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SUCCESS
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Personal Motivation and Engagement™ (formerly named PIAV)

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Understanding Your Motivators

Knowledge of an individual's motivators and attitudes help 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. Behavioral 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 behavior 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	Social	Situational
4th	Traditional	Situational
5th	Theoretical	Indifferent
6th	Aesthetic	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.

- He uses money as a scorecard.
- He can be very practical.
- All attempts are made to protect future security to ensure that his legacy is protected.
- Michael will protect his assets to ensure the future of his economic security.
- Having more wealth than others is a high priority for Michael.
- Michael is future-oriented.
- With economic security comes the freedom to advance his ideas or beliefs.
- Michael will be motivated by his accomplishments.
- Michael may be willing to invest his time, talent and resources to assist organizations in furthering their causes for beliefs held in common.
- Michael faces the future confidently.
- Michael has a long list of wants and will work hard to achieve them.
- A high sense of satisfaction is gained by earning and sharing his wealth.



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.

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



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.

- Michael's desire to help others (even to his own detriment) or decision not to help others, is reviewed on an individual basis.
- Michael will definitely attempt to help an individual or group overcome a predicament, but only if they have "touched the right chords" within him.



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.

- Michael lets his conscience be his guide.
- Michael at times will evaluate others based on his rules for living.
- He will have strong beliefs within a system that he feels most comfortable with, and he will not be as strong in his beliefs or approach if he lacks that interest level.
- Michael needs to be able to pick and choose the traditions and set of beliefs to which he will adhere.



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 systematize knowledge: knowledge for the sake of knowledge.

- Michael can be turned off by people who talk about things in detail if he has no interest in the subject.
- Michael will use an instinctual approach to problem solving.
- For Michael, personal experiences are a key factor in decision making.
- Michael will only read books that relate to his chosen field or special interests.
- He will attempt to take the practical approach and not over-analyze the process.
- When required, Michael will seek knowledge to better understand a particular situation.
- Michael will have a tendency to read only the articles in newspapers or magazines that appeal to his special interests.
- Michael will not seek knowledge based on curiosity or just for the sake of knowledge.
- He may have a hobby or special interest that drives the need to know everything about a particular subject, such as computers, baseball scores, etc.



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.

- He is a very practical person who is not sensitive to being in harmony with his surroundings.
- The utility of "something" is more important than its beauty, form and harmony.
- He wants to take a practical approach to events.
- Unpleasant surroundings will not stifle his creativity.
- Michael is not necessarily worried about form and beauty in his environment.
- Intellectually, Michael can see the need for beauty, but has difficulty buying the finer things in life.
- Michael's passion in life will be found in one or two of the other motivators discussed in this report.



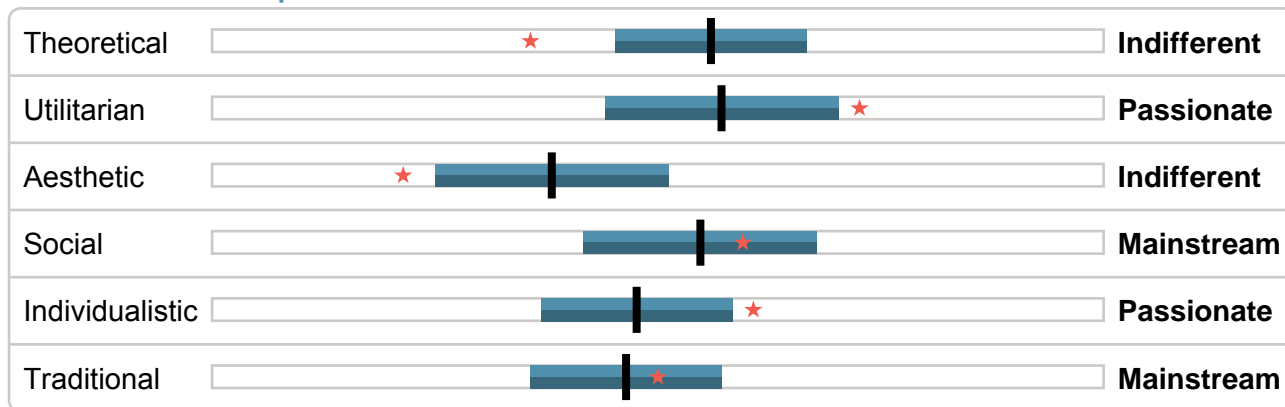
Attitudes - Norms & Comparisons

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 energized. 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 2012



- 68 percent of the population - national mean - your score

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.
- You have a strong desire to lead, direct and control your own destiny and the destiny of others. You have a desire to lead and are striving for opportunities to advance your position and influence. Others may believe you are jockeying for position and continually stepping "over the line." They may believe that you form relationships only to "move ahead" and gain an advantage.

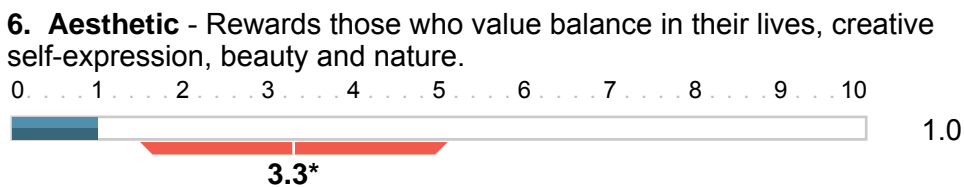
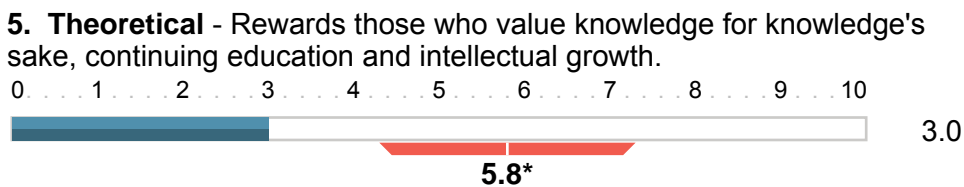
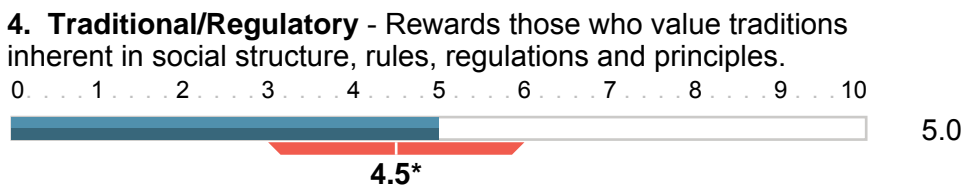
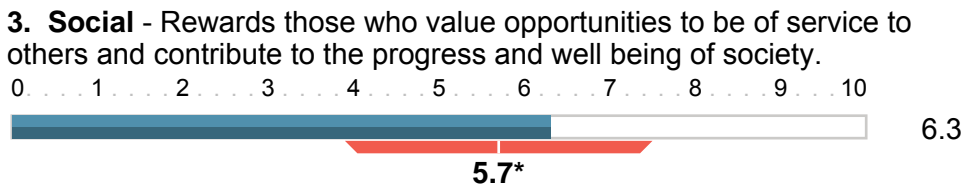
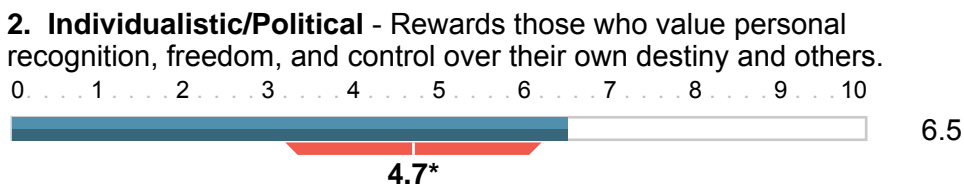
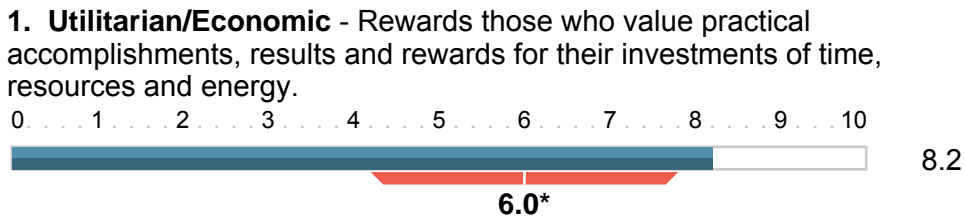
Areas where others' strong feelings may frustrate you as you do not share their same passion:

- The amount of time and resources others spend in learning new things may frustrate you.
- People who emphasize the need for beauty, form and harmony in all aspects of their life may frustrate you. You have other priorities.



Motivators Hierarchy

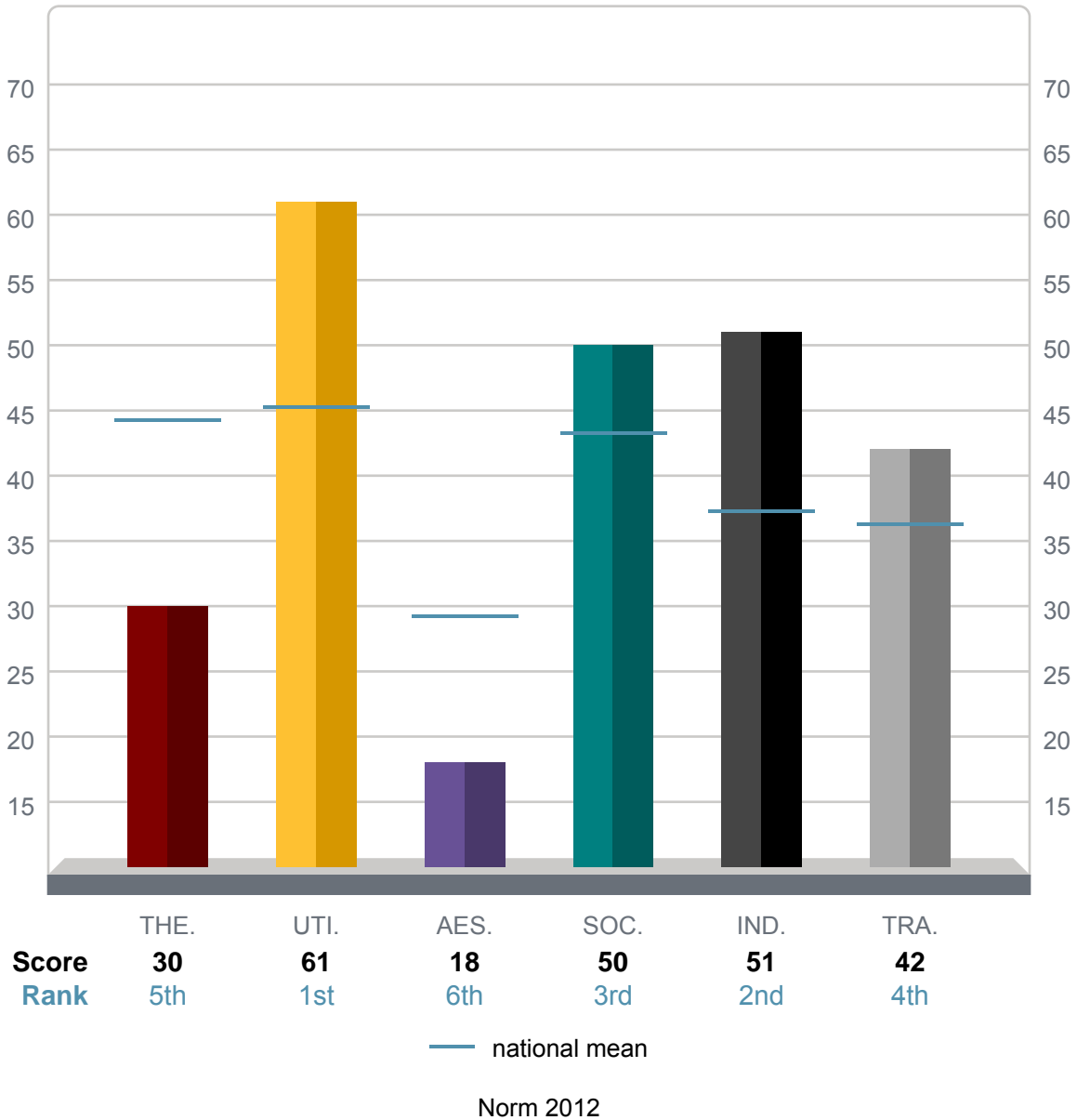
Your drive to succeed in anything you do is determined by your underlying motivators. You will feel energized and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.



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



Motivation Insights® Graph





Motivators Wheel™

