



Motivators

An Evaluation of Motivational Styles

Report For: **David Dowdy**

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About This Report

Research shows that the most successful people share the common trait of self-awareness. They're able to more quickly recognize 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 behavior 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 utilize 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 maximize your performance by achieving better alignment with your passion for what you do and your behavior.

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:

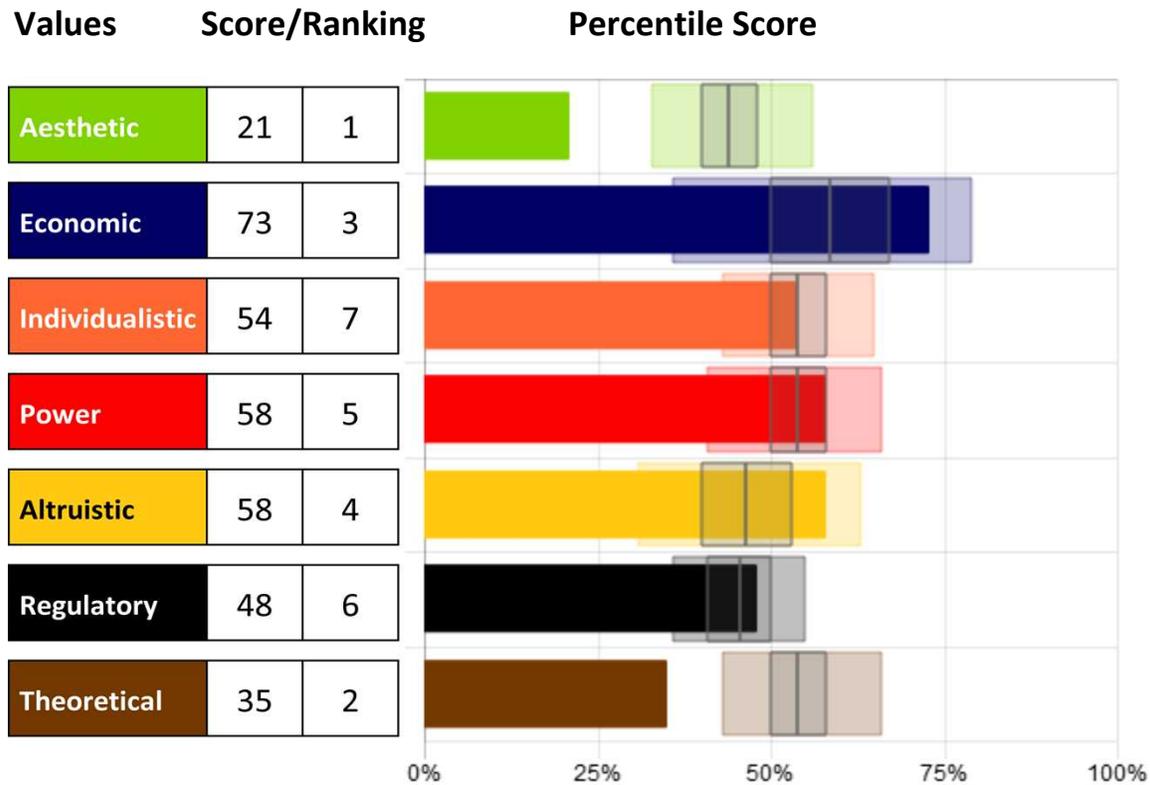
-  **Aesthetic** - A drive for balance, harmony and form.
-  **Economic** - A drive for a return on investment.
-  **Individualistic** - A drive to stand out as independent and unique.
-  **Power** - A drive to be in control or have influence.
-  **Altruistic** - A drive to help others at the expense 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 behavior and indicates what energizes you.

Motivator	Low Score Energized by...	High Score Energized 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 David's Motivation



1. The **lightly colored, 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 center** 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 **colored 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** & 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 behavior 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 David's Motivation

**Aesthetic - Very Low**

You appreciate real-world approaches and “feet on the ground” thinking and may view those with their “head in the clouds” as impractical.

**Economic - High**

You will likely possess a competitive spirit and will focus on gaining a practical return for your time and energy.

**Individualistic - Average**

You can both lead and follow and can be flexible between taking a stand or sitting quietly.

**Power - High**

You will endeavor to own the roles and responsibilities under your leadership and control.

**Altruistic - High**

You connect personally before connecting professionally and are always willing to lend a hand.

**Regulatory - Average**

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

**Theoretical - Very Low**

You will tend to skip over information you consider unnecessary and will rely solely on what you already know.

David's Motivator Word Matrix

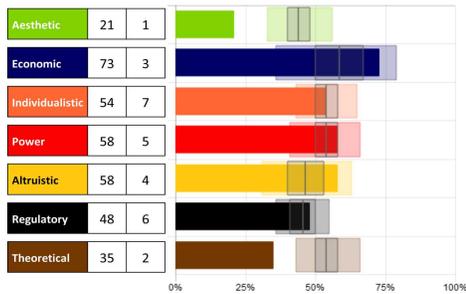
Eccentric	Self-Mastered	Unrestricted	Domineering	Pushover	Black & White	Scholarly
Impractical	Maximized	Independent	Forceful	Sacrificial	Fixed	Fact-Finder
Unconventional	Competitive	Self-Reliant	Authoritative	Accommodating	Systemic	Studious
Divergent	Incentivized	Creative	Controlling	Obliging	Orderly	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 Analyzer
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 labeling your numeric score with one word you can better understand, describe and locate your motivator orientation.

Your Aesthetic Motivator - Very Low



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 are not likely to connect with impractical ideas emotionally or professionally.
- You may view "feeling good" as a secondary and not a primary driver at work.
- You are a strong advocate of productivity and functional processes, and don't want to waste resources on things that don't effect the bottom line.
- You likely believe creative people waste time and are too focused on non-essentials.



Driving Intuitions:

- Aesthetic workplace changes or remodeling may not be welcomed or appreciated, unless it supports success.
- You will not likely appreciate aesthetic improvements if they are not practical or warranted.
- To maintain your highest level of motivation, avoid getting involved with emotional issues and drama.
- To you, rational goals with productive outcomes are what matter the most.



Critical Advantages:

- You won't likely share emotions or your true feelings with others. It's just business and not personal.
- You are able to stay grounded and remain sensible.
- Your pragmatic approach can balance those who think unconventionally.
- You tend to take a strong stance on your bottom-line approach to business and functionality; this may put people off.



Growth Opportunities:

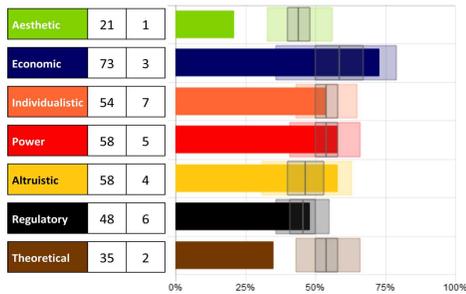
- You should try to respect the creativity, quirkiness, and unconventional approach of some people.
- You may need to adjust and not be so practical when in group settings.
- Try to appreciate the value others have for the environment, nature, and creative ideas.
- Some might consider your attitude towards select people to be too critical and cold-hearted.



Learning Paths:

- You are not emotionally driven; you stick to practical motivations.
- You may avoid team interaction just for the sake of interaction; you'll want a practical reason to do so.
- You will likely connect training benefits to business opportunities.
- You will do well with practical applications.

Your Economic Motivator - High



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 only interested in what is realistic and advantageous in achieving your vision of success.
- You respond best when your time is not being wasted on superficial things.
- Your outcomes should demonstrate a bottom-line financial result to match your effort.
- You will notice expensive cars and confident people.



Driving Intuitions:

- You should provide the same opportunity for financial rewards as you want provided for you.
- You should be certain you are balancing your professional and personal life.
- You should remember that you have awareness of the revenue clock, whereas others may not.
- You should realize that it's not just money that motivates, but also personal fulfillment in the job.



Critical Advantages:

- You have a heightened awareness of wasted money, time, and energy.
- You are driven by competition, challenges, and economic incentives.
- Your decisions are often pragmatic, results oriented, and bottom-line based.
- You are moderately aggressive for capturing time, profits, and bottom-line oriented outcomes.



Growth Opportunities:

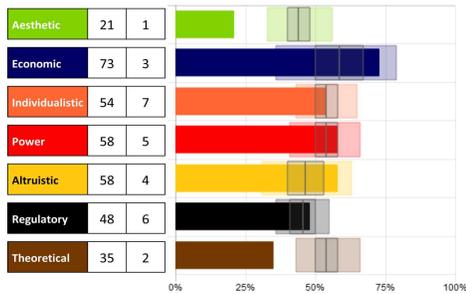
- Remember to include those whose gifts and talents don't generate high returns on their time and efforts.
- You may need to ratchet down your intense need to win and learn to relax with others.
- You may appear superficial and self-interested to others.
- You may need to learn how to mask your greed factor so as not to alienate a prospect, a client or others on the team.



Learning Paths:

- You score like those who want information that will help them increase bottom-line activity and effectiveness.
- You link learning outcomes to the ability to become more effective in increasing earnings.
- Remember to pay attention to those who are less incentivized and not only those driven to win.
- If possible, allow time for fun and relaxation as this reduces stress within teams.

Your Individualistic Motivator - Average



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 will be happy to yield your position if warranted in an effort to give others a chance at their ideas and contributions.
- You have the ability to identify with and understand individuals who have both high and low satisfaction rates.
- Your score indicates a balance between being an individual and a team player.
- You won't likely need to be in the limelight or to attract special attention to your contributions.



Driving Intuitions:

- You are not bent on having to win in everything.
- You do not need to be autonomous.
- You can be very flexible when deciding to lead or support; it's not one or the other.
- You can provide input without pushing for your own personal agenda and even step back when you recognize someone else's solution is good.



Critical Advantages:

- You can both lead and follow depending upon the circumstances involved.
- You are flexible and free flowing without an excessive need to be number one.
- You are more stable than unpredictable when influencing decisions.
- You can both take a stand or sit quietly depending on what is necessary for accomplishing the task.



Growth Opportunities:

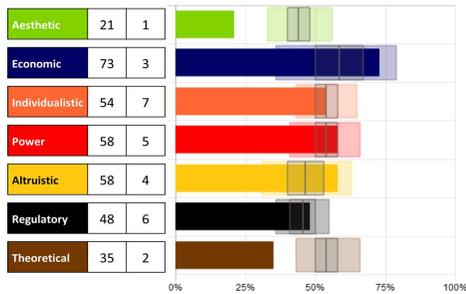
- You may silently reject opinions forced them on others; you should probably speak up more.
- You may need to be more decisive when taking a stand on issues you believe in.
- You may settle for less than you actually want for fear of being too outspoken at times.
- Your self-confidence could be lower, leaving you grasping for ways to express your thoughts on given issues without looking overbearing.



Learning Paths:

- Your ability to be supportive of others as opposed to having to be the star of the show will benefit you when involved with team dynamics.
- You are able to be an accommodating participant in training and developmental programs.
- You will likely present yourself as a neutral player as opposed to the driver of the team.
- You can either be involved in a team-oriented or an individualistic and independent activity.

Your Power Motivator - 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:

- When you have a challenge to overcome, you will feel better about the environment.
- You don't mind taking on difficult problems when you know how to fix them.
- You may find it difficult to listen in order to understand where others are coming from especially if you disagree.
- Winning might be everything: there's likely no Plan B in your mind.



Driving Intuitions:

- You should know that yielding your position is not always a bad idea.
- It's important to know that some people are not interested in too much responsibility.
- You should understand that some people might see you as controlling.
- You should be open to sharing information with others when necessary.



Critical Advantages:

- You may believe you will be victorious before you start.
- You will likely take initiative without having to be asked.
- You won't likely need any help with whatever you are doing.
- You are likely to look for leadership roles within group settings.



Growth Opportunities:

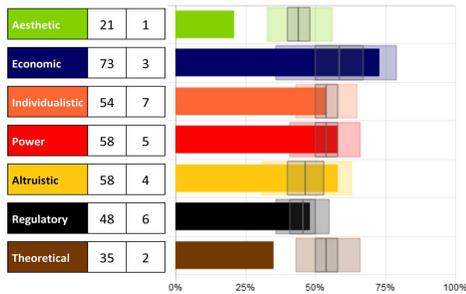
- You might need to check and see if you are pushing instead of pulling others along.
- You may get caught up in selling yourself instead of your idea.
- With you, some people types may seem like they don't care or are irresponsible when they are not.
- You might be too quick to shut others out of your decisions.



Learning Paths:

- You may need some freedom to come up with your own agenda at times.
- You like to think for yourself when learning new things.
- You'll sometimes desire more of your own space when working with groups of people.
- You must link the benefits of learning new things to your personal ability to make them happen.

Your Altruistic Motivator - High



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:

- When it comes to monetary values, you believe "you can't take it with you."
- You might rather give something away as opposed to sell it for profit.
- You probably believe you are here for a reason.
- You believe it is better to give than to receive.



Driving Intuitions:

- You should be more involved in emotional intelligence efforts at work.
- Make sure you don't allow others to take advantage of your good nature.
- You provide ample time for servicing the needs of others on the team.
- Be careful your giving attitude does not create personal burnout.



Critical Advantages:

- You are usually looking for meaningful ways to help.
- You put the needs of others before your own most of the time.
- Your ambitions are typically focused on other and not yourselves.
- You will assist others in solving their problems when you have the time.



Growth Opportunities:

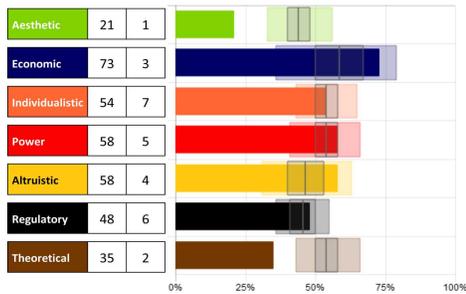
- Seeing others as more important than yourself is unsustainable over the long haul.
- Seeing that balance is the key to life, over involvement in the lives of others can have negative effects later on.
- Remember that wisdom and balance are found in moderation.
- Realize you are in a small minority when it comes to sacrificial living and that it does not mean you are better than those who are more moderate.



Learning Paths:

- Your learning development should be connected to benevolence.
- Your learning and development should connect knowledge to be shared with others.
- You should be exposed to others and allow them the benefit of being around you.
- Your training and development should involve community efforts.

Your Regulatory Motivator - Average



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



Universal Assets:

- You can work with both leaders and followers and will bring something to the table with either one.
- You have no extremes when it comes to regularity and dependence on methods that work.
- You are generally in the middle when it comes to instructions, protocols, and having to do things a certain way.
- You understand structure, but will not be bound by another's idea if it does not work for you.



Driving Intuitions:

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



Critical Advantages:

- You can moderate those who may challenge established authorities while understanding both sides.
- You appreciate regularity and structure, but you are not controlled by this need.
- You can challenge the establishment as long as you believe you have a better method of accomplishing a particular task.
- You are a situational doer, being able to work within established structures or within arenas that may lack guidelines.



Growth Opportunities:

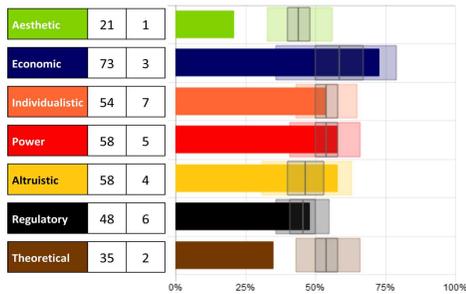
- It might be a good idea to explore more options when facing challenges.
- You could benefit from being a bit more flexible.
- You may need to take more risks.
- You could benefit from refusing to give into pressure from those who want change when it's not warranted.



Learning Paths:

- You'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.
- You will likely support established doctrine.

Your Theoretical Motivator - Very Low



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 will likely avoid getting bogged down with unnecessary details of a thing.
- You may want to skip learning "everything" in order to get to the most important information.
- You won't likely appreciate learning for learning's sake as it may zap your energy.
- You will not likely spend resources on continuing education.



Driving Intuitions:

- Because the end justifies the means, you'll figure it out.
- Remember, you have a way of looking at the broader perspective and others may not.
- You likely do not support inefficient and complicated means to any end.
- Play to your strengths, which are rooted in freedom, flexibility, and open-mindedness.



Critical Advantages:

- The end probably justifies the means.
- There's always another way when the current situation changes.
- You believe in freedom to express progressive ideas.
- You are more than likely highly adaptive and intuitive.



Growth Opportunities:

- You have potential to miss important rules and protocols when learning new things.
- You need to realize that paying attention to instructions can keep you safe.
- You may not do your homework in order to expedite processes.
- You will likely ignore certain regulations you do not believe to be necessary.



Learning Paths:

- The trainer or presenter may need to force-feed you some important details, especially if they are perceived as unimportant or a waste of your time.
- You should hit only those essential items that relate to increased success or efficiency on projects.
- You should make training and development activities as hands-on as possible.
- You should avoid getting bogged down in the hypothetical and theoretical.

MOTIVATORS ADAPTABILITY

Adapting to another’s Motivational preference can be quite difficult! Sometimes Motivations are not readily observable, or may be disguised in behavior 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.

<p>Aesthetic</p> 	<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?
<p>Economic</p> 	<ul style="list-style-type: none"> • How important is winning for 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?
<p>Individualistic</p> 	<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?
<p>Power</p> 	<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?
<p>Altruistic</p> 	<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?
<p>Regulatory</p> 	<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?
<p>Theoretical</p> 	<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 behavior 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 behavior to focus on such as how long you take to think through a problem or how you endeavor 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 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 behaviors. 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 behaviors 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?

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.