

Scoring the Motivators

Very Low	Low	Average	High	Very High
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*Teens and Below

*Above 85

Both low and high scores can have an influence on the choices we make. Average scores (in the mid-range noted by a grey box plot) create a **normal degree** of influence which is typically not noticeable.

Whether scores are high or low, the motivators with the **furthest distance above or below the mean** (or norm - the grey line in the center of the box plot) will be the highest influencers leading to the greatest impact on the decisions being made.

The very high and very low are "**red zones**" or danger zones. These are areas outside of what most of the population will understand. If you score in a risk area, that means you have a strong need in that area.

The Motivators

Low
Below the Mean

High
Above the Mean

Influences actions toward practical results with less emphasis on frills or enhancements. Motivated by an environment that is less structured, less harmonious. Values functionality and results over form.	<p>Aesthetic</p> <p><i>Alternative: Drive for Balance, Harmony, and Personal Time,</i></p>	Influences actions that protect and preserve the person's view of the ideal work/life balance. Will likely have another personal passion (family, music, etc.) Motivated by an environment with beauty, harmony and balance.
Influences actions toward producing the "best possible work product or result." Lower scores supersede a primary focus on the immediate bottom line.	<p>Economic</p> <p><i>Competitive: Drive for ROI, Efficiency, Effectiveness and Results</i></p>	Influences actions that seek a strong personal and organizational Return On Investment (ROI), focus on the bottom line results, efficient and effective use of time, talent and resources.
Influences actions to play a supportive role in group activities. Suggests a good team player, motivated by collaboration and interaction. Can set aside personal agenda for the good of the organization.	<p>Individualistic</p> <p><i>Unique: Drive for Personal Freedom and Independence</i></p>	Influences actions encouraging freedom from micro-management. Will seek to create personal autonomy and the option to exercise unique approaches and creative solutions, personal expression and independence. Seeks control over own destiny.
Influences actions to bring stabilization to team efforts and be supportive. Motivated by professionalism and greater good over personal agenda or position.	<p>Political</p> <p><i>Controlling: Drive for Personal Power and Influence</i></p>	Influences actions that enhance personal power, influence and control over projects and co-workers working on the project. Motivated to lead, works to attain status, position, recognition and control over environment.
Influences actions toward a focus on business, the bottom line and efficient commercial actions. Assists others with specific purpose or result, not for the sake of helping.	<p>Altruistic</p> <p><i>Empathetic: Drive for Helping Others</i></p>	Influences actions to bring value, assistance and help to others without an expectation of anything in return. Gives generously to benefit others and helps others realize potential.
Influences actions toward challenging the status quo. May approach established rules with questions. Values change, non-traditional ideas and methods.	<p>Regulatory</p> <p><i>Regulated: Drive for Rules, Structure, and Standards</i></p>	Influences actions that follow the rules. Want and need a structured path to solution and end result. Value tradition, order, routine and prefers proven methods.
Influences actions that are practical and knowledge gain is focused on a result "for now". Seeks only necessary knowledge - less need to research or consider multiple options. A generalist.	<p>Theoretical</p> <p><i>Investigative: Drive for supporting evidence prior to decision and knowledge</i></p>	Influences actions toward knowledge for knowledge sake, experience and past successes and failures. Values learning to be subject matter expert. A specialist.