

Guide to Understanding Individual Directions Inventory (IDI) Reports

Introduction to the IDI

The Individual Directions Inventory™ (IDI) is a sophisticated tool for personal and professional development that measures your motivations and preferences across 17 specific dimensions. Unlike other personality assessments that focus on behaviors or traits, the IDI examines the underlying motivational patterns that drive your actions and choices—what the assessment calls your "Directions."

These Directions represent your emotional aspirations and the specific ways you seek satisfaction in your personal and professional life. Understanding your IDI results can help you:

- Identify areas from which you currently gain satisfaction
- Recognize areas you find less appealing
- Understand settings, roles, and approaches that align with your motivational patterns
- Make more informed choices about your personal and professional development

Structure of the IDI Report

An IDI report is typically organized into the following sections:

1. **Introduction** - Overview of what Directions are and how they influence behavior
2. **Cluster Summaries** - Explanations of each of the six motivational clusters
3. **Individual Direction Scores** - Detailed feedback on all 17 Directions
4. **Summary Profile** - Visual representation of all scores on a single page
5. **Strongest Directions** - In-depth analysis of your highest scores
6. **Lowest Directions** - Analysis of your lowest scores and their implications
7. **Exploration Sections** - Guided reflection questions to apply insights

The Six Motivational Clusters

The IDI organizes the 17 Directions into six thematic clusters that represent different motivational orientations:

1. Affiliating

The Affiliating cluster measures how you gain satisfaction through close connections with others:

- **Giving** - Providing support and empathy to others
- **Receiving** - Being open to support and affection from others

- **Belonging** - Developing bonds through group membership
- **Expressing** - Communicating thoughts and feelings openly

2. Attracting

The Attracting cluster measures how you gain satisfaction from drawing attention from others:

- **Gaining Stature** - Obtaining recognition, status, and respect
- **Entertaining** - Using personal charisma to engage others

3. Perceiving

The Perceiving cluster measures how you gain fulfillment through understanding the world:

- **Creating** - Being imaginative and perceiving the world innovatively
- **Interpreting** - Seeking intellectual stimulation and logical understanding

4. Mastering

The Mastering cluster measures how you gain satisfaction through achieving success:

- **Excelling** - Pushing for the highest levels of achievement
- **Enduring** - Demonstrating persistence and determination
- **Structuring** - Controlling your environment through organization

5. Challenging

The Challenging cluster measures how you gain satisfaction through overcoming opposing forces:

- **Manoeuvring** - Pursuing opportunities and turning them to your advantage
- **Winning** - Competing aggressively to succeed
- **Controlling** - Being in charge and having influence

6. Maintaining

The Maintaining cluster measures how you gain satisfaction from preserving elements of your life:

- **Stability** - Maintaining a predictable and consistent environment
- **Independence** - Being self-reliant and autonomous
- **Irreproachability** - Living by a definitive code of conduct

Understanding Your Scores

The IDI provides percentile scores that compare your responses to a normative database of business and professional people. Scores are not “good” or “bad”; they are simply relative to a norm. Scores are presented on a scale from 1% to 99%, with interpretive ranges typically categorized as:

- **Low** (below 30%)
- **Low-Mid** (30-45%)
- **Mid-Range** (45-55%)
- **Hi-Mid** (55-75%)
- **High** (above 75%)

High Scores (75% and above)

High scores indicate Directions that serve as significant motivational forces in your life. These are areas where you naturally invest energy and from which you derive considerable satisfaction. Your highest scores represent your strongest motivational drivers and often reflect where you feel most comfortable and energized.

Mid-Range Scores (30% to 75%)

Mid-range scores suggest moderate motivational importance. These Directions are not dominant drivers but still play a role in your motivational patterns. You may engage in these motivations situationally or when complemented by your stronger Directions.

Low Scores (below 30%)

Low scores indicate Directions that have less motivational pull for you. These are areas you may find less inherently satisfying or compelling. Low scores don't indicate inability in these areas—you can still be effective—but they suggest these motives don't naturally energize you.

Interpreting Your Strongest Directions

Your highest IDI scores (typically 75% or above) reveal your primary motivational patterns. For each high-scoring Direction, consider:

1. How this motivation positively contributes to your effectiveness
2. When this motivation is most strongly activated in your professional role
3. How this Direction interacts with other high scores to create motivational patterns
4. Potential blind spots or challenges this motivation might create

Understanding Your Lowest Directions

Low scores (typically 25% or below) indicate areas that provide less motivational energy for you. For each low-scoring Direction, the report outlines:

Potential Benefits:

- Ways this lower motivation might actually serve you well
- How it might shield you from certain negative experiences

Potential Drawbacks:

- Challenges this lower motivation might present
- Situations where you might need to compensate

Low scores don't represent weaknesses but rather areas that don't naturally energize you. Understanding these can help you develop strategies for situations requiring these motivations or find complementary partnerships.

Practical Application of IDI Insights

To maximize the value of your IDI feedback:

1. **Explore Pattern Interactions:** Look for themes across Clusters to identify broader motivational patterns.
2. **Identify Complementary Directions:** Notice how your various Directions work together to create your unique motivational profile.
3. **Recognize Potential Conflicts:** Identify Directions that might work at cross-purposes (e.g., high Independence but also high Belonging).
4. **Connect to Current Role:** Evaluate how well your current professional role aligns with your strongest Directions.
5. **Development Planning:** Consider how you might:
 - Leverage your strongest Directions more intentionally
 - Create strategies for situations requiring your lower Directions
 - Make environment or role adjustments to better match your motivational pattern

Common IDI Profile Patterns

While each IDI profile is unique, some common patterns include:

- **Relationship-Focused:** High scores across the Affiliating cluster, indicating motivation through connection and interpersonal bonds.
- **Achievement-Oriented:** High scores in Mastering and Challenging clusters, suggesting motivation through accomplishment and overcoming obstacles.
- **Stability-Seeking:** High scores in Maintaining cluster, showing motivation through predictability and consistency.
- **Creative Problem-Solver:** High scores in Perceiving combined with other clusters, indicating motivation through innovative thinking.
- **Influencer:** High scores in Attracting combined with either Challenging or Affiliating, suggesting motivation through impact on others.

Conclusion

The IDI provides a window into your core motivational patterns rather than just surface behaviors. By understanding what genuinely energizes and satisfies you, you can make more informed choices about your career path, leadership approach, and personal development. Remember that there are no "good" or "bad" profiles—only unique combinations of motivations that can be leveraged effectively in different contexts.

For optimal development, focus on aligning your environment with your natural motivational patterns while developing strategies to accommodate situations that require your less preferred Directions.