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SUCCESS
INSIGHTS®

Personal Motivation and Engagement

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Understanding Your Motivators

Knowledge of an individual's motivators and attitudes help to tell us **WHY** they do things. A review of an individual's experiences, references, education and training help to tell us **WHAT** they can do. Behavioral assessments help to tell us **HOW** a person behaves and performs in the work environment. This report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **Strong** - positive feelings that you need to satisfy either on or off the job.
- **Situational** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **Indifferent** - your feelings will be indifferent when related to your 5th or 6th motivator.

Your Personal Motivators Ranking		
1st	Utilitarian	Strong
2nd	Individualistic	Strong
3rd	Aesthetic	Situational
4th	Theoretical	Situational
5th	Traditional	Indifferent
6th	Social	Indifferent



Utilitarian

The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family. This motivator includes the practical affairs of the business world - the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average business person. A person with a high score is likely to have a high need to surpass others in wealth.

- With economic security comes the freedom to advance his ideas or beliefs.
- Working long and hard to purchase the finer things in life is one of Samuel's goals.
- Samuel will be motivated by his accomplishments.
- He uses money as a scorecard.
- Samuel will attempt to structure his economic dealings.
- Samuel will protect his assets to ensure the future of his economic security.
- All attempts are made to protect future security to ensure that his legacy is protected.
- Samuel is future-oriented.
- Having more wealth than others is a high priority for Samuel.
- Wealth provides the security Samuel wants for himself and/or his family.
- Samuel faces the future confidently.
- Samuel has a long list of wants and will work hard to achieve them.
- He can be very practical.



Individualistic

The primary interest for this motivator is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power drive. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.

- Samuel takes responsibility for his actions.
- He believes "if at first you don't succeed try, try again."
- If necessary, Samuel will be assertive in meeting his own needs.
- Samuel believes "when the going gets tough, the tough get going."
- People who are determined and competitive are liked by Samuel.
- Maintaining individuality is strived for in relationships.
- Samuel has the desire to assert himself and to be recognized for his accomplishments.
- Samuel likes to be in situations that allow him the freedom to control his destiny and the destiny of others. His team's strategy is to attempt to dilute outsiders' influence on the results of their goals.
- He wants to control his own destiny and display his independence.



Aesthetic

A higher Aesthetic score indicates a relative interest in "form and harmony." Each experience is judged from the standpoint of grace, symmetry or fitness. Life may be regarded as a procession of events, and each is enjoyed for its own sake. A high score here does not necessarily mean that the incumbent has talents in creative artistry. It indicates a primary interest in the artistic episodes of life.

- There could be a specific area that is of great interest to him. For instance, he may be appreciative of the natural beauty of mountains and streams, but may not be overly impressed by the works of Picasso or Rembrandt.
- At times Samuel will look for the beauty in all things.
- Samuel may desire fine things for his spouse or family members.
- The need for the appreciation of beauty is determined on an individual basis and is not generalized in terms of the total world around him.



Theoretical

The primary drive with this motivator is the discovery of TRUTH. In pursuit of this drive, an individual takes a "cognitive" attitude. Such an individual is nonjudgmental regarding the beauty or utility of objects and seeks only to observe and to reason. Since the interests of the theoretical person are empirical, critical and rational, the person appears to be an intellectual. The chief aim in life is to order and systematize knowledge: knowledge for the sake of knowledge.

- Samuel will usually have the data to support his convictions.
- In those areas where Samuel has a special interest he will be good at integrating past knowledge to solve current problems.
- Samuel will seek knowledge based on his needs in individual situations.
- A job that challenges the knowledge will increase his job satisfaction.
- If knowledge of a specific subject is not of interest, or is not required for success, Samuel will have a tendency to rely on his intuition or practical information in this area.
- Samuel has the potential to become an expert in his chosen field.
- If Samuel is truly interested in a specific subject, or if knowledge of specific subject matter is required for success, then he will take the initiative to learn about that subject in great depth.



Traditional

The highest interest for this motivator may be called "unity," "order," or "tradition." Individuals with high scores for this motivator seek a system for living. This system can be found in such things as conservatism or any authority that has defined rules, regulations and principles for living.

- It may be hard to manipulate Samuel because he has not defined a philosophy or system that can provide immediate answers to every situation.
- In many cases, Samuel will want to set his own rules which will allow his own intuition to guide and direct his actions.
- Traditions will not place limits or boundaries on Samuel.
- Samuel can be creative in interpreting other systems or traditions and selective in applying those traditions.
- Samuel's passion in life will be found in one or two of the other dimensions discussed in this report.
- He will work within a broadly defined set of beliefs.
- He will not be afraid to explore new and different ways of interpreting his own belief system.



Social

Those who score very high for this motivator have an inherent love of people. The social person prizes other people and is, therefore, kind, sympathetic and unselfish. They are likely to find the Theoretical, Utilitarian and Aesthetic attitudes cold and inhuman. Compared to the Individualistic motivator, the Social person regards helping others as the only suitable form for human relationships. Research indicates that in its purest form, the Social interest is selfless.

- He will be firm in his decisions and not be swayed by unfortunate circumstances.
- Samuel is willing to help others if they are working as hard as possible to achieve their goals.
- Believing that hard work and persistence is within everyone's reach - he feels things must be earned, not given.
- Samuel's passion in life will be found in one or two of the other dimensions discussed in this report.
- Samuel will be torn if helping others proves to be detrimental to him.
- He will not normally allow himself to be directed by others unless it will enhance his own self-interest.



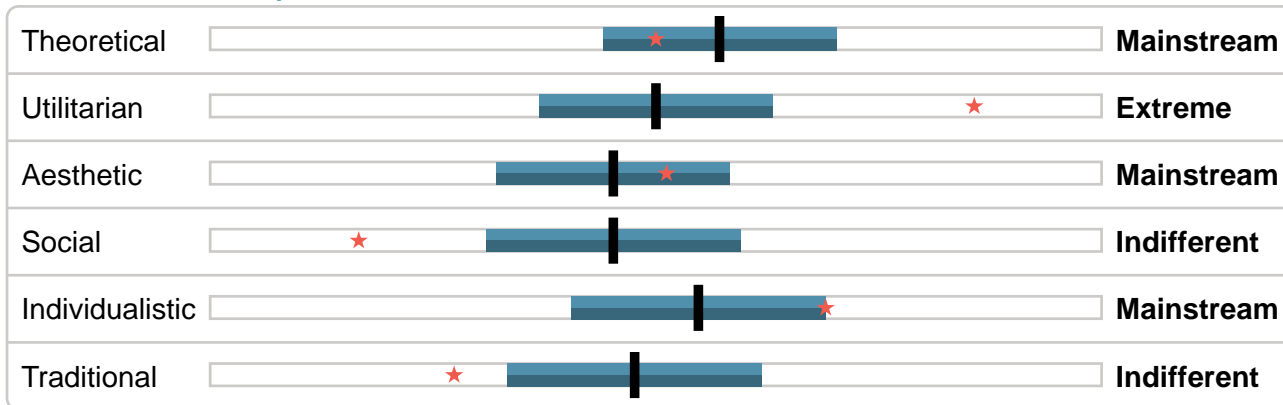
Attitudes - Norms & Comparisons

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energized. However, when surrounded by people whose attitudes are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. **When confronted with this type of situation you can:**

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your attitudes may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that attitude. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that attitude. The shaded area for each attitude represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

Norms & Comparisons Table - Norm 2017



- 68 percent of the population - national mean - your score

Mainstream - one standard deviation of the national mean
Passionate - two standard deviations above the national mean
Indifferent - two standard deviations below the national mean
Extreme - three standard deviations from the national mean



Attitudes - Norms & Comparisons

Areas in which you have strong feelings or passions compared to others:

- You strive for efficiency and practicality in all areas of your life, seeking to gain a return on your investment of time, talent and resources. Others may feel you always have a string attached and are always trying to gain a personal advantage. They may feel you should give just for the sake of giving.

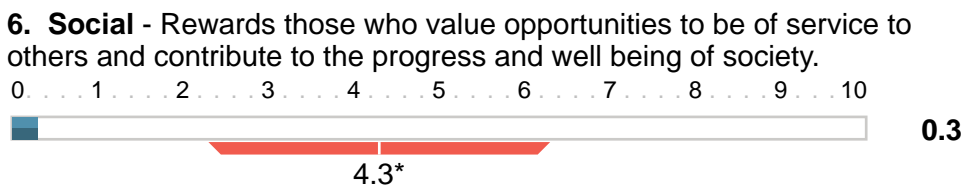
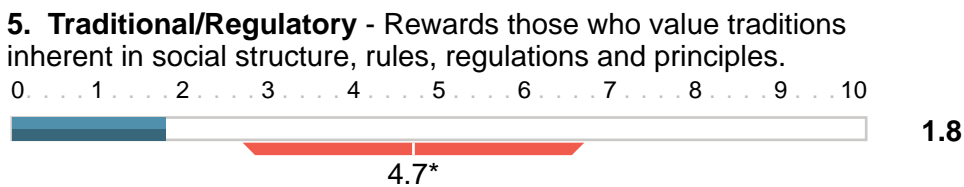
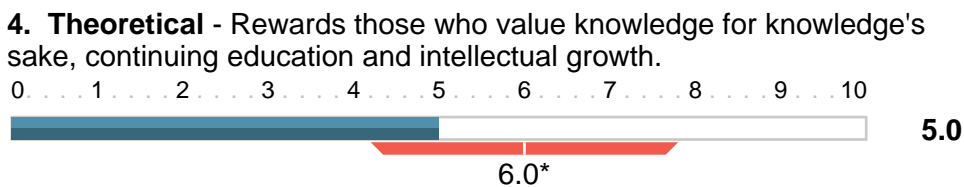
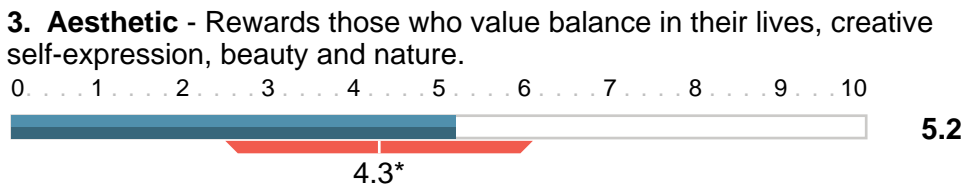
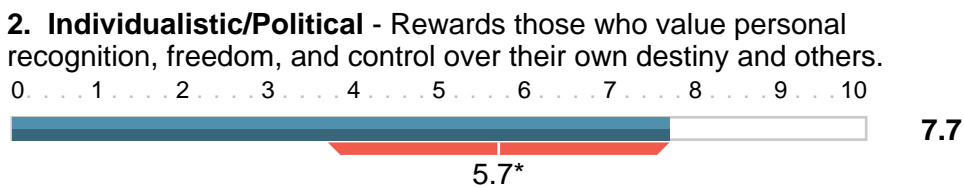
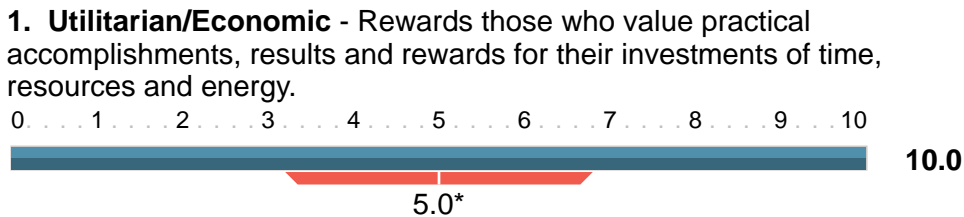
Areas where others' strong feelings may frustrate you as you do not share their same passion:

- Your self-reliance will cause you to feel uncomfortable around people who are always trying to help you or be too nice to you.
- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.



Motivators Hierarchy

Your drive to succeed in anything you do is determined by your underlying motivators. You will feel energized and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.

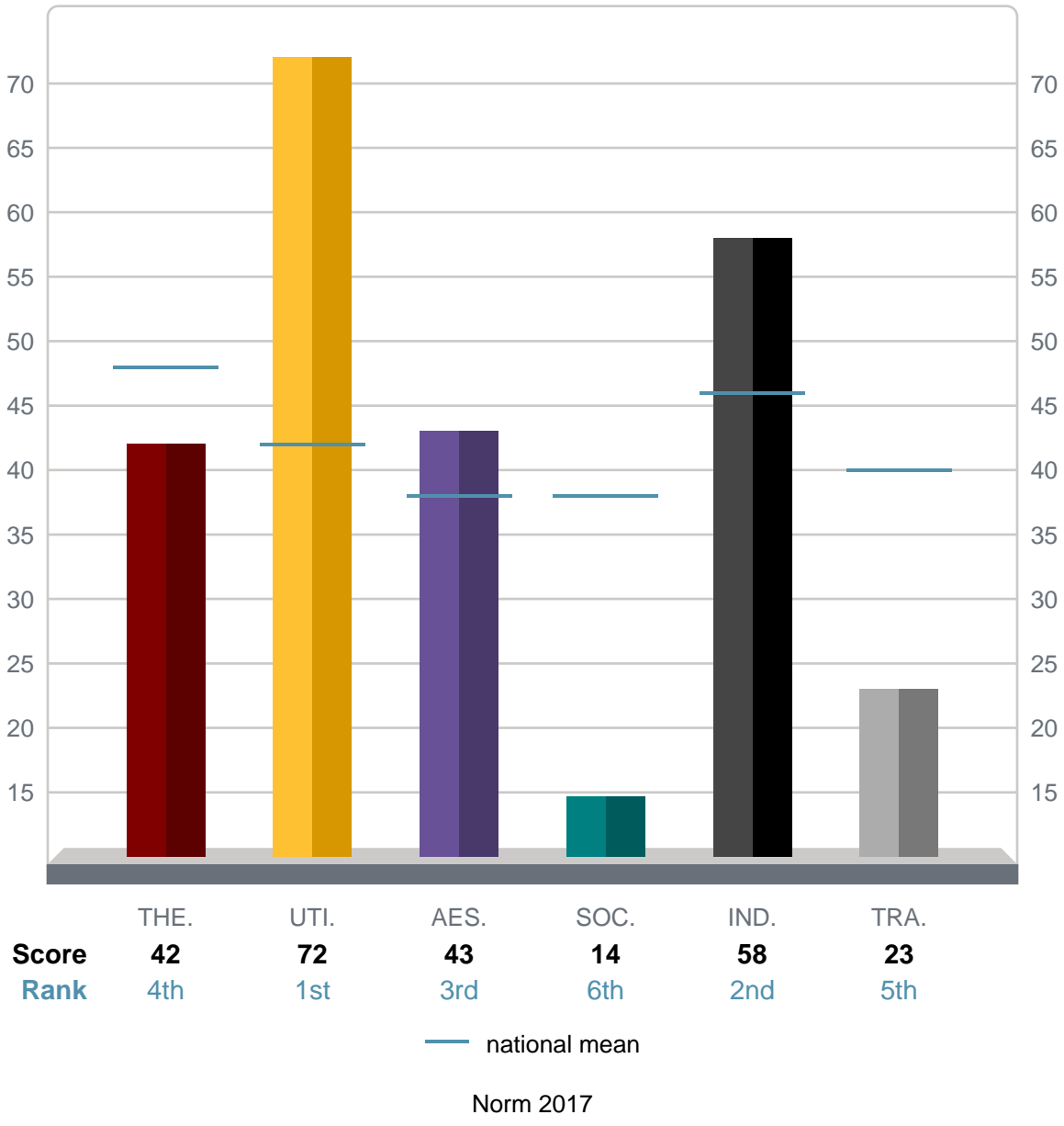


* 68% of the population falls within the shaded area.



Motivation Insights® Graph

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Motivators Wheel™

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