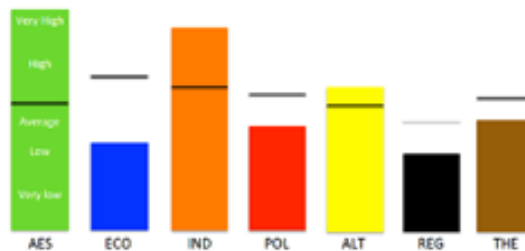


## Motivators: **The Aesthetic Attractor**

*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.

Very High	Eccentric
High	Impractical
Average	Unconventional
Low	Divergent
Very low	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?*



# **ASSESSMENTS 24x7**

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