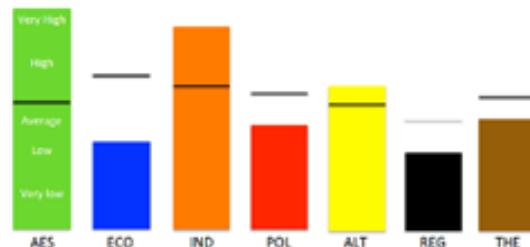


Motivators: The Aesthetic Attractor

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 Aesthetic Attractor - *the drive for balance, harmony and form*

The main motivation in this driver is the strong desire and need to **achieve harmony** between the world around us and ourselves (within) while creating a sustainable **work/life balance** between the two. It is the need for **Self-Expression** and the higher a person scores in Aesthetic, the more alternative they are in their approach to the world; they will be influenced by how the outside makes them feel.

Creative, imaginative, artsy, mystical, and expressive, those high in this style may redefine and resist real world approaches to current challenges.



Eccentric
Impractical
Unconventional
Divergent
Imaginative
Sensible
Realistic
Practical
Hands-On
Grounded

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: Practical people score between 20-29, Impractical people score between 80-89 in this dimension).

Strengths and Limitations

Aesthetic - High

Strengths

- Expression of creativity
- Appreciation of environment
- Values personal fulfillment and peace
- Intuitive insight

Limitations

- May have head in clouds
- Avoid disharmony and pain
- Can be unrealistic
- Struggle with practicality

Aesthetic - Low

Strengths

- Practical results focus
- Less emotional, straightforward
- Values Functionality
- No need for frill and enhancement

Limitations

- May seem impersonal, too businesslike
- May put too much focus on results
- May be unimaginative, resist the uncommon
- Hyper aware of "wasting time"

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



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