

The Economic Attractor

The Economic Attractor: This attractor examines the motivation for security from self-interest, economic gain, and to achieve real-world returns on personal venture. The preferred approach of this attractor is both a personal and a professional one with a focus on ultimate outcomes.

General Traits: Average Economic

- *Since the majority of people in the U.S. score near the mean, this indicates a nominal need to make modest gains in return for your efforts.
- *When compared to others, your score indicates that there would be no excessive need to win when engaging with others.
- *Your score indicates a balance between being satisfied with what you have and a need for more.
- *Regarding your Economic score, you would be considered more or less realistic and down-to-earth in regards to getting what you believe you deserve.
- *You have the ability to identify with and understand individuals who have both high and low satisfaction rates.
- *Your score should not be confused with average monetary achievement. Many individuals who score in this area may have already achieved substantial economic goals of their own.

Key Strengths: Average Economic

- *What motivates people who score like you? It's more than personal gain; it will be reflected in your attitudes that fall "outside" of the national mean box within this Values graph.
- *You're likely fine with helping others with projects and initiatives without experiencing an overextended need to "get yours."
- *You are not an extremist and therefore a stabilizing force when winning is required.
- *You are able to balance both needs and perspectives of those with substantially different attitudes towards financial gain.
- *You tend to play well with others especially because you do not try to compete to the extent of creating dissension within the group, team or office.

Motivational Insights: Average Economic

- *Remember that your score range is within the national mean for personal gain and that you are not bent on having to win in everything.

The Economic Attractor

Training/Learning Insight: Average Economic

- *You typically won't come to a training session asking, "How much more will I earn as a result of this course?"
- *You will be somewhat flexible between being cooperative and competitive.
- *Your score is within the national mean. Check your higher and lower attitudes within this graph for more important learning insights.
- Your score is like those who engage in training and development activities in a balanced and supportive method.

Continual Improvement Insights: Average Economic

- *You may want to think about where you'll be in five years and whether or not your current path will get you there.
- *Because you work to live as opposed to living to work, you could be missing out on greater opportunities.
- *Individuals like yourself who are moderately satisfied may need to get into a different gear in order to get what they want.
- *You may need to think about your financial future with stronger urgency, as it is sure to come upon you.

General Traits: Very Low Economic

- *You should check the full results and graph of the inventory to determine those values that were ranked in a much higher or lower field than this area.
- *The lower score here may also indicate that you may have already begun to reach your own level of financial security, to the extent that things other than money may now become motivating drives.
- *While not driven by a need to "get yours," you may be sensitive to perceived injustices and discriminations among your peers and may be compelled to fight for them.
- *Your lower Economic attraction indicates that you are not solely motivated by competitive financial incentives, but are easily satisfied with what you have.
- *Those who constantly talk about their great accomplishments and financial gains may turn you off.
- *For you, life isn't about what you get out of it, but rather what you contribute to it.
- *For you, using monetary or material gains as a yardstick to measure one's worth or impress others is distasteful.
- *You don't have a centered interest in getting an equal or greater return on your time, talent, and personal efforts.

Key Strengths: Very Low Economic

- *You are far more focused on others and less focused on yourself.

The Economic Attractor

- *You rarely (if ever) look at a project with a "what's in it for me?" perspective.
- *You are likely more sensitive and responsive to the lives of others than you are your own.
- *You see a much wider spectrum of the picture, not just your own view.
- *You think in terms of "we" and less in terms of "me."
- *You are less concerned with personal gain and more in terms of personal contribution.

Motivational Insights: Very Low Economic

- *You need more creative options for taking on tough challenges.
- *Avoid measuring your performance by "feeling good about it" only.
- *Because you prefer when job "enrichment" strategies are structured into the reward system, you may end up with the short end of the stick monetarily speaking.
- *You prefer praise for continued contributions to the job, as opposed to monetary rewards.
- *You should remember that 'helping hands' behind the scenes may not get you where you need to be.
- *Because you consider the strengths of the "total person" to be important, you may miss some important singularities.
- *You should be aware that some people can see you coming a mile away and may take advantage of your willingness to help.

Training/Learning Insight: Very Low Economic

- *You score like those who enjoy "being" more than "doing."
- *You score like those who are more cooperative and less competitive.
- *You may prefer group-oriented activities, to work, have fun, and share ideas with others.
- *You will come to a training or development function typically without a 'What's in it for me?' attitude.

Continual Improvement Insights: Very Low Economic

- *You may need to learn that saying "no" does not make you a bad person.
- *You may avoid conflicts and inadvertently end up with a greater one in the end.
- *You are not time sensitive and therefore may end up taking longer than people expect.
- *You will mistake "I can't" for "I won't" and will fear saying "no" to people.
- *You may tend to over commit for fear of letting people down.
- *You likely pay more attention to the needs of others and as a result miss meeting important personal needs.
- *You are likely ten times the person you think you are.

The Economic Attractor

General Traits: Very High Economic

- *When it comes to getting what you need, you likely believe the ends justify the means.
- *Winning and overcoming difficult assignments motivate you.
- *Sales, technical, or management training programs must demonstrate a bottom-line gain as a result of your participation.
- *You may want to surpass others in material and monetary rewards.
- *People who score like you tend to like rewards based on the results they achieve rather than on the method used to obtain the results.
- *People who score like you not only compete with others, they compete with themselves.
- *You are “real world.”
- *You are typically interested in what makes logical sense and gives a greater return for your efforts.
- *You don’t do nonsense.
- *You will struggle with work-life balance.
- *You could be a workaholic.
- *You have a high degree of self-interest.
- *You think, “me first – you second.”
- *People might think you’re selfish.
- *You’ll likely have strong horse-sense.
- *You’ll probably work hard to become debt free.
- *You never lose in the end.
- *You’ll work long and hard to meet personal needs.
- *You’ll likely save your money when you can.

Key Strengths: Very High Economic

- *Your decisions are made with yourself and bottom-line thinking in mind.
- *You are highly driven by competition, challenges, and economic incentives.
- *You are able to multi-task in a variety of areas, and keep important projects that will reward you moving.
- *You are highly industrious.
- *You want returns that are “equal to” or “greater than” whatever you put into something.
- *You have high motivation to achieve and win in a variety of areas.
- *You will ask yourself, “What am I getting out of this” before engaging in opportunity.
- *You likely don’t have time for stupid and others may see it.
- *You may be more focused on your future than your present.
- *If your Political Attractor is above average, you’ll have an entrepreneurial spirit.
- *You might seek status symbols.

The Economic Attractor

- *You won't like or put up with excessive credit card debt.
- *If a door closes you are likely able to find a window.

Motivational Insights: Very High Economic

- *You provide substantial room for financial rewards for excellent performance.
- *You have no problem rewarding high performance in tangible and monetary ways.
- *You realize that it's not just money that motivates, but also personal fulfillment in the job.
- *You understand that you should provide recognition and rewards (e.g., bonuses) as soon as possible, not just at the end of a quarter or a year.
- *Remember that you have a heightened awareness of wasted time and material.
- *You will not like your time being wasted by nonsense and therefore will not likely waste someone else's.
- *You will appear selfish to others of lower level economic standing.
- *You will find it difficult to balance work and life or doing and being.
- *You will not like moochers or people who take credit for others accomplishments.

Training/Learning Insight: Very High Economic

- *If possible, you should not think everything is a competition.
- *You should link learning outcomes to the ability to become more effective in increasing earnings for both yourself and the organization.
- *You should think about providing some rewards or incentives for participation in additional training and professional development.
- *Your scores are like those who want information that will help them increase bottom-line activity and effectiveness.

Continual Improvement Insights: Very High Economic

- *You may need to focus more attention on others and less on your self.
- *You may need to slow down and enjoy being with others not just competing and comparing yourself with them.
- *People may see you as intense and more focused on your own personal needs and not the needs of others.
- *You may judge the efforts of others by the amount of work they put in only.
- *You may need to work on balancing other Values scales and appreciating the creative people who are less practical in their approach to things.
- *You need to know that not having money is not a sign of laziness.

The Economic Attractor

General Traits: High Economic

- *You may fit the stereotype of the typical hard worker who wants to win most of the time.
- *You are motivated by public recognition and monetary gains for a job well done.
- *You respond best when your time is not being wasted on superficial things.
- *You will notice expensive cars and confident people.
- *Your outcomes should demonstrate a bottom-line financial result to match your training effort.
- *People who score like you want tangible rewards based on the results they achieve rather than on the method used to obtain the results.
- *You will likely learn only what you need to know in order to make the gains you desire.
- *You are only interested in what is realistic and advantageous in achieving your vision of success.
- *Some people might think you're selfish to a degree.
- *You make sensible judgments.
- *You don't have time for stupid.

Key Strengths: High Economic

- *You pay attention to your return on investment in business or team activity.
- *You are highly productive and proactive.
- *You are driven by competition, challenges, and economic incentives.
- *You will protect organizational or team finances aggressively.
- *You are aggressive, for profit and bottom-line oriented outcomes.
- *Your decisions are practicality and bottom-line based.
- *You play to win or you don't play.
- *You have a heightened awareness of wasted money, time, and energy.
- *You are able to multi-task in a variety of areas, and keep important projects moving.

Motivational Insights: High Economic

- *You should provide the same opportunity for financial rewards as you want provided for you.
- *You should make certain that economic rewards are fair, clearly communicated, and provide a high-end return for those willing to work for it.
- *You should realize that it's not just money that motivates, but also personal fulfillment in the job.
- *You should be certain you are balancing your professional and personal life.
- *You should be as concerned about participation as you are with performance.
- *You should provide coaching for those who appear greedy for gain.
- *You should provide recognition and rewards (e.g., bonuses) as soon as possible,

The Economic Attractor

not just at the end of the quarter or year.

*You should remember that you have an ear to the revenue-clock whereas others may not.

Training/Learning Insight: High Economic

*You link learning outcomes to the ability to become more effective in increasing earnings for both yourself and the organization.

*You score like those who want information that will help them increase bottom-line activity and effectiveness.

*You will attempt to provide some rewards or incentives for participation in additional training and professional development.

*If possible, allow time for fun and relaxation as this reduces stress within teams.

Continual Improvement Insights: High Economic

*You may judge the efforts of others on the team by their ability to produce only.

*You may need to develop an increased sensitivity to the needs of others and less demonstration of potential selfishness.

*While this high economic drive may be a significant motivating factor in your achieving goals, it may also appear superficial and self-interested to others.

*You may need to work on appreciating the strengths that others bring, including those whose gifts and talents don't generate high returns.

*You may need to learn how to mask your greed factor so as not to alienate a prospect, customer, client or others on the team.

*You may need to ratchet down your intense need to win and learn to relax with others.

General Traits: Low Economic

*The lower score here may indicate that you may have already begun to reach your own level of financial security, to the extent that things other than money may now become motivating drives.

*You are not driven by rewards and money.

*While not driven by money, you may be sensitive to perceived inequities and injustices and do not want to be a victim to others' needs.

*You score in a range that indicates a lower interest in gaining material wealth.

*The lower Economic drive here may indicate that you believe money is for spending on things you want.

Key Strengths: Low Economic

*To you, monetary compensation is a basic function, but look to higher levels of

The Economic Attractor

value in the report to connect with where your real passion lies.

- *You rarely (if ever) look at a project with a "what's in it for me" perspective.
- *You are sensitive and responsive to the "people-side" of work related activities.
- *You are more interested in helping others than helping yourself.
- *You see a much wider spectrum of the picture, not just your own needs.

Motivational Insights: Low Economic

- *You should provide a variety of work projects or tasks for others.
- *You should remember to praise others for their continued contributions to the job, sometimes even without highly visible recognition.
- *You should remember that people with vast amounts of money have feelings too.
- *You need recognition for innovative, creative work; not just for doing your assigned tasks.
- *Avoid measuring your performance by your love for it only.

Training/Learning Insight: Low Economic

- *You come to a training or development function typically without a 'What's in it for me?' attitude.
- *You may prefer team-oriented activities as opposed to the lone wolf approach.
- *You score like those who appreciate cooperative over competition.
- *You may prefer just hanging out and enjoying others to having to compete with them.

Continual Improvement Insights: Low Economic

- *You may avoid making tough decisions and potential conflicts that may negatively impact others on the team.
- *You may tend to over commit both on and off the job, such as with community organizations, etc.
- *You may need to be needed and will likely end up regretting over commitment.
- *You should avoid spreading yourself too thin by taking on responsibilities that could be done by someone else.
- *You may mistake "I can't" for "I won't" and will fear saying "no" to people.