

WORKPLACE MOTIVATORS: What Motivates You?

PERSONAL FULFILLMENT IN THE WORKPLACE

Most will agree that having challenging work that is aligned with our core values is an energy giver and is what “gets us out of bed each morning.” When you are satisfied with a profession that offers you opportunities to grow, develop and make a difference, you are committed to your vocation and continue to strive for excellence and personal acclaim. In his work on *Types of Men*, Eduard Spranger identified the following six professional values that drive success and personal fulfillment in the workplace:

Theoretical: How one values and approaches knowledge and information.

Utilitarian: How one values and approaches time and resources.

Aesthetic: How one values form, harmony and balance.

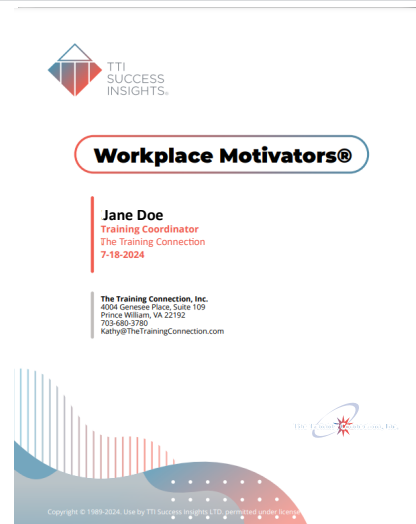
Social: How one values and approaches efforts to help people and causes.

Individualistic: How one values and approaches authority, power and control.

Traditional: How one values and approaches traditions and a system of living.

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IN THIS SUMMARY YOU WILL LEARN TO:

- Know what workplace motivators drive your life, actions and decisions.
- Identify energy givers and energy drainers.
- Explore techniques that will maximize your value to the organization and find job satisfaction.

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UNDERSTANDING YOUR WORKPLACE MOTIVATORS

Finding a niche that is aligned with what gives you a sense of purpose and meaning is an energy giver! TTI's Workplace Motivators® Report measures six motivators that make up your individual value system:

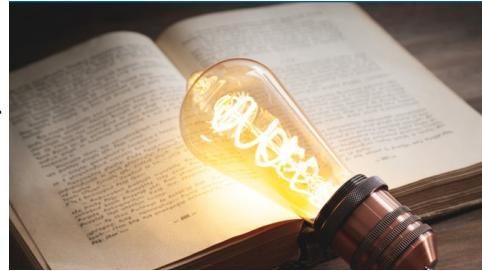
THEORETICAL	UTILITARIAN	AESTHETIC	SOCIAL	INDIVIDUALISTIC	TRADITIONAL
HIGH  Constant pursuit of knowledge	HIGH  Appreciate a good return on investment	HIGH  Seek harmony and balance (relationships and surroundings)	HIGH  Place people above everything else	HIGH  Strong comfort level with power and position	HIGH  Strive for unity and order
LOW  Does not need rational explanations	LOW  Not as concerned with the bottom line as much as they are about the journey	LOW  Less impacted by disharmony in the work environment	LOW  Balance between doing for others and self	LOW  Not everything had to be an opportunity for advancement	LOW  Independent, self-governing

Note: Bill Bonnstetter, Target Training International, LLC, took the writings of Eduard Spranger and developed and validated the Workplace Motivator's assessment and accompanying report.

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THEORETICAL

Theoreticals have a passion for knowledge and have a need to know, learn and understand. They enjoy reading books, attending training, having philosophical discussions and continuously learning. They want to gain as much information as they can about their specific area of expertise. Their thirst for knowledge is so strong they can easily become experts in many areas.



MOTIVATOR

Opportunities for continuous learning and the pursuit of knowledge.

VALUE TO THE ORGANIZATION

Theoreticals are good problem solvers and they do it by asking good questions and formulating theories. Have you ever worked on a project where you didn't have all the information you needed to complete it? What problems do you run into if you complete a project with little or no research or information?

UTILITARIAN

Utilitarians are known as high achievers. They want rewards and results now! They want to have financial security not only for themselves but for their present and future family. People motivated by utilitarian values are focused on efficiency, time and resource management, and most importantly, the bottom line.



MOTIVATOR

Freedom to create new ideas, products and services that will enhance the bottom line.

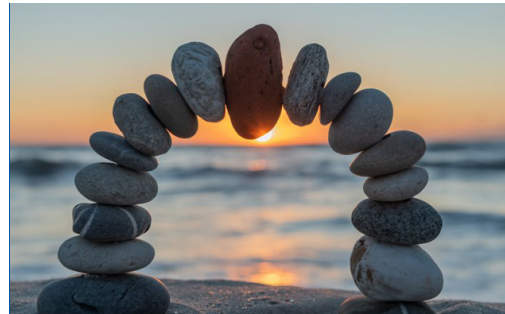
VALUE TO THE ORGANIZATION

Utilitarians are always looking for a good return on their investment. How does the Utilitarian's drive for efficiency with time and resources help with getting the project done on time?

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AESTHETIC

Aesthetics tend to be in tune with and aware of their surroundings and will seek harmony and balance in their lives. Life is regarded as a procession of events and each is enjoyed for its own sake. Because they see the world in such an inner way, they are constantly on the search for self-realization, self-fulfillment and self-enjoyment.



MOTIVATOR

Seek harmony and balance in their life (work, home, relationships and surroundings).

VALUE TO THE ORGANIZATION

People motivated by the aesthetic value are very sensitive to form harmony and balance in their surroundings and relationships. Have you ever been in a situation when the team could not reach consensus or move forward on a new strategy or implementation plan? How could this drive for harmony and balance impact their success in the workplace?

SOCIAL

Socials are very concerned with the welfare of others. They place a high priority on supporting charitable causes and promoting fairness to people in all areas of life. They also have a passion to help others achieve their potential. Social individuals place helping others as the highest priority even over themselves. They are generous with their time, talents and resources.



MOTIVATOR

Helping others to achieve their purpose and potential.

VALUE TO THE ORGANIZATION

People high in the social value make great mentors and coaches. Have you ever seen a new member of your team have difficulty fitting in? How could this passion for helping others help the team? Particularly new members to the team?

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INDIVIDUALISTIC

Individualistics are easy to spot—they have a strong comfort level with power and position. They are naturally gifted at planning and carrying out a winning strategy and surrounding themselves with a competent team. Individualistics find comfort in a fast paced work environment and know how to unify resources to accomplish goals.

MOTIVATOR

Opportunities to influence others and outcomes.

VALUE TO THE ORGANIZATION

People motivated by the individualistic value are good at unifying resources to accomplish goals. Have you ever had a good idea but struggled getting it funded or getting the right key stakeholders approval? How could this value be a win/win (a win for the person as well as the team)?



TRADITIONAL

Traditionalists have a strong commitment to right and wrong. They will support causes that affirm their beliefs and will find a system of living and stand by it. People with a traditional value system strive for unity and order and have a more conventional approach to life. If they truly believe in the purpose and the mission of the team, they will be devoted and high performing team members.

MOTIVATOR

Being a part of something larger than themselves.

VALUE TO THE ORGANIZATION

People with strong traditionalist convictions will follow proven policies and procedures rather than develop quick fixes. Have you ever worked on a team where the team was only concerned with meeting a deadline and not the long-term impact of the solution or products being developed? How could this value positively impact the team's performance and success?



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ENERGY GIVERS AND DRAINERS

As you think about the six Workplace Motivators, discuss with your partner what type of work energizes or drains your energy.

What type of work energizes you?

What type of work drains your energy?

Does your *current* job fulfill your workplace motivators?

How does your *ideal* job honor your workplace motivators?

How could you use this insight in a discussion with your supervisor, peers and mentor?

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TTI WORKPLACE MOTIVATORS® INVENTORY

Theoretical	Utilitarian	Aesthetic	Social	Individualistic	Traditional
Opportunities for continuous learning and pursuit of knowledge ☐	Solving problems with the bottom line in mind ☐	Harmony and balance between work and home ☐	Helping others achieve their purpose and potential ☐	Career advancement power and visibility ☐	Being part of something larger than themselves ☐
Analytical problem solving ☐	Leading projects and departments toward success ☐	Opportunities for personal growth and self-development ☐	Supportive and fair work environment ☐	Opportunities to influence others and outcomes ☐	Following and/or implementing systems and policies ☐
Objective decision making ☐	Freedom to create new ideas, products and services ☐	Flexible place and hours ☐	Supporting charitable causes ☐	Authority equal to responsibility ☐	Work that supports or promotes one's belief system ☐
Applying research to current situations ☐	Ownership and control of earning opportunities ☐	Creative expression ☐	A chance to give back ☐	Creating something that leads to an enduring legacy ☐	Recognition for professional contributions and loyalty ☐

Green - fulfills the motivator Yellow - has the potential Red - does not/cannot



NOTES

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