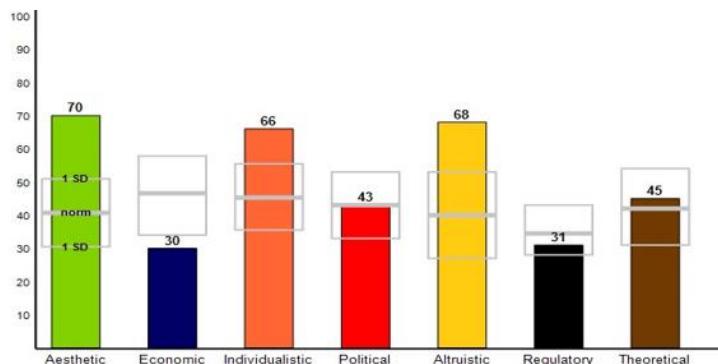


## Motivator Scores: Norms, Intensities, and Risks

*Understanding what motivates us, what inspires us, and is deemed important by us is a vital first step in self-awareness and improving human performance and effectiveness. 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.*



### Norms

- The **norm** score represents the mean score, and the grey box plot shows the general population scores for each motivator (68% of the population falls within the box, and the average score is the grey line through the center).
- Both **low and high scores** can have an influence on the choices we make. **Average** scores (in the mid-range noted by a grey box plot) create a **normal degree of influence** which is typically not noticeable.

### Intensities

- Whether scores are **high or low**, the motivators **with the furthest distance above or below the mean** (or norm line) will be the **highest influencers** leading to the greatest impact on decisions.
- Scores **within the grey box** are **average** scores.

**Example above:** The highest individual influencers in order will be Aesthetic (30 points above the mean), Altruistic\* (27 points above the mean), Economic\* (27 points below the mean) and Individualistic (20 points above the mean).

**\*Note:** The Economic and Altruistic lines also support one another in this example, so they create a stronger relationship in giving to others at the expense of self. This will make them more influential together than Aesthetic, even though that individual score is further from the norm line.

## Risks

- The very high and very low are "red zones" or risk zones. These are areas outside of what most of the population will understand. If you score in a risk area, that means you have a strong need in that area.

*Example:*

*If you are **high AES**, you have a strong need, much more than a want, to be alternative and to create balance and harmony in your world.*

*If you are **low AES**, you have a strong need, much more than a want, to be practical.*

**There is a difference - I can WANT to be a leader or I can NEED to be a leader; each will affect my choices and behaviors.**

1. ***What do you notice in your scores?***
2. ***What is within the average, high or low for you?***
3. ***What, if any, are risks for you?***



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