

# The Aesthetic Attractor

**The Aesthetic Attractor:** The main motivation in this driver is the strong desire and *need* to achieve equilibrium between the world around us and ourselves (within) while creating a sustainable work/life balance between the two. Creative, imaginative, arty, mystical and expressive, this style may redefine and resist real world approaches to current challenges.

## General Traits: Average Aesthetic Driver

- \*You keep impractical and creative/mystical types grounded.
- \*You appreciate others' needs to express their creativity.
- \*You work equally well with the imaginative and self-expressive types.
- \*You possess a healthy balance between style, purpose, and function.
- \*You possess the average level of aesthetic appreciation, near the national mean.
- \*You can work well with others to create and transform.
- \*You'll live on an even keel and not likely become too obsessed with things.

## Key Strengths: Average Aesthetic Driver

- \*You desire a sense of balance between work and life, but are not crippled without it.
- \*You appreciate nature and its beauty and will likely protect it when possible.
- \*You recognize conservation, but may or may not participate in them.
- \*You are willing to help others especially if you appreciate their uniqueness.
- \*You enjoy certain creative expressions, but you are not head over heels over it.

## Motivational Insights: Average Aesthetic Driver

- \*You will appreciate the world around you including natural wonders, good art, and solitude.
- \*You likely believe that creativity is available to everyone, but it depends on how one defines it.
- \*You will equalize team efforts between doing it right and enjoying being innovative.
- \*You possess a level of artistic interest or appreciation that is right at the national mean. \*You believe offsetting work and play is important for emotional health

## Training/Learning Insight: Average Aesthetic Driver

- \*You will participate in a variety of training and professional development efforts. You can work well with either groups, or individuals.
- \*You appreciate developing your soft skills and will care about emotional health.
- \*Your development should be equal parts method and meaning, not just a job.

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## Continual Improvement Insights: Average Aesthetic Driver

- \*Scoring at the national mean, it is important to review other Value Attractors for a more complete look at areas for quality improvement.
- \*You may benefit by taking a more visible position on teams.
- \*You could benefit by ensuring your life is well balanced between personal and professional worlds.
- \*You understand that not all people are creative and you can mediate between those who do and don't see the value in unconventional approaches.

## General Traits: Aesthetic Very High

- \*You will think in unconventional ways likely leading to inefficient processes to real world problems.
- \*You tend to think outside the box and prefer to be your own person without apologizing for it. You may have a high interest in protecting wildlife, the environment, and the distinctive.
- \*You may feel as though you were born out of time and feel misunderstood by most.
- \*You show a very strong appreciation for uncommon approaches to life and work.
- \*You will have a hyper awareness of your surroundings and they will need to “feel” right.
- \*You show a very strong desire for expressing your talents and fulfilling your dreams.
- \*You will likely struggle with deciding what to do with your life. College may feel daunting.
- \*You may care less about money and things, but will gravitate towards just being happy and fulfilled.

## Key Strengths: Aesthetic Very High

- \*You are not moved by monetary rewards, but rather you are looking for personal fulfillment and peace of mind.
- \*You will see things differently than most because your insights are intuitive not mechanical.
- \*You are very helpful in helping others find creative alternatives.
- \*You believe people should do work that is an expression of who they are as opposed to a job that simply must get done.
- \*You are a contributor not a consumer.
- \*You believe in giving and not taking.
- \*You are sensitive to the plights of others and will resonate with their inner longings.
- \*You may demonstrate a very high personal and professional regard for the feelings and emotions of those outside the machine.
- \*You like to uncover, discover, and recover creative ideas and solutions.

## Motivational Insights: Aesthetic Very High

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- \*You should support your drive to understand the deeper meanings behind issues or objectives.
- \*You should take time to explore creative possibilities rather than settling for things you don't really appreciate.
- \*You should really fight for what you want rather than settling for what you can get.
- \*You should reconsider your major if it isn't something you really want to do (if you are younger).
- \*You should realize that it takes money to do most things and that it's not a bad thing to have it.
- \*You should realize that very few people think like you and that your unconventional approach to life may look extreme to others.
- \*Although you may feel you are misplaced, you will likely bloom later when the sky becomes a little more clear to you, but you likely have nothing to worry about.

## **Training/Learning Insight: Aesthetic Very High**

- \*You should not be afraid to look like the rest of society; it doesn't mean you are one of them.
- \*You have the ability to act as a go-between and integrate people's imaginations with certain tasks.
- \*To increase the meaning of people's lives you could act as a facilitator between people's gifts and talents and meaningful jobs that might require them.

## **Continual Improvement Insights: Aesthetic Very High**

- \*Remember that it is OK that some people won't "get" you or understand your unconventional ideas.
- \*You may end up feeling "out of place" in this world and inadvertently sideline yourself for not knowing what to do or why you are here, but know you are here for a reason.
- \*At times, you may try to be too much of a non-conformist and may rebel against established systems and processes.
- \*You might tend to have work back up because you are using impractical means to accomplish work tasks.
- \*You could get lost in creative intuition if not kept somewhat reined in and on target.
- \*You could benefit from having your feet on the ground as opposed to your head in the clouds.
- \*You may place too great an emphasis on unconventional alternatives in the workplace leading to impractical outcomes or not meeting deadlines.

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## General Traits: High Aesthetic

- \*You prefer an enjoyable and meaningful work environment that makes your soul feel inspired.
- \*You work better in surroundings that are pleasant aesthetically or environmentally responsible. You are more sensitive and intuitive to issues hard to put a finger on than others.
- \*You possess an inner awareness and desire to understand the moods, beliefs, and values of yourself and others.
- \*You tend to appreciate the deeper meanings in life (e.g., these may include interesting clothing, beautiful places, alternative foods, and the like).
- \*You will really appreciate things and places purely for their intrinsic value rather than any status reasons.

## Key Strengths: High Aesthetic

- \*You show the aptitude to see beyond the common, and bring unconventionality to those around you.
- \*You will attempt to unravel problems in unconventional ways.
- \*You likely think beyond yourself in regards to work and will seek balance between yourself and your surroundings.
- \*You will likely believe others think as unconventionally as you.
- \*You don't just go to work; you're usually on a mission.

## Motivational Insights: High Aesthetic

- \*You bring unconventional thinking to the table. Make sure you aren't afraid to share your intuitive insights.
- \*You show an interest in the deeper meaning of ordinary things.
- \*You have likely awareness and like-mindedness surrounding harm and care and fairness and reciprocity towards both people and lower animals.
- \*You ensure that creativity and form work in tandem with function and results.
- \*You work to live rather than live to work.

## Training/Learning Insight: High Aesthetic

- \*You combine new knowledge with creativity to achieve harmony and balance in work and life.
- \*You have the ability to connect training and development to people's creativity and intuition.
- \*As you learn new things, link them to your ability to see beyond the present and your unconventional approach to life and work.

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## Continual Improvement Insights: High Aesthetic

- \*It's OK that some don't understand your passion and creativity as much as you.
- \*You might tend to approach problems, opportunities, and challenges, in uncommon ways, which can create unnecessary risks.
- \*You need to remember that sometimes function is all there is time for, or all that is needed (don't deliver a Cadillac when a Chevy will suffice).
- \*You could benefit from being a little more realistic.
- \*You could be using creative and complicated ideas as a safety blanket to avoid having to be overly pragmatic.

## General Traits: Low Aesthetic

- \*You believe people with their head in the clouds would be better off with their feet on the ground.
- \*You are apprehensive with people who have difficulty cutting to the chase.
- \*You think in terms of functional reality rather than worthless beauty.
- \*You are not likely to care about how something looks when compared to what something does.
- \*You are a person of results and don't want to waste resources on what doesn't deliver that result.
- \*You are more about function and reliability as opposed to creativity and appearance.
- \*You think in terms of the bottom line as opposed to an experience.
- \*You will likely not waste time with anything that doesn't contribute to a solution.
- \*You will settle for functional and not waste time or energy on frill.

## Key Strengths: Low Aesthetic

- \*You tend to be no nonsense and likely have strong horse sense.
- \*You think in terms of practical results.
- \*You are less emotional than many and prefer straightforward transactions.
- \*You are likely to be more talented than artistic.

## Motivational Insights: Low Aesthetic

- \*Your interest lays in the real-world characteristics of any situation.
- \*To you, sensible goals are the principal motivator.
- \*To maintain your optimal level of motivation, avoid getting involved with projects that demand creativity and out of the box ideas.
- \*You relate real world applications to goals that make sense.
- \*You believe that logic trumps feeling.
- \*You want to be involved in projects that have specific measurable outcomes.
- \*You focus on the issues that will bring results.

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## Training/Learning Insight: Low Aesthetic

- \*You teach/learn in a no nonsense hands-on way, nothing extravagant.
- \*You are extremely adaptable to the surroundings in which you learn.
- \*You should avoid team interaction unless there's an important reason to do so.
- \*You will connect training benefits to opportunities and outcomes that will work.
- \*You believe more team involvement would benefit from pointing out the practical.

## Continual Improvement Insights: Low Aesthetic

- \*Some will consider you unconcerned with the deeper meaning behind why they do things.
- \*You may be seen as overly businesslike and less personal.
- \*You should try to appreciate the value others have for intuition, abstracts, and insights.
- \*Remember to respect the uncommon or non-traditional ways of others.
- \*You need to remember that others have different levels of appreciation for nature and non-essentials, and their opinions and ideas need to be respected.

## General Traits: Very low Aesthetic

- \*You believe something's usefulness is more important than its appearance.
- \*You likely believe artistic people to be time wasters and focused on non-essentials.
- \*You are a strong advocate of process and productivity, and don't want to waste resources on things that don't effect productivity.
- \*You are not likely to connect with unreasonable ideas emotionally or professionally.
- \*You may view "feeling good inside" as secondary and not primary when working.
- \*You will likely not like your time to be wasted by others who dilly-dally.
- \*You could have a strong practical innovative logic and good horse sense.

## Key Strengths: Very low Aesthetic

- \*You won't likely share emotions or your true feelings with others.
- \*You likely believe it's simply business and not personal.
- \*You tend to take a strong stance and your bottom-line approach to business transactions may put people off.
- \*You are likely surviving difficulty rather than thriving in difficulty and may fight as opposed to negotiate to win.
- \*You have a real-world approach to life and business.
- \*You likely don't like wasting your time with things that will not increase your bottom liner.

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- \*You may be more *talented* rather than *artistic* when developing ideas.
- \*The odds are good you will cut to the chase.
- \*You might have the gift of faultfinding.
- \*You have a heightened awareness of wasted time and energy.

## Motivational Insights: Very low Aesthetic

- \*You shouldn't assume that aesthetic workplace changes or remodeling would be welcomed or overly appreciated.
- \*You connect improvements in function to success.
- \*To you, rational goals are what matter the most.
- \*This attractor will not move you since this one is very low.
- \*To maintain your highest level of motivation, avoid getting involved with emotional issues.

## Training/Learning Insight: Very Low Aesthetic

- \*You teach/learn in a very practical way, you may not appreciate things that you don't understand.
- \*You make sure to connect training benefits to business opportunities.
- \*You are not emotionally driven; you stick to practical motivations only.
- \*You avoid lots of team interaction just for the sake of interaction; be certain there is a practical reason.

## Continual Improvement Insights: Very Low Aesthetic

- \*Some might consider your uncaring attitude about what people are feeling to be to critical.
- \*You should try to appreciate the value others have for the environment, nature as a whole, and impractical ideas.
- \*You should remember to respect the creativity and quirky ways of others.