

Motivator Category	Motivator	Description
Achievement	Ability utilization	Opportunity to apply skills & capabilities
Achievement	Achievement	Opportunity for personal accomplishment – opportunities to excel, set & accomplish challenging goals
Working conditions	Activity	Opportunity to remain busy & engaged in tasks
Recognition	Advancement	Opportunity for progress & growth - promotions
Recognition	Authority	Opportunity to control or influence others – giving orders & directing
Support	Company policies	Opportunity to experience fair treatment – ethics, safety, compliance with legal framework
Working conditions	Compensation	Opportunity to receive get financial & non-financial benefits, at least at par with others
Relationship	Co-workers	Opportunity to experience co-operation and getting along easily with coworkers
Independence	Creativity	Opportunity to generate and implement original ideas, innovative thinking,
Working conditions	Independence	Opportunity to work without constant supervision or collaboration – taking ownership, accomplishing tasks independently
Relationship	Moral Values	Opportunity to adhere to personal sense of right and wrong – ability to resist pressure to compromise personal ethics

Motivator Category	Motivator	Description
Recognition	Recognition	Opportunity to receive recognition and rewards for their contribution – positive feedback, awards, promotions
Independence	Responsibility	Opportunity to make own decisions, including tasks & deadlines – discretion and control over their tasks
Working conditions	Security	Opportunity to experience job security and stability – lower risk of layoffs or unpredictable work patterns
Relationship	Social service	Opportunity to help or assist others – empathetic collaboration, positive impact on well-being of others
Recognition	Social status	Opportunity to receive acknowledgement and respect from others – social standing, influence in their domain
Support	Supervision (Human relations)	To receive support from superiors when required, advocacy for them by superiors in front of senior management
Support	Supervision (Technical)	For training and handholding on subject-matter and assignment completion
Working conditions	Variety	Opportunity to experience diversity and novelty in tasks – range of experience
Working conditions	Working conditions	To experience good working conditions – safety, comfort and overall well-being
Independence	Autonomy	Opportunity to plan, organize, and manage tasks independently – initiating and completing without constant supervision