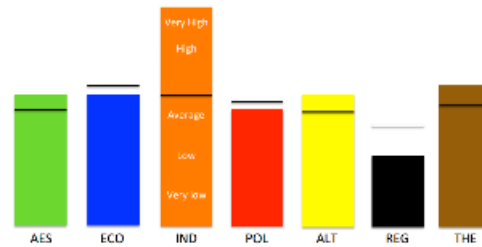


Motivators: **The Individualistic Attractor**

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 Individualistic Attractor - *the drive to be seen as unique and independent*

This deals with one's need to be seen as **autonomous, unique, and to stand apart from the crowd**. This is the drive to be **socially independent** and have opportunity for **freedom of personal expression**.

Those scoring higher in this motivator need **to be special** – in a jar of pennies, this person would be the red one. The higher the score, the more this person must prove they are different; low scores are more confident and secure.

Very High	Insecure	<p>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 <i>Very Low</i> to <i>Very High</i>. Each word represents 10 points of 100 on the scale (example: Accommodating people score between 20-29, Creative people score between 60-69 in this dimension).</p>
High	Independent	
	Self-Reliant	
	Creative	
Average	Collaborative	
	Balanced	
Low	Cooperative	
Very low	Accommodating	
	Sheepish	
	Secure	

Strengths and Limitations

Individualistic - High

Strengths

Independent, Unique
Tolerant of others' differences
Autonomous
Variety of outstanding ideas

Limitations

Resists authority
Dislikes structure and uniformity
Likely to do things *their* way
May be inefficient or ineffective

Individualistic - Low

Strengths

Don't need credit for work
Value servant leadership
Good at helping others
Sees value in others easily

Limitations

May not speak up, share opinions openly
May settle for less
May not desire being directive leader
May be less innovative, more disciplined

- 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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