



TTI
SUCCESS
INSIGHTS®

12 DRIVING FORCES™ MANUAL

REFERENCE GUIDE

©2016 by TTI Success Insights. All rights reserved.
Reproduction in any form is prohibited.

©2016 TTI Success Insights

TABLE OF CONTENTS

About TTI Success Insights	5
Chapter 1: Introduction to Motivators	9
- History of Motivators	11
Chapter 2: 12 Driving Forces™	15
- The 12 Driving Forces	16
- Theoretical: Instinctive and Intellectual	19
- Utilitarian: Selfless and Resourceful	27
- Aesthetic: Objective and Harmonious	35
- Social: Intentional and Altruistic	43
- Individualistic: Collaborative and Commanding	51
- Traditional: Receptive and Structured	59
- Excerpts from Spranger's <i>Types of Men</i>	67
Chapter 3: Exploring Your Driving Forces	89
- Driving Forces Cluster Examples	92
- Areas for Awareness	104
- Driving Forces Graph Reading	108