

Workplace Motivators Memory Jogger Card

High Theoretical/Knowledge: “**Learner**” A Passion for Knowledge and Expertise.

Tendencies: May give you more than you need. Will focus on research available. Energized by learning. Always questioning and changing things. May bog down in details.

Provide: Research, study and learning opportunities. Allow them to become your product expert. May be methodical in approach. **Most wants:** facts, objectivity and to gain knowledge.

High Utilitarian/Economic: “**Business Person**” A Passion for Making Money & ROI.

Tendencies: May focus on monetary implications, “what’s in it for me” or “what is practical”. Energized by work, ROI and economic return. Competitive player. Adamant about getting results. May be workaholic.

Provide: Practicality, reduction in waste and savings. Will want gain in time, energy and money. **Most wants:** everyone to pull equal weight, to eliminate waste & get ROI.

High Aesthetic: “**Balance, Harmony & Sensitive Seeker**” A Passion for Creativity and Beauty

Tendencies: May focus on subjective feelings rather than data. Energized by creating an environment of beauty and harmony. May be non-conformist. Outdoor interests – nature rejuvenates.

Provide: Beautification projects; stewardship of the earth, beauty of product or service. Freedom to express feelings, creativity and quality. **Most wants:** to create and work in peace, balance and harmony. To focus on how things look and feel.

High Social/Altruistic: “**Service & Helping Others**” A Passion for Service.

Tendencies: May focus on the people aspect of everything, avoidance or elimination of suffering, win-win relationships. Energized by helping others. Generous teacher/coach. May never say no.

Provide: Opportunity to help, coach and champion of others. **Most wants:** an organization that is committed to its people and clients.

High Individualistic/Political: “**The Power Player**” A Passion for Leading and Being ‘Out-Front.’

Tendencies: May focus on being #1 & what can be done for them. Energized by being charge and leadership. Strong ambitious goals. The buck stops here. May be impatient.

Provide: Power and influence; opportunity to be on advisory groups & to lead. Stretch goals and a lot of recognition. **Most wants:** the opportunity to advance position, power and influence.

High Traditional/Regulatory: “**The Process and Order Keeper**” A Passion for Keeping and Enforcing the Rules.

Tendencies: May focus on “you are with me or against me”; what role faith plays in others’ lives. Precise time management. May be overly rigid.

Provide: Code and ethics and high moral standards, rewards for long term loyalty. Commitment to mission and values. Opportunity to follow & enforce rules and protocol. **Most wants:** structure and the ability to enforce rules.

Theoretical/Knowledge – The Learner

Words That Work: I have a problem that I need you to help me solve. Here are the facts. Deeper meaning. Formulating theory. Identifying truth. Books. Understand. Smart. Wise. Expert-status.

Blind Spots: May put the pursuit of knowledge above their own health and safety. Practical matters can be neglected and ignored (home, family, money)

Stressors: Inability to learn & build expert status. Emotional subjective experiences with no rational justification. Inability to discover truth, understanding or knowing around a topic.

Utilitarian/Economic – The Business Person

Words That Work: Maximize resources. Eliminate waste. The return on investment is... Earnings. Interest. Profit. Wealth. Practical. Useful. The bottom line is... Achievement. Reward. Value. Productivity. Time management.

Blind Spots: May become a workaholic. Willing to give but may always want something in return.

Stressors: Wasted resources, time and material. Investments with inadequate or no return. Lack of efficiency.

Aesthetic – Balance, Harmony & Sensitive Seeker

Words That Work: Work life balance. Appreciation. Using descriptive words, phrases, simile & metaphor. Ask: How are you feeling? You'll have time to re-energize. Creativity. Beauty. Self help and personal development

Blind Spots: May function outside of reality and struggle with every day reality. Excessive striving for their perception of perfection and beauty.

Stressors: Chaos and disturbance around them. Lack of work/life balance and not enough quiet time or rest. Too much objective focus. Inability to express feelings.

Social/Altruistic – Service and Helping Others

Words That Work: We/I need your help. Listening to others, coaching help. Volunteer. Making the world a better place. Contribute. Giving. People. Humanity. Service. Serve. Charity. Soothing and comforting others.

Blind Spots: May create lose/win relationships, focusing only on the benefit to others. Overzealousness for a cause may lead to harmful behavior to self/others.

Stressors: Too much emphasis on bottom-line results. Decisions and actions that are insensitive to people. People who are hurting or in pain in any way

Individualistic/Political – The Power Player

Words That Work: This is the best. Leadership. Excel. Advance. Be #1. Power. Recognition. Distinctive. Outside the box. New ideas. Take control & be in charge. You have the authority. We need a front person.

Blind Spots: Positioning of self may be more important than others. Desire for power key focus & interest.

Stressors: Actual or perceived diminishing/loss of power. Inability to advance. Lack of respect for position and chain of command.

Traditional/Regulatory – The Process and Order Keeper

Words That Work: Standards. Structure. Routine. Tradition. Protocol. Discipline. Tell me about your beliefs. Tell me about the rules. Help us stay in line. Follow your conscience. Sacrifice. History tells us...

Blind Spots: Sacrifice self for beliefs, willing to die for them. Closed minded and judgmental toward other viewpoints, being too rigid.

Stressors: Close mindedness by others. Lack of directions, order, structure. Opposition to their beliefs.