



Motivators

An Evaluation of Motivational Styles

Report For: **Sample Report**

Date: **24/10/2019**

YOUR COMPANY
LOGO
APPEARS HERE

Table of Contents

About This Report	3
Seven Dimensions of Motivation	3
A Closer Look at the Dimensions	4
Summary of Motivation	5
Details of Motivation	6
Motivator Word Matrix	7
Your Aesthetic Motivator.....	8
Your Economic Motivator	9
Your Individualistic Motivator.....	10
Your Power Motivator	11
Your Altruistic Motivator	12
Your Regulatory Motivator	13
Your Theoretical Motivator	14
Motivators Adaptability	15
Guidelines for Application	16
Action Plan	17
So, Now What?	18



About This Report

Research shows that the most successful people share the common trait of self-awareness. They're able to more quickly recognise situations that will make them more successful. As such, it's easier for them to **find ways of achieving objectives that resonate and align with their motivations**. Those who understand their natural motivators better, are far more likely to pursue the right opportunities for the right reasons, and get the results they desire.

Motivation helps influence behaviour and action. It is vital for superior performance to ensure that your motivations are satisfied by what you do to drive your passion, reduce fatigue, and inspire you.

The Motivators assessment is the result of Dr. Eduard Spranger's and Gordon Allport's combined research into what drives and motivates an individual. **The dimensions of value discovered between these two researchers, identify the reasons that drive an individual to utilise their talents in the unique way they do.** These pages will help you understand your motivations and drivers, providing a clear course on how to maximise your performance by achieving better alignment with your passion for what you do and your behaviour.

The Elements of the Motivation Index

This Motivation Index is unique to the marketplace in that it examines seven independent and unique aspects of motivation. Most similar instruments only examine six dimensions of motivation, by combining the Individualistic and Power into one dimension. This assessment remains true to the original works and models of two of the most significant researchers in this field, thus delivering to you a profile that truly helps you understand your own unique drivers.

The Seven Dimensions of Motivation measured in this report are:

-  **Aesthetic** - A drive for balance, harmony and form.
-  **Economic** - A drive for a return on investment.
-  **Individualistic** - A drive to stand out as independent and unique.
-  **Power** - A drive to be in control or have influence.
-  **Altruistic** - A drive to help others at the expense of self.
-  **Regulatory** - A drive to establish order, routine and structure.
-  **Theoretical** - A drive for knowledge, learning and understanding.

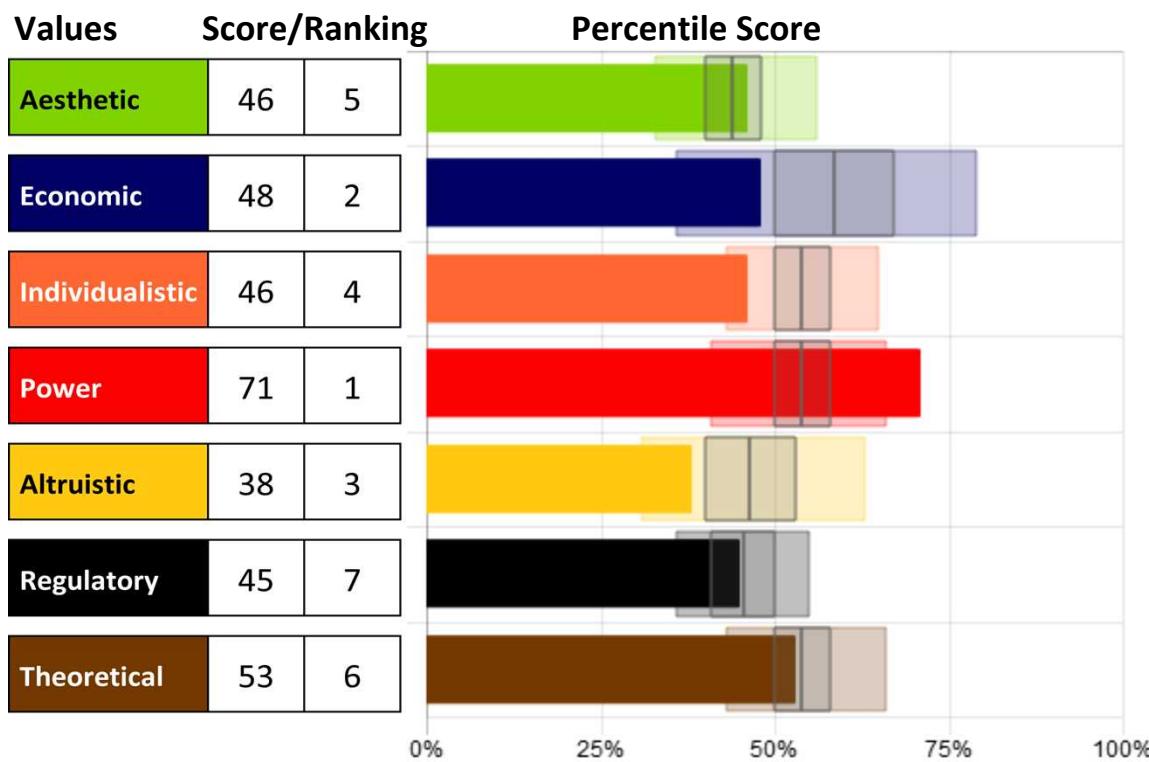
A Closer Look at the Seven Dimension Scores

Each descriptor below reveals your preference for shaping behaviour and indicates what energises you.

Motivator	Low Score Energised by...	High Score Energised by...
Aesthetic	Grounded Pragmatic and tangible approaches that bring concrete and reliable results.	Eccentric Achieving equilibrium and harmony between the world around you and yourself.
Economic	Satisfied Less competitive approaches and being more satisfied with what you already have.	Self-Mastered Self-interest, economic gains, and achieving real-world returns on efforts.
Individualistic	Secure Not seeking the limelight, keeping ideas to yourself, and less likelihood of self-promotion.	Unrestricted Expressing your autonomy and freedom from others' ideas and protocols.
Power	Submissive Supporting other people's efforts and a less focused approach to owning your own personal space.	Domineering Directing and controlling people, environments, and personal spaces.
Altruistic	Self-Focused Focusing on personal wants and needs, and taking a more suspicious stance towards the moves of others.	Pushover Helping and eliminating pain and suffering of others at personal cost.
Regulatory	Defiant Remaining independent of, as opposed to depending on the restrictive ideas of others.	Black & White Establishing routine, order, and setting boundaries for yourself and others.
Theoretical	Dis-Interested A more dismissive view of gathering new information and discovery, while relying more on your natural instincts and past experiences for answers.	Scholarly Activities towards knowing everything that can be known about what you believe to be important and truthful.



Summary of Sample's Motivation



1. The **lightly coloured, shaded area** for each Motivator highlights **the majority of the population's scores**. This means that if you took a normal sample of motivator scores and ranked the scores from 0 – 100, you can expect that a majority of the scores would fall inside the shaded area. This indicates if most of the population scores higher or lower in the dimension. Are you similarly driven in your Motivators as most others are?
2. The **norm box** (small box plot) represents the **AVERAGE** scoring range. The scores inside this box represent the scores of people who are **more like everyone else** (therefore, it is considered **normal**). When your score falls inside the norm box, it is **situational**; you consistently ranked the statements of that dimension **both high and low**.
3. The **line in the centre** of the box plot represents the **median score**. Like the median in a road, the median divides the range of scores into equal halves. 50% of the scores are above the median line, and 50% of the scores fall below the median line.
4. The **coloured bar is aligned to your score from 1-100**. These reveal the **level of importance** of that motivator to you. Higher numbers mean you consistently ranked the motivator as **more important**, and lower numbers mean the motivator was consistently ranked **less important**. The number also reveals placement in **Very Low, Low, Average, High and Very High**. The people who score within each group, share common traits and descriptions (i.e. those who have **Very Low** scores will share common values with one another).
5. Your **ranking** reveals **how influential the Motivators are to your behaviour and decisions in order from 1-7**. Keep in mind, that some Motivators have relationships with other Motivators that strengthen them, but this is a true 1 through 7 ranking, based on which are individually most impactful.

Details of Sample's Motivation



Aesthetic - Average

You will balance yourself between creative alternatives and practical approaches, without being extreme in either dimension.



Economic - Low

You are not driven by monetary rewards or being “first”, and may lack the emotional initiative necessary to compete with those around you.



Individualistic - Low

You are able and willing to support someone else’s ideas without having to interject your own.



Power - Very High

You will seek to achieve positions of authority and will be drawn to roles that allow you to direct and control yourself and others.



Altruistic - Low

You will make sure you position yourself, so you don’t get burned when working closely with others.



Regulatory - Average

You understand, structure but will not be bound by outside ideas if they do not work for you.



Theoretical - Average

You can rely on both new information and what has worked in the past when making decisions.



Sample's Motivator Word Matrix

Eccentric	Self-Mastered	Unrestricted	Domineering	Pushover	Black & White	Scholarly
Impractical	Maximised	Independent	Forceful	Sacrificial	Fixed	Fact-Finder
Unconventional	Competitive	Self-Reliant	Authoritative	Accommodating	Systemic	Studious
Divergent	Incentivised	Creative	Controlling	Obliging	Orderly	Investigative
Imaginative	Practical	Balanced	Directive	Supportive	Disciplined	Inquisitive
Sensible	Judicious	Cooperative	Influential	Helpful	Open-Minded	Reflective
Realistic	Relaxed	Accommodating	Supportive	Self-Protective	Flexible	Street Smart
Practical	Aloof	Supportive	Yielding	Suspicious	Independent	Intuitive
Real World	Apathetic	Apprehensive	Passive	Distrusting	Spontaneous	Surface Analyser
Grounded	Satisfied	Secure	Submissive	Self-Focused	Defiant	Dis-interested
AES	ECO	IND	POW	ALT	REG	THE

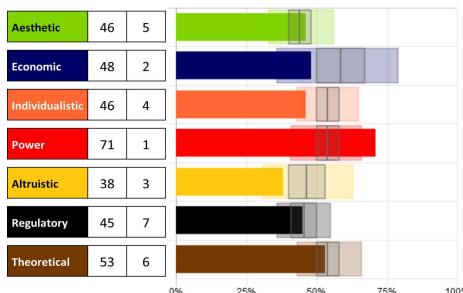
This charting of your descriptors provides a better sense of what drives your motivation.

The motivator word matrix translates your numeric score into a one-word description, and places each word in a relative position to other descriptors.

By labelling your numeric score with one word, you can better understand, describe and locate your motivator orientation.



Your Aesthetic Motivator - Average



The Aesthetic Motivator: 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, artsy, mystical and expressive, this style may redefine or resist real world approaches to current challenges.



Universal Assets:

- You work equally well with practical and imaginative, self-expressive types.
- You can work well with others to create and transform.
- You can appreciate others' needs to express their creativity.
- You keep impractical and creative/mystical types grounded.



Driving Intuitions:

- You can appreciate the world around you including natural wonders, good art, and solitude.
- You will equalize team efforts between doing it right and enjoying being innovative.
- You likely believe that creativity is available to everyone, but it depends on how one defines it.
- You believe offsetting work and play is important for emotional balance and health.



Critical Advantages:

- You desire a sense of balance between work and life, but are not crippled without it.
- You enjoy certain creative expressions, but you are not overly committed to creativity.
- You appreciate nature and its beauty and will likely protect what is important to you.
- You recognise conservation efforts, but may or may not participate in them.



Growth Opportunities:

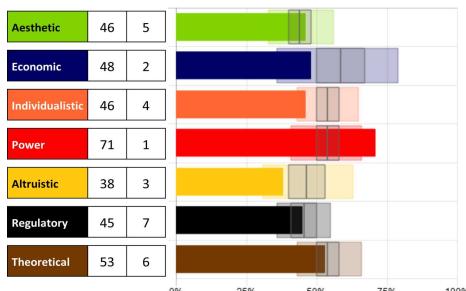
- You may benefit by being a bit more realistic at times.
- You could benefit by ensuring your life is well balanced between personal and professional worlds.
- You can mediate between those who do and do not see the value in unconventional approaches.
- You may benefit by taking a more visible position on teams.



Learning Paths:

- You will participate in a variety of training and professional development efforts.
- You can work well with either groups, or individuals.
- Your development should be equal parts method and meaning, not just a job.
- You can develop both your soft skills and hard skills.

Your Economic Motivator - Low



The Economic Motivator: The motivation for security from self-interest, economic gains, and achieving real-world returns on personal ventures, personal resources, and focused energy. The preferred approach of this motivator is both a personal and a professional one, with a focus on ultimate outcomes.



Universal Assets:

- You are not driven by monetary rewards and competitive frameworks.
- You score in a range that indicates a lower interest in gaining material wealth.
- You may be sensitive to inequities and injustices, and will not want to be a victim to others demands.
- You may believe money is for spending on things you want.



Driving Intuitions:

- You need recognition for innovative and creative work, not just for doing your assigned tasks.
- Remember to praise others for their continued contributions.
- Avoid measuring your performance by your love for it only.
- You should remember that people with vast amounts of money have feelings too.



Critical Advantages:

- You do not act selfishly, but will be responsive to others needs.
- 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 see a much wider spectrum of the picture, not just your own needs.



Growth Opportunities:

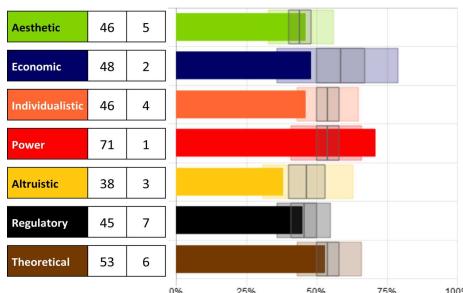
- You may need to be needed and will likely end up regretting over-commitment.
- You should avoid spreading yourself too thin by taking on responsibilities that could be done by someone else.
- You may avoid potential conflicts that may negatively impact others on the team.
- You may mistake "I can't" for "I won't" and will fear saying "no" to people because it looks bad.



Learning Paths:

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

Your Individualistic Motivator - Low



The Individualistic Motivator: Need to be seen as autonomous, unique, independent, and to stand apart from the crowd. This is the drive to be socially independent and have opportunity for freedom of personal expression, apart from being told what to do.



Universal Assets:

- You appreciate a team mentality and will think in terms of "we" as opposed to "me."
- You are not one to steal the spotlight or gain excessive recognition.
- You're not likely trying to establish your own ideas when in a group.
- You likely won't "hog the ball" when working with others.



Driving Intuitions:

- You prefer to be recognised for your contributions a part of the group, rather than be singled out.
- You'll likely prefer helping others, as opposed to doing it all.
- You may settle for practical sense over extreme innovation.
- You'll prefer being the man or woman behind the curtain, as opposed to the one up front.



Critical Advantages:

- You don't require name recognition and will be satisfied with being a part of the whole.
- Your cooperative spirit and quiet confidence will be a breath of fresh air to many.
- You are not always seeking your independence, but will cooperate with those on the team.
- You will likely stabilise the group rather than de-stabilise it.



Growth Opportunities:

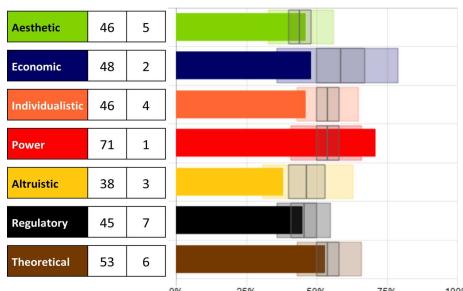
- You may fear looking egotistical when promoting your own agenda.
- You should think out loud more.
- If you think it twice, say it once.
- You may think you are not capable of being creative in any way.



Learning Paths:

- You'll likely be self-disciplined when working with others and not easily distracted.
- You prefer group efforts, as opposed to star roles.
- You'll prefer a group involvement to individual recognition.
- You'll want to have self-time, as opposed to always being in the forefront.

Your Power Motivator - Very High



The Power Motivator: Being seen as a leader, while having influence and control over one's environment and success. Competitiveness and control are often associated with those scoring higher in this motivational dimension.



Universal Assets:

- You believe the skies the limit.
- You probably don't get into the car unless you're driving it.
- You may rarely listen in order to understand where others are coming from.
- You will create relationships, just to advance your own position.



Driving Intuitions:

- You should recognise that other people want to own their own environments as well.
- It's important to empower others with the same power you want to have.
- You should be willing to share victories and not keep them all for yourself.
- You should understand that you might come across stronger than you think.



Critical Advantages:

- You believe you will be victorious before you start.
- You may get angry or agitated quickly with slow moving people and will nudge them forward.
- You are likely going to accept responsibility for both successes and failures.
- You will likely take initiative without having to be asked.



Growth Opportunities:

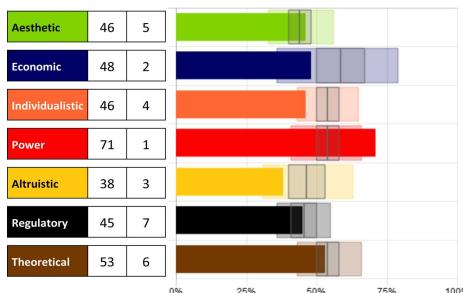
- You will benefit from approaching situations with an open mind-set of greater humility.
- You need to be aware of the fact that being in charge may be too important to you and may turn certain people types off.
- Sometimes your extreme need to be in control will stifle others abilities.
- You may get caught up in selling yourself instead of your idea.



Learning Paths:

- You need hyper flexibility and freedom to create when learning new things.
- You need the freedom to come up with your own agenda.
- You need a wide variety of powerful options available to you.
- You'll need your own space when working with teams.

Your Altruistic Motivator - Low



The Altruistic Motivator: An expression of the need or energy to benefit others, at the expense of self. At times, there's genuine sincerity in this dimension to help others, but not always. Oftentimes, an intense level within this dimension is more associated with low self-worth.



Universal Assets:

- You will be difficult to take advantage of most of the time.
- You will protect your own turf at times and want to qualify people you don't know.
- You will prefer going it alone at times.
- You may view others as "in your way" as opposed to "on your side" in certain situations.



Driving Intuitions:

- Remember that there will be a decent amount of people that may believe you don't like them.
- Your no-nonsense approach could be taken wrong by the more sociable styles.
- Because you will gravitate towards independence when working, schedule time for independent activities.
- You respond better to logic and reason and will likely rebuff touchy-feely approaches.



Critical Advantages:

- You will likely be able to separate your emotions from necessary actions.
- You will be difficult to take advantage of in business.
- You will likely not shy away from difficult decisions.
- You are usually able to do the harder things when it comes to people decisions.



Growth Opportunities:

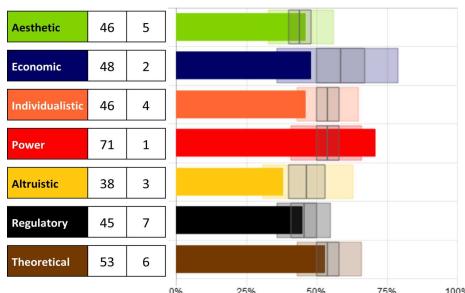
- Some may think you are selfish and self-absorbed.
- You might be avoided by emotional "feeler" types, especially if you're not a people person.
- Remember that helping others helps you as well.
- Because you have little patience for stupidity, make sure the person is trying before passing judgment.



Learning Paths:

- Be aware of your no-nonsense approach to other people.
- You may not enjoy cooperative learning activities as opposed to activities that require directing and controlling.
- Being forceful isn't bad, but sometimes it scares people if it's too strong.
- You may likely be quiet and in the background when involved in training activities.

Your Regulatory Motivator - Average



The Regulatory Motivator: A need to establish order, routine and structure. This motivation is to promote a black and white mind-set, and a traditional approach to problems and challenges through standards, rules, and protocols to colour within the lines.



Universal Assets:

- You have no extremes when it comes to regularity and dependence on methods that work.
- You may desire a more stable atmosphere with some structure and uniformity.
- You'll accept authority, but will not do it blindly, especially if the authority figure does not obey their own rules.
- You can challenge rules that do not make any sense to you.



Driving Intuitions:

- You can mediate between those who think status quo and those ready for change.
- You bring continuity and structure to untidy situations when necessary.
- You can create acceptable policies and procedures that speak to most minds.
- You can understand both the tried and true, and those who may be revolutionary in their thinking.



Critical Advantages:

- You can moderate those who may challenge established authorities while understanding both sides.
- You are not so closed that you can't see things in multiple dimensions.
- You can challenge the establishment, as long as you believe you have a better method of accomplishing a particular task.
- You understand logical sequence, but will be able to move things around when necessary.



Growth Opportunities:

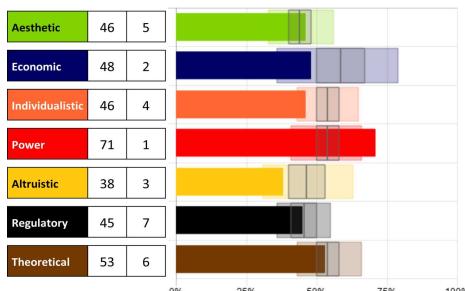
- You could benefit from being a bit more flexible.
- It might be a good idea to explore more options when facing challenges.
- You may need to take more risks.
- You could benefit from refusing to give into pressure from those who want change when it's not warranted.



Learning Paths:

- You will likely support established doctrine.
- You're open to new ideas and creative solutions that work, as long as there are no extremes.
- You will likely get behind programs that have been proven to work well when dealing with people and training initiatives.
- You will typically settle upon ways that have been established and proven effective.

Your Theoretical Motivator - Average



The Theoretical Motivator: The desire to uncover, discover, and recover the "truth". This need to gain knowledge, for knowledge sake, is the result of an "itchy" brain. Rational thinking, reasoning and problem solving are important to this dimension. This is all about the "need" to know why.



Universal Assets:

- You are more of a broad-minded person and less a detailed person when it comes to finding out why.
- You are a "situational" learner.
- You will likely learn what you need to learn in order to get to the next step.
- You can understand the big picture as well as the details of any subject and will alter your inquiry depending on the amount of time and interest you have.



Driving Intuitions:

- Your curiosity can be peaked if something interests you.
- You have an even perspective, able to weigh both sides of an issue equally.
- You bring continuity and structure to groups where thinking is necessary without getting too distracted.
- You have a balanced view of technical issues and won't want to get too deeply involved in things outside of your expertise.



Critical Advantages:

- You are likely to need some proof when it comes to important beliefs.
- You won't blindly do things without at least some investigation.
- You are curious to a point.
- You will likely pick up on new subjects rather easily.



Growth Opportunities:

- You read some things, but not everything.
- You may be done with your continuing education and will learn through experience.
- You may need to become more versed in certain subjects in order to increase value.
- You may remain neutral on subjects outside of your scope of understanding.



Learning Paths:

- You will typically settle upon ways that have been established and proven effective.
- You're open to new ideas and creative solutions that work as long as there are no extremely difficult assignments.
- Your knowledge won't get in the way of your social poise.
- You will likely support ideas that make sense.

MOTIVATORS ADAPTABILITY

Adapting to another's Motivational preference can be quite difficult! Sometimes, Motivations are not readily observable, or may be disguised in behaviour that doesn't align to them. A key way to understand another's Motivations is to pay attention to the things they value, the way they speak, and where they spend their time and attention (or other resources). What do you see that drives them? You can use some of these questions to guide your discovery; you may ask them or just observe. Once you know someone's Motivators, you can interact with them in a more effective way.

Aesthetic 	<ul style="list-style-type: none"> • What is beautiful to you? • How important is it for you that you can express yourself creatively? • Are form and aesthetics more important, or is functionality more important? • How important is work/life balance? • Do you find that you are more "head in the clouds" or more practical?
Economic 	<ul style="list-style-type: none"> • How important is winning to you? • What is a reasonable return on investment? • Do you generally think people have an agenda or want/need something from you? • Would you consider starting your own business or being an entrepreneur? • When you are faced with a situation, do you first consider how it will affect you, or how it will affect others?
Individualistic 	<ul style="list-style-type: none"> • How important is it for you to be independent and autonomous? • If you could do anything you wanted today, what would it be? • Do you think people generally see the world the same way you do? • How do you feel about teamwork and collaboration? • What does "freedom" mean to you?
Power 	<ul style="list-style-type: none"> • What role do you typically take in a group? • How important is it for you to be in charge? • How would you motivate others to take action? • What kinds of things do you like to have control over? • Do you take initiative, or do you prefer direction before acting?
Altruistic 	<ul style="list-style-type: none"> • Do you have a hard time saying no, or feel overwhelmed and spread too thin? • What is considered a reasonable amount of assistance or help for others? • Would you more likely give to anyone who needs it, or only to those who deserve it? • Do you tend to sacrifice your needs for the needs of others? • Do you feel like you need to do things for others to be valuable or loved?
Regulatory 	<ul style="list-style-type: none"> • Is there a right way and a wrong way, or many ways to accomplish something? • How important is it for you to be right? • Are rules and regulations important to you? • How important is structure and process to you? • When you solve problems, do you prefer the tried and true approach, or are you more flexible and open to options?
Theoretical 	<ul style="list-style-type: none"> • How important is it to understand all perspectives and details of a project/problem? • Do you consider yourself to be an expert in any field? • Would you rather spend time studying and reading, or just learn as you go? • What do you love about learning new things? • What do you think is most important – action or knowledge?



Guidelines to help you

1. The scores in this report are a snapshot in time. These scores represent your preferences (desires, such as being in control or not) at the time you completed the survey. These are not lifelong motivators, from which you have no choice or power to influence.
2. There are no good or bad scores to have, but there are consequences. If you do not like the level of effort you feel toward your goals, how you are behaving toward others or how others are behaving toward you, you can influence them through intended behaviour and emotions (with DISC).
3. The key is to understand your motivational preferences, so you can move with the situation to encourage your own awareness, intentionality and growth.

What works?

- Decide what level of effort and intensity (energy) you want to use moving forward.
- Pick one, simple behaviour to focus on; such as how long you take to think through a problem, or how you endeavour to get what you need from someone.
- Make it easier to use your motivational orientation you have right now, rather than finding a greater or a more difficult motivational element.
- It is important to develop a practical understanding of your own motivational orientation, so you do not trick yourself into feeling that you lack motivation. **We are all motivated**, but we may lack the “energy” (see your DISC graph) for the process of getting what we want.

What is proven not to work?

- Not starting or giving up. The way to get unstuck is not becoming extreme by exaggerating your efforts or stopping them altogether. Try doing something small and then look at the evidence.
- Getting too much information. Information may help to change your attitude and intention, but information alone does not work well to change your behaviours. Action is key.
- Wanting to get better at something is easy. Sticking with small changes is a different story.
- Avoid pursuing “ideal motivational activities or work”. Instead, improve your pursuit of vital work/activities using your natural motivational orientation within this report.



Tiny Steps, Big Results Plan

You are only a few behaviours away from making progress.

Where do I currently excel at work, and what motivators are in play already?

Which motivators don't need any additional attention?

With which motivators am I currently struggling and need an extra boost?

Using my understanding of my motivational orientation, which types of additional motivations would work best for me right now?

Using my understanding of my motivational orientation, which types of additional motivations would not work for me right now?



Motivators

REPORT FOR Sample Report

Choose one harmful influence on your motivational orientation (take in small steps) to act on today. Then, practice and repeat.

Choose one positive influences on your motivational orientation (take in small steps) to act on today. Then, practice and repeat

We all are motivated to get better but we get stuck with the process we must go through to move toward what we want. How can I make the process of making progress smaller and simpler? List up to three (3).

So, Now What?

This report is filled with information about your seven independent and unique aspects of motivation. You have a profile that truly helps you understand your own unique motivations and drivers, and many suggestions in each of the seven motivators sections of this report, particularly the *Growth Opportunities*, for you to apply this valuable information.

Take the next step and begin with the actions outlined to make improvements in the specific motivator sections most important to you and your success. Do not put this report on a shelf or in a file. Use this report as a reference tool. There is a lot of information in it and it is not meant to be digested in just one reading.

