

# 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<br>↑<br>Constant pursuit of knowledge      | HIGH<br>↑<br>Appreciate a good return on investment                                     | HIGH<br>↑<br>Seek harmony and balance (relationships and surroundings) | HIGH<br>↑<br>Place people above everything else       | HIGH<br>↑<br>Strong comfort level with power and position           | HIGH<br>↑<br>Strive for unity and order |
| LOW<br>↓<br>Does not need rational explanations | LOW<br>↓<br>Not as concerned with the bottom line as much as they are about the journey | LOW<br>↓<br>Less impacted by disharmony in the work environment        | LOW<br>↓<br>Balance between doing for others and self | LOW<br>↓<br>Not everything had to be an opportunity for advancement | LOW<br>↓<br>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 a utilitarian value are interested in efficiencies, time and resource management, and most of all - 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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## INDIVIDUALIST

Individualists 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. Individualists 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?

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What type of work drains your energy?

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Does your *current* job fulfill your workplace motivators?

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

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

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# WORKPLACE MOTIVATORS: What Motivates You?

## TTI WORKPLACE MOTIVATORS® INVENTORY

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

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



**NOTES**