”

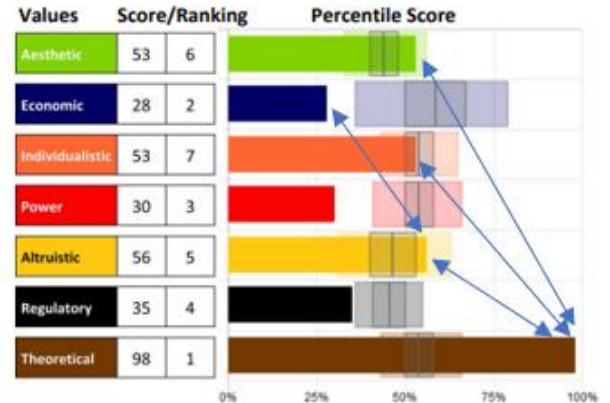
**IMPORTANT:** This dimension has a compressed scale, with very high above 55 and very low below 38. The scale is compressed because the population is becoming more open-minded – making choices about what is right for them as individuals versus what they are “supposed to do” based on social norms/constructs.

## THEORETICAL- Investigative

*The drive for knowledge, learning and understanding.*

*The capacity and desire to uncover, discover, and recover the "truth." This need to gain knowledge for knowledge sake is the result of an "itchy" brain.*

- Need to know –  
High needs to gather all facts and data before moving forward  
Low uses a more relaxed, intuitive approach to information and discovery and only gathers what they need to know based on situation
- Rational thinking, logic, reasoning and problem solving are important to this dimension. This is all about the “need” to know
- Likes complex problems – wants to learn more and understand better and know everything that can be known about what they believe is important



### Examples of interactions-

- ❖ Very High AES, Very High THE – experimental people, alternative lifestyles (wants to try interesting things just to know what happens)
- ❖ High THE – complicated, analyzers, thinkers, skeptical, investigators  
Low THE – scans, situational learner, easily tricked, trial and error learners, learn through living, don't like to do homework/research, makes assumptions, struggles with retention
- ❖ High THE – frontal brain – relies on info, data and proof – risk averse  
Low THE – limbic brain - relies on feeling, intuition or guessing rather than knowing – risk taker
- ❖ Very High THE (over 75%) – fear of not knowing, being/appearing stupid
- ❖ High THE, High IND, High ALT – most likely a teacher
- ❖ High THE and High C – analysis paralysis
- ❖ When logic driven, High THE may find it difficult to connect to others and become socially inept while conversing with the “lower” thinkers