



Favorite Reading Material for Each Motivator

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| <p><u>Theoretical/ Knowledge:</u> <i>"The Learner's Soul"</i> Passion for Knowledge</p> <ul style="list-style-type: none"> • Discover Magazine • Popular Science Magazine • National Geographic • Anything! Cannot walk by a bookstore, without going in... | <p><u>Utilitarian/ Economic:</u> <i>"The Business Person's Soul"</i> Passion for Business & Making Money</p> <ul style="list-style-type: none"> • Consumer Reports • Wall Street Journal • Forbes • Anything to do with business! | <p><u>Individualistic/ Political:</u> <i>"The Power Player's Soul"</i> Passion for Leading, Being in Front</p> <ul style="list-style-type: none"> • Entrepreneur Magazine • FAST Company Magazine • Sports Illustrated • Anything that has to do with advancing of position. |
| <p><u>Social/ Altruistic:</u> <i>"The Helping Others Soul"</i> Passion for Service & Helping Others</p> <ul style="list-style-type: none"> • Habitat for Humanity & Humane Society Updates • Philanthropy Magazine • Psychology, Counseling and Coaching resources • Anything that has to do with helping others. | <p><u>Traditional/ Regulatory:</u> <i>"The Process and Order Soul"</i> Passion for Enforcing 'the Rules'</p> <ul style="list-style-type: none"> • The Bible • The Almanac • Procedure Manuals and Rule books • Anything that will help a group of people be orderly. | <p><u>Aesthetic:</u> <i>"The Balanced and Sensitive Soul"</i> Passion for Creativity & Beauty</p> <ul style="list-style-type: none"> • Architectural Digest • House Beautiful • self actualization books & magazines • Anything that looks, feels and is about beauty, harmony and balance. |

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<http://www.pricelessprofessional.com/motivation-in-the-workplace-directory.html>