



## How Each Motivator Will Focus

<p><b><u>Theoretical/ Knowledge:</u></b> <i>"The Learner's Soul"</i> Passion for Knowledge</p> <ul style="list-style-type: none"> <li>• <b>Self Focus</b></li> <li>• Will thrive if you can: research, learn, spend time in mental enrichment activities</li> <li>• Will use objective reasoning</li> <li>• Wants: higher education, certification</li> </ul>	<p><b><u>Utilitarian/ Economic:</u></b> <i>"The Business Person's Soul"</i> Passion for Business &amp; Making Money</p> <ul style="list-style-type: none"> <li>• <b>Self Focus</b></li> <li>• Will thrive if you can: be efficient, make \$\$\$, make the rules and decisions</li> <li>• Will do something and expect a return (also a sales person characteristic)</li> <li>• Wants: financial reward, capitalism, results</li> </ul>	<p><b><u>Individualistic/ Political:</u></b> <i>"The Power Player's Soul"</i> Passion for Leading, Being in Front</p> <ul style="list-style-type: none"> <li>• <b>Self Focus</b></li> <li>• Will thrive if you can be independent and think outside the box</li> <li>• Will be a great connector of people and likes networking</li> <li>• Wants to advance and control own destiny</li> </ul>
<p><b><u>Social/ Altruistic:</u></b> <i>"The Helping Others Soul"</i> Passion for Service &amp; Helping Others</p> <ul style="list-style-type: none"> <li>• <b>Others' Focus</b></li> <li>• Will thrive if you can give, coach, teach, serve and help others.</li> <li>• Will be a great listener and people will share easily</li> <li>• Wants to give and expects nothing in return</li> </ul>	<p><b><u>Traditional/ Regulatory:</u></b> <i>"The Process and Order Soul"</i> Passion for Enforcing 'the Rules'</p> <ul style="list-style-type: none"> <li>• <b>Systems' Focus</b></li> <li>• Will thrive if you can enforce conformity for the 'higher good'</li> <li>• Will fight to preserve your beliefs</li> <li>• Will want rituals, rules and practices in place</li> </ul>	<p><b><u>Aesthetic:</u></b> <i>"The Balanced and Sensitive Soul"</i> Passion for Creativity &amp; Beauty</p> <ul style="list-style-type: none"> <li>• <b>Others' or Self Focus</b></li> <li>• Will thrive if allowed creative expression</li> <li>• Will be subjective and feelings focused</li> <li>• Wants personal development and ability to express feelings</li> </ul>

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