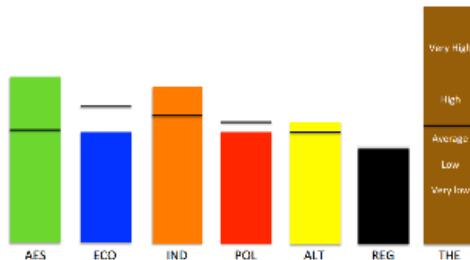


## Motivators: The Theoretical Attractor

*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.*

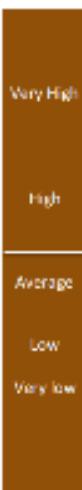


*Remember that although we can explore each motivation individually, they cannot be separated. They can only be distinguished; however, all motivators integrate to influence us.*

### The Theoretical Attractor – *the drive for knowledge, learning and understanding*

The desire to **uncover, discover and recover the truth**, this motivation needs to **gain knowledge for knowledge sake**. They have a **need to know. Rational thinking, reasoning, and problem solving** are important to those high in this motivation.

Those who score high in this motivator like **complex problems**, want to **learn as much as they can** to help them be successful, and like being **the expert**. They are **investigators**. Those low in this motivator only need to know enough to be successful in a particular situation. They are trial and error learners, situationally learning only what they need to know, and have very specialized knowledge in areas that are relevant to their current needs.



**Complicated**  
**Cerebral**  
**Structured Thinking**  
**Analytical**  
**Logical**  
**Reflective**  
**Street-Smart**  
**Creative-Intuition**  
**Surface-Analyzer**  
**III Considered**

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: Creative people score between 20-29, Analytical people score between 60-69 in this dimension).

## Strengths and Limitations

### Theoretical - High

#### Strengths

- Gaining expertise, learning
- Being objective
- Problem solving
- Developing solutions

#### Limitations

- Getting bogged down in details
- Too slow to act
- Impractical pursuits
- Wasting time and resources

### Theoretical - Low

#### Strengths

- Quick decision maker
- Practical, hands-on learner
- Will always find a way
- Trail and error learning

#### Limitations

- May not pay attention to instructions
- May rush through projects, miss details
- May quickly reach information overload
- May struggle to connect the dots

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



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