

## Workplace Motivators Overview

Get more motivation in the workplace by better understanding how to use your Workplace Motivators Assessment Results.

Your Assessment results explain **why...**

- **Why** you feel energized around certain activities and stressed about others.
- **Why** some people bug the snot out of you and others are so easy to be around
- **Why** you hated that job (when everyone else thought you should be happy and grateful...) and felt so burned out
- **Why** you were born and what you intended to focus on and be about while here. Your soul spirit intentions.

The foundation for this Assessment was developed in the early 1900's. It's based on the idea that we each have our own **specific gifts and world views that serve as our own guide** in how to find happiness, more motivation and energy. When we understand what naturally interests us we can focus there more often.

Your top motivators were **influenced by nature** (*you're born with certain interests, talents and drives*) and by **nurture** (*you're influenced by our environment to embrace or reject certain interests and drives*).

Use your results to:

- Tune into and meet your interests and energy needs.
- To create more energizing days by doing more of what interests you.
- Understand and better manage stresses and strain in relationships.
- Motivate and encourage your employees.

**Remember:** Your top two motivators, according to the assessment, are your top strengths, preferences and where **you thrive**. Also, keep in mind how **far above or below the population mean** (*See your graphs on the last page of your results.*) If you're far above population mean, that area is **crucial** to your energy and life satisfaction. If you are far below in an area, that area just doesn't make sense to you, in fact it might even **annoy you**. (*Of course, with understanding you can be better able to manage your annoyance!*)

## Reminders and Research

If you've 'lost' our motivation it's because we've stopped following the answers to these questions:

**"What am I here for in this world?  
Why do I work for this organization?  
What can this organization do to help me fulfill my meaning in the world?  
How I can help this organization help me fulfill my meaning in the world?"**  
----Dr. Robert S. Hartman, Founder Of the Science Of Axiology

### Reminders

- You cannot get workplace motivators 'wrong'. **One person's results are not better than someone else's.** All are valuable and important because they represent **your preferences.** There's no pecking order or 'desirable' result..
- All results are gender-**neutral**, culture-**neutral** and ethics-**neutral.** (*This report does not measure good versus bad*).
- Your results explain **WHY** you do what you do
- Workplace motivator results are not easily known by others because they come from **your heart and inner feelings.**
- Your top 'motivation in the workplace and home' areas were born into you and have been shaped by your world...
- ...and they shape your view of the world (*consciously or subconsciously.*) **Every** decision, reaction and course of action arises out of your top two.
- Your **top two motivators** (*the two highest scoring*) are the areas that have the strongest 'pull' and interest for you. You may appreciate and have interest in the other workplace motivator areas, but your **two highest scoring areas** are what will improve and **sustain your work motivation five days a week.**
- You will **not be** energized, you may not even understand or relate well to, your **two lowest** scoring motivators, especially if your answers were ranked below the average of the population.
- You'll experience **stress and lose** motivation in the workplace if you cannot use your top two motivators.

### Research

- Research dates back to German psychologist, teacher and philosopher Eduard Spranger in his 1928 publication: **Types of Men.** He identified six types of 'attitudes' in people.

- Psychologist Gordon Allport built on Spranger's work to develop the Study of Values assessment in 1931.
- Assessment creator, TTI, developed and validated this motivation in the workplace assessment, an online version, in 1998.
- 2007 research shows **these percentages of the population** have these motivators as one of their top three:
  - Utilitarian 76.89%
  - Social 65.12%
  - Theoretical 60.39%
  - Individualistic 56.90%
  - Traditional 27.45%
  - Aesthetic 13.22%

**Side Note:** *Remember there's no right or wrong in this. Use these stats as another data point for understanding and improving your levels of internal energy, motivation and sense of purpos*

<u>Workplace Motivator</u>	<u>Intention &amp; Interest</u>	<u>Famous People</u>
Theoretical/ Knowledge	<b>"The Learner"</b> A Passion for Knowledge	Albert Einstein, Oprah Winfrey, Wake Up Eager Professors
Utilitarian/Economic	<b>"The Business Person"</b> A Passion for Business and Making Money	Donald Trump, Alan Greenspan, Wake Up Eager Investors
Individualistic/ Political	<b>"The Power Player"</b> A Passion for Leading, Being Out Front and is Charismatic	John F. Kennedy, Bill Clinton, Wake Up Eager Professional Speakers
Social/Altruistic	<b>"The Serving Others Helper"</b> A Passion for Service, Coaching and Helping Others	Mother Teresa, Princess Diana, Great Wake Up Eager Coaches
Traditional/ Regulatory	<b>"The Process and Order Keeper"</b> A Passion for Making Sure People Follow Order and Structure	The Pope, Policeman, Hall Monitor, Great Wake Up Eager CFO's
Aesthetic	<b>"The Sensitive Balance Seeker"</b> A Passion for Creativity, Beauty and Pleasant Environments	Walt Disney, Martha Stewart, Wake Up Eager Architects, Designers

## Stressors & Dis-satisfiers for Each Motivator:

<p><b>Theoretical/ Knowledge:</b> <i>"The Learner"</i></p> <p><i>Passion for Knowledge</i></p> <p><b>Stressors/ Dis-satisfiers:</b></p> <ul style="list-style-type: none"> <li>• Inability to learn and build expert status.</li> <li>• Emotional subjective experiences with no rational justification</li> <li>• Inability to discover truth, understanding or knowing around a topic.</li> </ul>	<p><b>Utilitarian/ Economic:</b> <i>"The Business Person"</i></p> <p><i>Passion for Business &amp; Making Money</i></p> <p><b>Stressors/ Dis-satisfiers:</b></p> <ul style="list-style-type: none"> <li>• Wasted resources, time and material.</li> <li>• Investments with inadequate or no return.</li> <li>• Lack of efficiency.</li> </ul>	<p><b>Individualistic/ Political:</b> <i>"The Power Player"</i></p> <p><i>Passion for Leading, Being in Front</i></p> <p><b>Stressors/ Dis-satisfiers:</b></p> <ul style="list-style-type: none"> <li>• Actual or perceived diminishing/loss of power.</li> <li>• Inability to advance.</li> <li>• Lack of respect for position and chain of command.</li> </ul>
<p><b>Social/ Altruistic:</b> <i>"The Serving Others Helper "</i></p> <p><i>Passion for Service &amp; Helping Others</i></p> <p><b>Stressors/ Dis-satisfiers:</b></p> <ul style="list-style-type: none"> <li>• Too much emphasis on bottom-line results.</li> <li>• Decisions and actions that are insensitive to people.</li> <li>• People who are hurting or in pain in any way.</li> </ul>	<p><b>Traditional/ Regulatory:</b> <i>"The Process and Order Keeper"</i></p> <p><i>Passion for Enforcing 'the Rules'</i></p> <p><b>Stressors/ Dis-satisfiers:</b></p> <ul style="list-style-type: none"> <li>• Close mindedness by others.</li> <li>• Lack of directions, order, structure.</li> <li>• Opposition to their beliefs.</li> </ul>	<p><b>Aesthetic:</b> <i>"The Sensitive &amp; Balanced Seeker "</i></p> <p><i>Passion for Creativity &amp; Beauty</i></p> <p><b>Stressors/ Dis-satisfiers:</b></p> <ul style="list-style-type: none"> <li>• Chaos and disturbance around them and lack of balance and rest.</li> <li>• Too much objective focus.</li> <li>• Inability to express feelings.</li> </ul>

## How Each Motivator Will Tend To Focus

<p><b><u>Theoretical/ Knowledge:</u></b> <i>"The Learner"</i> <i>Passion for Knowledge</i></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"</i> <i>Passion for Business &amp; Making Money</i></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!"</i> <i>Passion for Leading, Being in Front</i></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>"Serving Others Helper"</i> <i>Passion for Service &amp; Helping Others</i></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>"Process and Order Keeper"</i> <i>Passion for Enforcing 'the Rules'</i></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 Sensitive &amp; Balance Seeker"</i> <i>Passion for Creativity &amp; Beauty</i></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>

## What Each Motivator Can “Overdo”

<p><b><u>Theoretical/ Knowledge:</u></b> <i>"The Learner"</i> <i>Passion for Knowledge</i></p> <ul style="list-style-type: none"> <li>• May put the pursuit of knowledge above their own health and safety</li> <li>• Practical matters can be neglected and ignored (home, family, money)</li> </ul>	<p><b><u>Utilitarian/ Economic:</u></b> <i>"The Business Person"</i> <i>Passion for Business &amp; Making Money</i></p> <ul style="list-style-type: none"> <li>• May become a workaholic</li> <li>• Willing to give but may always want something in return</li> </ul>	<p><b><u>Individualistic/ Political:</u></b> <i>"The Power Player"</i> <i>Passion for Leading, Being in Front</i></p> <ul style="list-style-type: none"> <li>• Positioning of self may be more important than others</li> <li>• Desire for power can control all focus and interest</li> </ul>
<p><b><u>Social/ Altruistic:</u></b> <i>"Serving Others Helper"</i> <i>Passion for Service &amp; Helping Others</i></p> <ul style="list-style-type: none"> <li>• May create lose/win relationships, focusing only on the benefit to others</li> <li>• Overzealousness for a cause may lead to harmful behavior to self/others</li> </ul>	<p><b><u>Traditional/ Regulatory:</u></b> <i>"Process and Order Keeper"</i> <i>Passion for Enforcing 'the Rules'</i></p> <ul style="list-style-type: none"> <li>• Sacrifice self for beliefs, willing to die for them</li> <li>• Closed minded and judgmental toward other viewpoints, being too rigid</li> </ul>	<p><b><u>Aesthetic:</u></b> <i>"Sensitive and Balance Seeker"</i> <i>Passion for Creativity &amp; Beauty</i></p> <ul style="list-style-type: none"> <li>• May function outside of reality and struggle with every day reality</li> <li>• Excessive striving for their perception of perfection and beauty</li> </ul>

## Career Clues for Each Motivator

<p><b><u>Theoretical/ Knowledge:</u></b> <i>"The Learner"</i> Passion for Knowledge</p> <ul style="list-style-type: none"> <li>• Scientist</li> <li>• Investigator</li> <li>• Doctor</li> <li>• Professor/ College Dean</li> <li>• Mathematician</li> <li>• Researcher/ Analyst</li> <li>• Librarian</li> <li>• Economist</li> <li>• Doctor</li> </ul>	<p><b><u>Utilitarian/ Economic:</u></b> <i>"The Business Person"</i> Passion for Business &amp; Making Money</p> <ul style="list-style-type: none"> <li>• Sales</li> <li>• Business Owner/ CEO</li> <li>• Financial Planner/ CFO/CPA</li> <li>• Banker</li> <li>• Economist</li> <li>• Marketing</li> <li>• Any and all aspects of business</li> <li>• Business Manager/ Executive</li> </ul>	<p><b><u>Individualistic/ Political:</u></b> <i>"The Power Player"</i> Passion for Leading, Being in Front</p> <ul style="list-style-type: none"> <li>• Entrepreneur/CEO</li> <li>• Professional Sports</li> <li>• venture Capitalist</li> <li>• Politics</li> <li>• Professional Gambler</li> <li>• Military Officer</li> </ul>
<p><b><u>Social/ Altruistic:</u></b> <i>"Serving Others Helper"</i> Passion for Service &amp; Helping Others</p> <ul style="list-style-type: none"> <li>• Fundraiser</li> <li>• Teacher</li> <li>• Nurse</li> <li>• Missionary</li> <li>• Hospice Director</li> <li>• Non-profit Director</li> <li>• Volunteer Fireman/ Community EMT</li> </ul>	<p><b><u>Traditional/ Regulatory:</u></b> <i>"The Process and Order Keeper"</i> Passion for Enforcing 'the Rules'</p> <ul style="list-style-type: none"> <li>• Pastor</li> <li>• Nun</li> <li>• Missionary</li> <li>• Homemaker</li> <li>• Enlisted Military</li> <li>• Wedding Planner</li> <li>• Funeral Director</li> <li>• Teacher</li> <li>• Family Law/ Judge/Policeman</li> <li>• Pediatrician/ Nurse</li> </ul>	<p><b><u>Aesthetic:</u></b> <i>"Sensitive &amp; Balance Seeker"</i> Passion for Creativity &amp; Beauty</p> <ul style="list-style-type: none"> <li>• Interior Designer/ Architect</li> <li>• Art Appraiser/ Museum Curator</li> <li>• Natural Health: Massage Therapy, Acupuncturist, Herbalist</li> <li>• Landscaper/ Forest Ranger</li> <li>• Hair Stylist</li> <li>• Photographer</li> <li>• Professional Dancer/ Actor/Musician</li> </ul>



## Words That Work

<b>Theoretical/ Knowledge:</b>	<b>Utilitarian/ Economic:</b>	<b>Individualistic/ Political:</b>
<p>I have a problem that I need you to help me solve. Research. Analyze Learn. Know. Here are the facts. Deeper meaning. Formulating theory. Identifying truth. Curious. Books. Understand. Smart. Wise. Expert- status.</p>	<p>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.</p>	<p>This is the best... This is an opportunity for leadership. Excel. Advance. Be #1. Power. Recognition. Distinctive. Outside the box. New ideas. Take control and be in charge. You have the authority... We need a front person.</p>
<b>Social/Altruistic</b>	<b>Traditional/Regulatory</b>	<b>Aesthetic</b>
<p>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.</p>	<p>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...</p>	<p>Work life balance Appreciation. Using descriptive words, phrases, simile and metaphor. Ask: How are you feeling? Visualization. Picture this... You'll have time to re-energize. Creativity. Beauty. Harmony. Ease. Self-help and personal development.</p>

## Top Hobbies for Each Motivator...

<b>Theoretical/ Knowledge:</b>	<b>Utilitarian/ Economic:</b>	<b>Individualistic/ Political:</b>
<ul style="list-style-type: none"> <li>• Chess</li> <li>• Jeopardy</li> <li>• Scrabble</li> <li>• Crossword puzzles</li> <li>• Brain teasers</li> <li>• Duplicating bridge</li> <li>• Genealogy</li> <li>• Reading</li> <li>• Surfing the internet</li> </ul>	<ul style="list-style-type: none"> <li>• Monopoly/Risk</li> <li>• Investment Club</li> <li>• Work</li> <li>• Gambling</li> <li>• 'Do-it-yourself' projects</li> <li>• Financial planning</li> <li>• Speculating</li> <li>• Side businesses and investments</li> </ul>	<ul style="list-style-type: none"> <li>• Poker</li> <li>• Billiards</li> <li>• Chess</li> <li>• Golf</li> <li>• Extreme sports</li> <li>• Networking</li> <li>• Running for               <ul style="list-style-type: none"> <li>◦ local/volunteer political office</li> </ul> </li> <li>• Visible volunteer positions that offer power and influence</li> </ul>
<b>Social/Altruistic</b>	<b>Traditional/Regulatory</b>	<b>Aesthetic:</b>
<ul style="list-style-type: none"> <li>• Any volunteer work</li> <li>• Big Brother, Big Sister</li> <li>• Delivering meals to the needy</li> <li>• Visiting a friend in need</li> <li>• Helping with community service events</li> <li>• Working at a shelter</li> <li>• Answering the phone for a telethon</li> <li>• Church/ neighborhood projects</li> </ul>	<ul style="list-style-type: none"> <li>• Bingo</li> <li>• Church activities</li> <li>• Boy and Girl Scouts</li> <li>• Rotary Club</li> <li>• Family Reunions</li> <li>• Patriotic celebrations</li> <li>• Political activities/marches</li> <li>• National Guard</li> </ul>	<ul style="list-style-type: none"> <li>• Pictionary</li> <li>• Art classes</li> <li>• Nature hikes</li> <li>• Flower Arranging</li> <li>• Cultural arts</li> <li>• Decorating</li> <li>• Recycling</li> <li>• Wine tasting</li> <li>• Photography</li> </ul>

## Favorite Reading Material for Each Motivator

<p><b><u>Theoretical/ Knowledge:</u></b></p> <ul style="list-style-type: none"> <li>• Discover Magazine</li> <li>• Popular Science Magazine</li> <li>• National Geographic</li> <li>• Anything! Cannot walk by a bookstore, without going in...</li> </ul>	<p><b><u>Utilitarian/ Economic:</u></b></p> <ul style="list-style-type: none"> <li>• Consumer Reports</li> <li>• Wall Street Journal</li> <li>• Forbes</li> <li>• Anything to do with business!</li> </ul>	<p><b><u>Individualistic/ Political:</u></b></p> <ul style="list-style-type: none"> <li>• Entrepreneur Magazine</li> <li>• FAST Company Magazine</li> <li>• Sports Illustrated</li> <li>• Anything that has to do with advancing of position.</li> </ul>
<p><b><u>Social/ Altruistic:</u></b></p> <ul style="list-style-type: none"> <li>• Habitat for Humanity &amp; Humane Society Updates</li> <li>• Philanthropy Magazine</li> <li>• Psychology, Counseling and Coaching resources</li> <li>• Anything that has to do with helping others.</li> </ul>	<p><b><u>Traditional/ Regulatory:</u></b></p> <ul style="list-style-type: none"> <li>• The Bible</li> <li>• The Almanac</li> <li>• Procedure Manuals and Rule books</li> <li>• Anything that will help a group of people be orderly.</li> </ul>	<p><b><u>Aesthetic:</u></b></p> <ul style="list-style-type: none"> <li>• Architectural Digest</li> <li>• House Beautiful</li> <li>• self actualization books &amp; magazines</li> <li>• Anything that looks, feels and is about beauty, harmony and balance.</li> </ul>

## Favorite T.V. Shows for Each Motivator

<b>Theoretical/ Knowledge:</b>	<b>Utilitarian/ Economic:</b>	<b>Individualistic/ Political:</b>
<ul style="list-style-type: none"> <li>• Mystery Shows like C.S.I.</li> <li>• The Discovery Channel</li> <li>• National Geographic</li> <li>• Jeopardy and Smarter Than a 5th Grader</li> </ul>	<ul style="list-style-type: none"> <li>• CWall Street Week</li> <li>• The Price is Right</li> <li>• The Apprentice (w/ Doanld Trump)</li> <li>• Larry Kudlow &amp; Co. Washington to Wall Street</li> </ul>	<ul style="list-style-type: none"> <li>• Survivor</li> <li>• American Idol</li> <li>• Professional Sports</li> <li>• Shark Tank: TV Show for Entreprenuers</li> </ul>
<b>Social/ Altruistic:</b>	<b>Traditional/ Regulatory:</b>	<b>Aesthetic:</b>
<ul style="list-style-type: none"> <li>• Friends</li> <li>• Oprah</li> <li>• Dr. Phil</li> <li>• Jerry Lewis Telethon for MDA (or any telethon on t.v.)</li> </ul>	<ul style="list-style-type: none"> <li>• Ollie North War Stories</li> <li>• AMC Great Westerns</li> <li>• Cops TV Show</li> <li>• Evangelists and preachers</li> </ul>	<ul style="list-style-type: none"> <li>• PBS-Great Performances</li> <li>• Fit TV</li> <li>• Travel Shows</li> <li>• Emeril Live</li> </ul>



***May we all use our gifts, love our life and  
live the joy and energy of our full potential!***

All the Best, and More, to You!

Suzie Price

[www.pricelessprofessional.com](http://www.pricelessprofessional.com)

[suzie@pricelessprofessional.com](mailto:suzie@pricelessprofessional.com)

770-578-6976