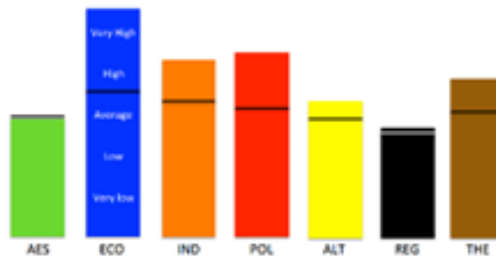


Motivators: The Economic Attractor

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 Economic Attractor - the drive for economic & practical returns

This motivation examines the need for security from self-interest, economic gain, and to achieve real-world returns on personal ventures.

The preferred approach is both a personal and professional with a focus on ultimate outcomes. This is the need to know “**what’s in it for me**”? A higher Economic score will be **future focused, competitive, agenda- driven**, and can be suspicious of others.

	Self-Interested
Very High	Maximized
High	Competitive
Average	Incentivized
Low	Practical
Very Low	Judicious
	Relaxed
	Aloof
	Apathetic
	Satisfied

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: Relaxed people score between 30-39, Practical people score between 50-59 in this dimension).

Strengths and Limitations

Economic - High

Strengths

Focus on achievement and winning
Driven by competition, challenges, money
Efficient, no nonsense, value time
Ultimate outcome or results oriented

Limitations

Potential workaholic
Lack of concern for others
Can be too financially motivated
Always expects something in return

Economic - Low

Strengths

Focused on others, less on self
Sensitive to others
Values personal contribution over gain
Quality-oriented

Limitations

Avoids conflict
High concern for others, overlooks self
Undervalues self
Tends to overcommit

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



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Assessments 24x7 LLC 5927 Balfour Court, Ste. 103 Carlsbad, California 92008 USA (206) 400-6647