



TTI
SUCCESS
INSIGHTS®

Personal Motivation And Engagement

Samantha Sample

VP of Samples

TTI

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Understanding Your Motivators



Knowledge of an individual's motivators and attitudes helps to tell us **WHY** they do things. A review of an individual's experiences, references, education and training help to tell us **WHAT** they can do. Behavioural assessments help to tell us **HOW** a person behaves and performs in the work environment. This report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behaviour and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **Strong** - positive feelings that you need to satisfy either on or off the job.
- **Situational** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **Indifferent** - your feelings will be indifferent when related to your 5th or 6th motivator.

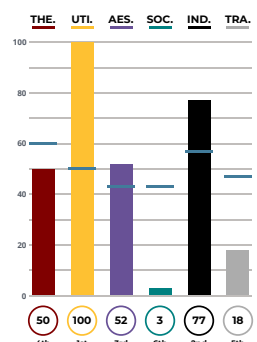
Your Personal Motivators Ranking		
1st	Utilitarian	Strong
2nd	Individualistic	Strong
3rd	Aesthetic	Situational
4th	Theoretical	Situational
5th	Traditional	Indifferent
6th	Social	Indifferent

Utilitarian



The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves but for their present and future family. This motivator includes the practical affairs of the business world — the production, marketing and consumption of goods, the use of credit and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average business person. A person with a high score is likely to have a high need to surpass others in wealth.

- With economic security comes the freedom to advance her ideas or beliefs.
- Working long and hard to purchase the finer things in life is one of Samantha's goals.
- Samantha will be motivated by her accomplishments.
- She uses money as a scorecard.
- Samantha will attempt to structure her economic dealings.
- Samantha will protect her assets to ensure the future of her economic security.
- All attempts are made to protect future security to ensure that her legacy is protected.
- Samantha is future-oriented.
- Having more wealth than others is a high priority for Samantha.
- Wealth provides the security Samantha wants for herself and/or her family.
- Samantha faces the future confidently.
- Samantha has a long list of wants and will work hard to achieve them.
- She can be very practical.

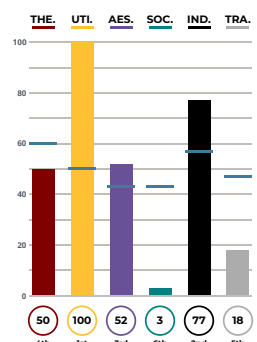


Individualistic



The primary interest for this motivator is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power drive. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.

- Samantha takes responsibility for her actions.
- She believes "if at first you do not succeed try, try again."
- If necessary, Samantha will be assertive in meeting her own needs.
- Samantha believes "when the going gets tough, the tough get going."
- People who are determined and competitive are liked by Samantha.
- Maintaining individuality is strived for in relationships.
- Samantha has the desire to assert herself and to be recognised for her accomplishments.
- Samantha likes to be in situations that allow her the freedom to control her destiny and the destiny of others. Her team's strategy is to attempt to dilute outsiders' influence on the results of their goals.
- She wants to control her own destiny and display her independence.

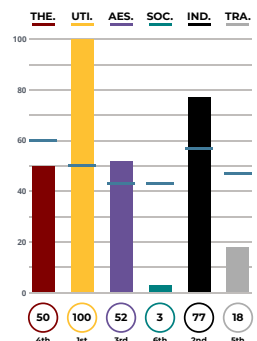


Aesthetic



A higher Aesthetic score indicates a relative interest in "form and harmony." Each experience is judged from the standpoint of grace, symmetry or fitness. Life may be regarded as a procession of events, and each is enjoyed for its own sake. A high score here does not necessarily mean that the incumbent has talents in creative artistry. It indicates a primary interest in the artistic episodes of life.

- There could be a specific area that is of great interest to her. For instance, she may be appreciative of the natural beauty of mountains and streams, but may not be overly impressed by the works of Picasso or Rembrandt.
- At times Samantha will look for the beauty in all things.
- Samantha may desire fine things for her spouse or family members.
- The need for the appreciation of beauty is determined on an individual basis and is not generalised in terms of the total world around her.



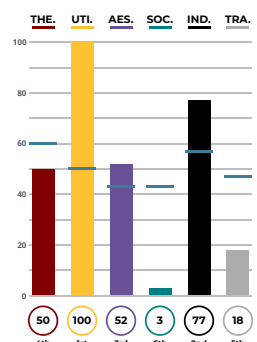
Samantha Sample

Theoretical



The primary drive with this motivator is the discovery of TRUTH. In pursuit of this drive, an individual takes a "cognitive" attitude. Such an individual is nonjudgmental regarding the beauty or utility of objects and seeks only to observe and to reason. Since the interests of the theoretical person are empirical, critical and rational, the person appears to be an intellectual. The chief aim in life is to order and systematise knowledge: knowledge for the sake of knowledge.

- Samantha will usually have the data to support her convictions.
- In those areas where Samantha has a special interest, she will be good at integrating past knowledge to solve current problems.
- Samantha will seek knowledge based on her needs in individual situations.
- A job that challenges the knowledge will increase her job satisfaction.
- If knowledge of a specific subject is not of interest or is not required for success, Samantha will have a tendency to rely on her intuition or practical information in this area.
- Samantha has the potential to become an expert in her chosen field.
- If Samantha is truly interested in a specific subject, or if knowledge of specific subject matter is required for success, then she will take the initiative to learn about that subject in great depth.

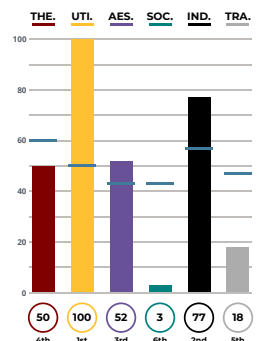


Traditional



The highest interest for this motivator may be called "unity," "order," or "tradition." Individuals with high scores for this motivator seek a system for living. This system can be found in such things as conservatism or any authority that has defined rules, regulations and principles for living.

- It may be hard to manipulate Samantha because she has not defined a philosophy or system that can provide immediate answers to every situation.
- In many cases, Samantha will want to set her own rules which will allow her own intuition to guide and direct her actions.
- Traditions will not place limits or boundaries on Samantha.
- Samantha can be creative in interpreting other systems or traditions and selective in applying those traditions.
- Samantha's passion in life will be found in one or two of the other dimensions discussed in this report.
- She will work within a broadly defined set of beliefs.
- She will not be afraid to explore new and different ways of interpreting her own belief system.

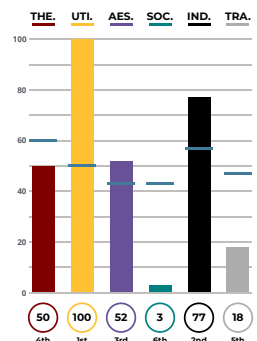


Social



Those who score very high for this motivator have an inherent love of people. The social person prizes other people and is, therefore, kind, sympathetic and unselfish. They are likely to find the Theoretical, Utilitarian and Aesthetic attitudes cold and inhuman. Compared to the Individualistic motivator, the Social person regards helping others as the only suitable form for human relationships. Research indicates that in its purest form, the Social interest is selfless.

- She will be firm in her decisions and not be swayed by unfortunate circumstances.
- Samantha is willing to help others if they are working as hard as possible to achieve their goals.
- Believing that hard work and persistence are within everyone's reach — she feels things must be earned, not given.
- Samantha's passion in life will be found in one or two of the other dimensions discussed in this report.
- Samantha will be torn if helping others proves to be detrimental to her.
- She will not normally allow herself to be directed by others unless it will enhance her own self-interest.



Attitudes - Norms & Comparisons

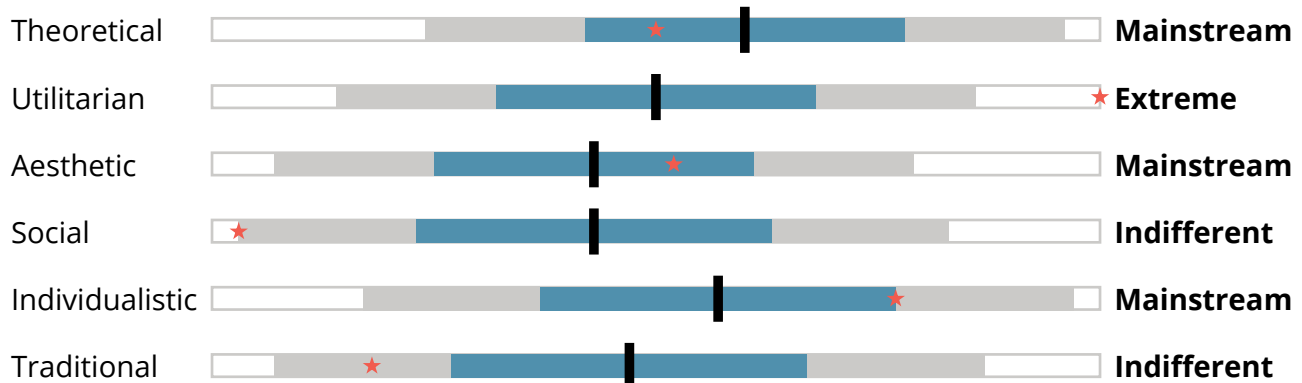







For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energised. However, when surrounded by people whose attitudes are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. **When confronted with this type of situation you can:**

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your attitudes may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that attitude. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that attitude. The shaded area for each attitude represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

Norms & Comparisons Table - Norm 2017



 - 1st Standard Deviation - * 68% of the population falls within the shaded area.
  - national mean
  - your score
 - 2nd Standard Deviation
 - 3rd Standard Deviation

Mainstream - one standard deviation of the national mean
Passionate - two standard deviations above the national mean
Indifferent - two standard deviations below the national mean
Extreme - three standard deviations from the national mean

Attitudes - Norms & Comparisons



Areas in which you have strong feelings or passions compared to others:

- You strive for efficiency and practicality in all areas of your life, seeking to gain a return on your investment of time, talent and resources. Others may feel you always have a string attached and are always trying to gain a personal advantage. They may feel you should give just for the sake of giving.

Areas where others' strong feelings may frustrate you as you do not share their same passion:

- Your self-reliance will cause you to feel uncomfortable around people who are always trying to help you or be too nice to you.
- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.



Motivators Hierarchy

Your drive to succeed in anything you do is determined by your underlying motivators. You will feel energised and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.

1. Utilitarian/Economic - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.

0 10 20 30 40 50 60 70 80 90 100



100

50*

2. Individualistic/Political - Rewards those who value personal recognition, freedom, and control over their own destiny and others.

0 10 20 30 40 50 60 70 80 90 100



77

57*

3. Aesthetic - Rewards those who value balance in their lives, creative self-expression, beauty and nature.

0 10 20 30 40 50 60 70 80 90 100



52

43*

4. Theoretical - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.

0 10 20 30 40 50 60 70 80 90 100



50

60*

5. Traditional/Regulatory - Rewards those who value traditions inherent in social structure, rules, regulations and principles.

0 10 20 30 40 50 60 70 80 90 100



18

47*

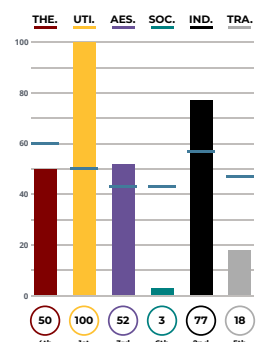
6. Social - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.

0 10 20 30 40 50 60 70 80 90 100



3

43*

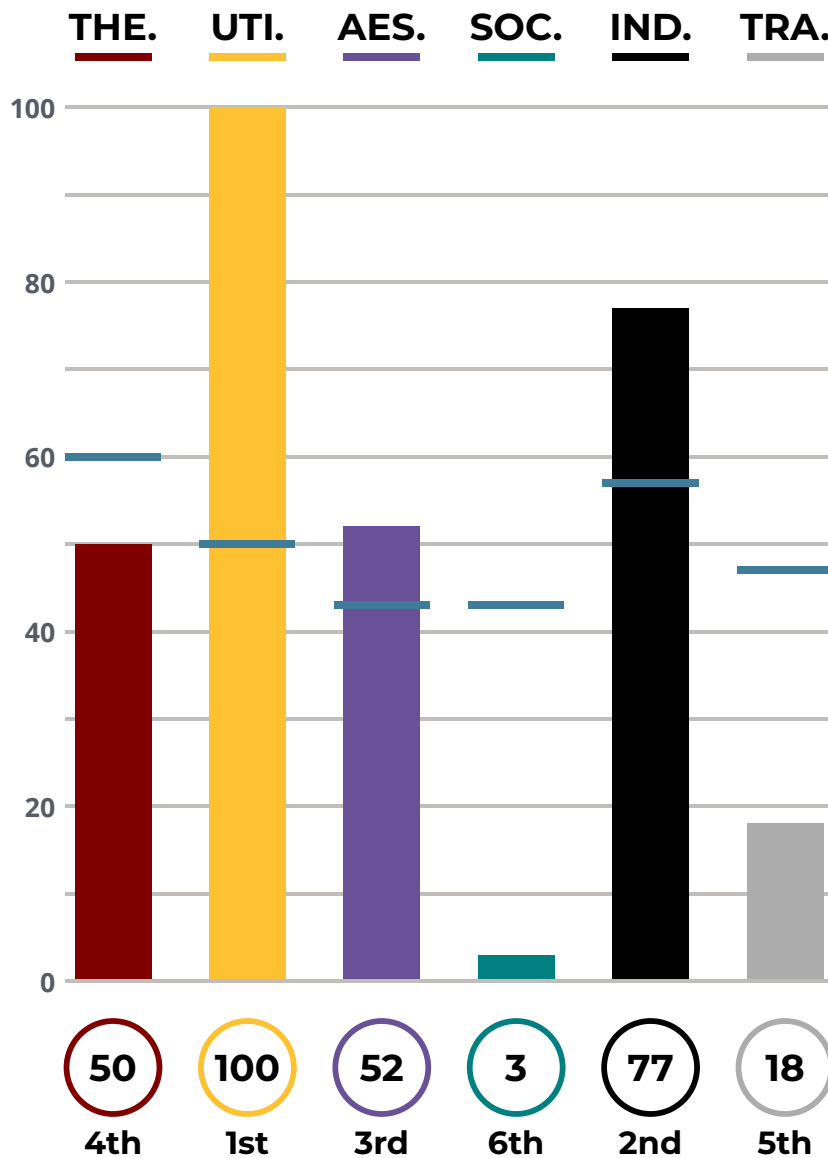


* 68% of the population falls within the shaded area.

Motivation Insights® Graph



The Motivators Graph is a visual representation of what motivates Samantha and the level of intensity for each category. These categories include: Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.



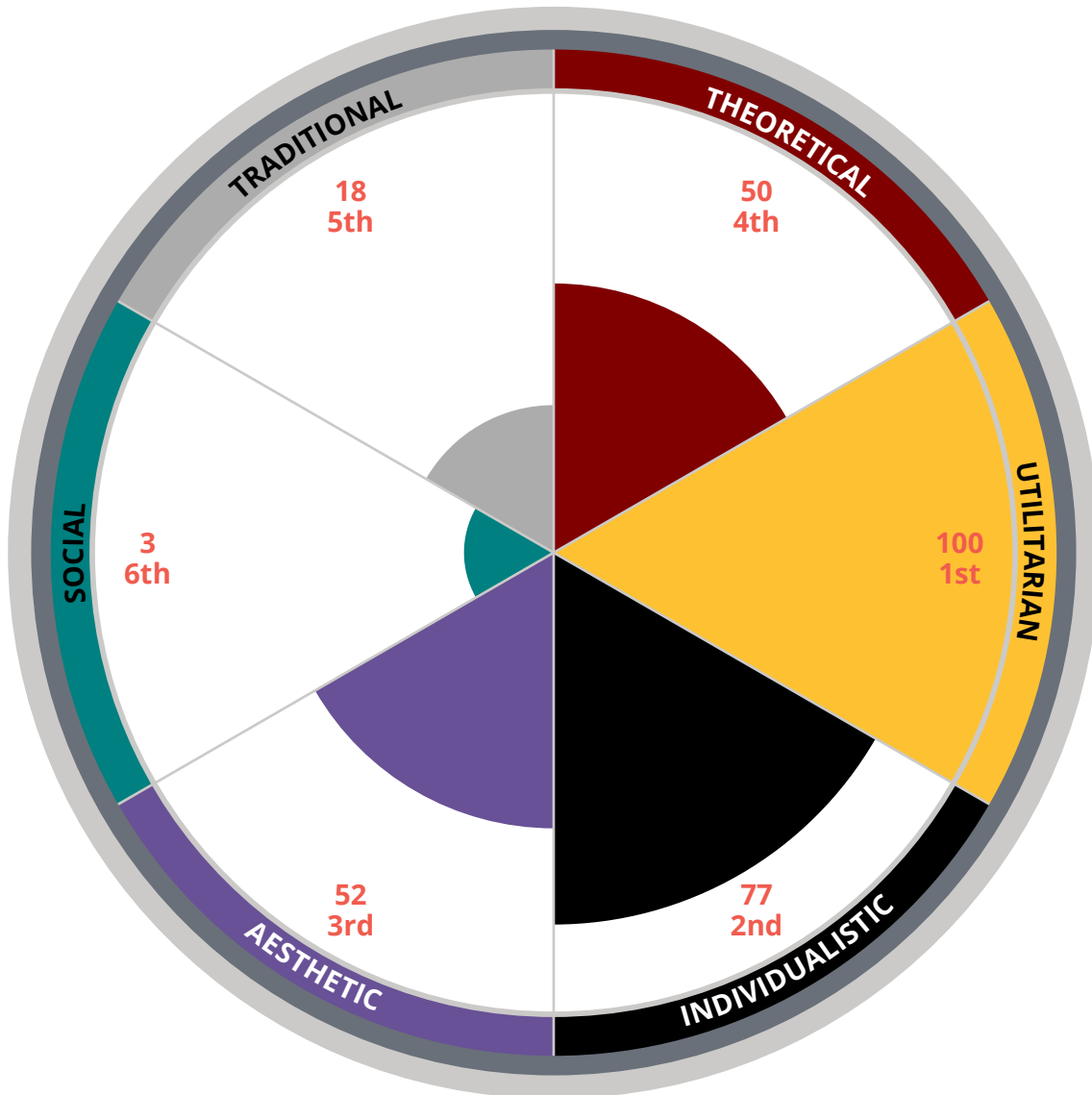
— national mean
Norm 2017
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Samantha Sample

Motivators Wheel™



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