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SUCCESS
INSIGHTS®

Personal Motivation and Engagement

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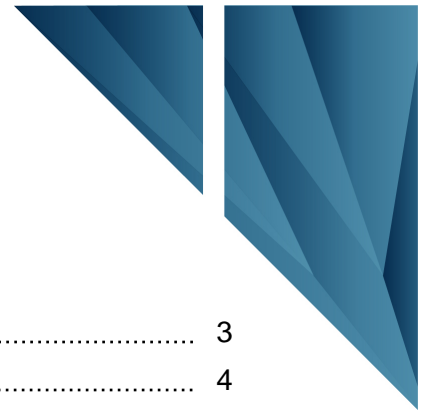


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Understanding Your Motivators

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. 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.

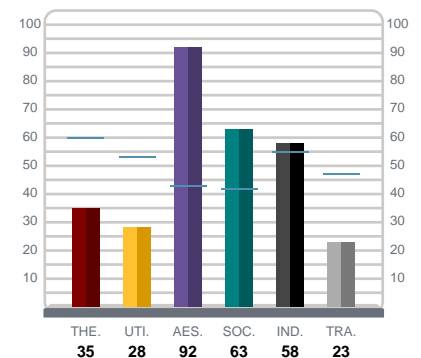
Your Personal Motivators Ranking		
1st	Aesthetic	Strong
2nd	Social	Strong
3rd	Individualistic	Situational
4th	Theoretical	Situational
5th	Utilitarian	Indifferent
6th	Traditional	Indifferent



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.

- Being recognized for creativity is the highest form of achievement for her.
- Creativity is only limited by external, not internal boundaries.
- Sally seeks self-realization and fulfillment.
- Sally needs a sense of harmony and balance in her surroundings and relationships.
- Sally will have a strong interest in preserving our natural resources and will probably practice conservation.
- She is in tune with her inner feelings and likes surroundings that complement these feelings.
- Sally is interested in studying and appreciating the totality of a situation.
- Looking good and feeling good is one of her goals.
- Sally enjoys the beauty of her surroundings and would like others to share her passion.

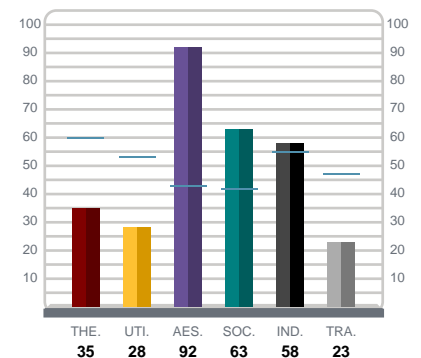




Social

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 is generous with her time, talent and resources for those in need.
- Sally is patient and sensitive to others.
- Helping the homeless may be one of her concerns.
- Saying "no" is difficult when others need her time or talent.
- Sally will be generous with time, research and information on social problems.
- She believes charities should be supported.

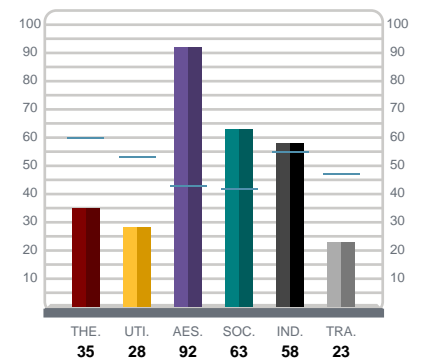




Individualistic

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.

- She will evaluate each situation individually and determine how much or how little control she will want to exercise.
- The amount of control she attempts will increase if she has strong feelings about the issues involved with the situation. If, however, she has little interest in the issues involved, she will not see the need for exercising control.
- At times Sally can be very competitive.
- Sally can be assertive in meeting her needs.

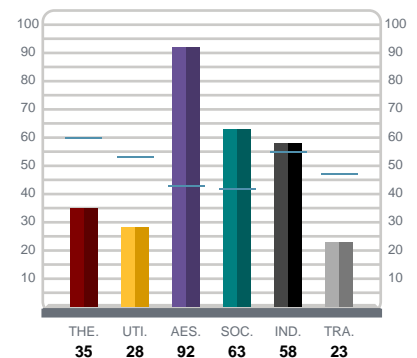




Theoretical

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.

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

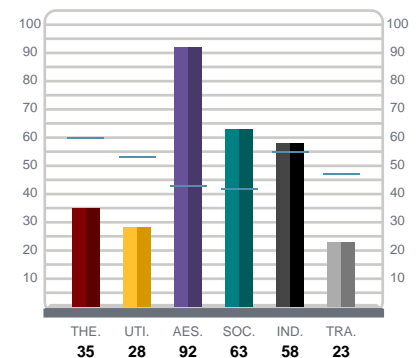




Utilitarian

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.

- Sally will not be swayed or motivated by what she feels are excessive material goals.
- Sally will seek a comfort level in her standard of living and try to maintain that level.
- Sally will accept her financial situation and not strive to change it.
- Financial security is not a necessity, but a long-term goal.
- Overemphasizing the value of money will bore Sally and turn her off.
- Sally will not use money as a scorecard to impress others.
- She is motivated by internal beliefs and does not feel compelled to impress others with material things.
- Sally will use her money to satisfy her true motivation.
- There is not a tremendous need for Sally to have great sums of money.
- Money and material possessions are not a high priority for Sally.

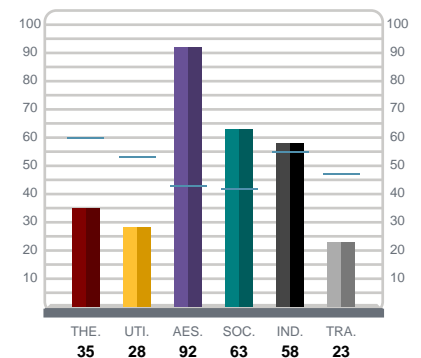




Traditional

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.

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





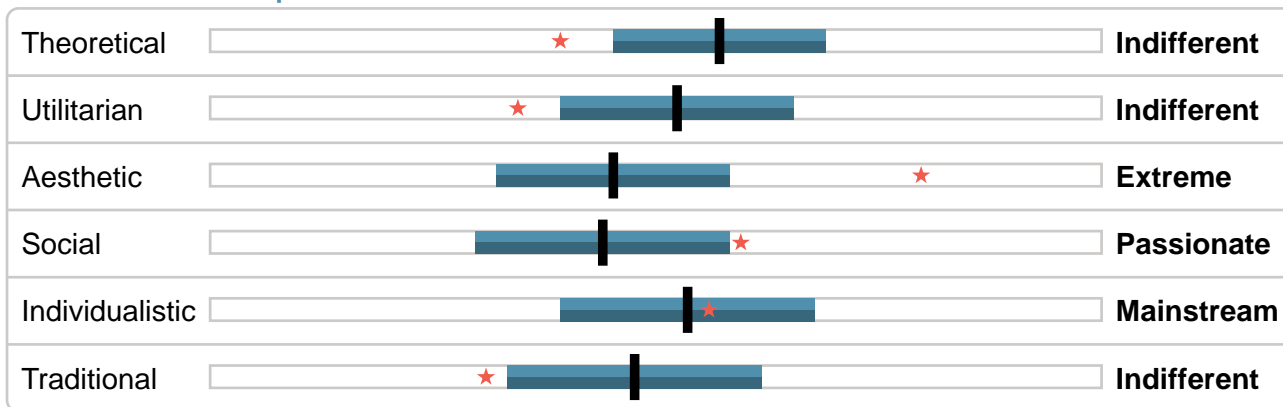
Attitudes - Norms & Comparisons

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 2015



- 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 have a strong desire to become all you can be (self-actualization). You will tend to strive for balance, form and harmony in all areas of your life. Others may not understand your subjective way of reasoning and may feel you are somewhat unrealistic. Your appreciation of the world around you and the environment may appear extreme to them.
- You have a very strong desire to help eliminate pain and conflict in the world, even to the point of personally taking on the pain of others. You will tend to give freely of your time, talent and resources expecting little or nothing in return. Others may believe you are a "doormat," always giving everything away to whoever walks in the front door, unwilling to look out for yourself or your family. They may believe you are weak and easily taken advantage of...a bleeding heart.

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

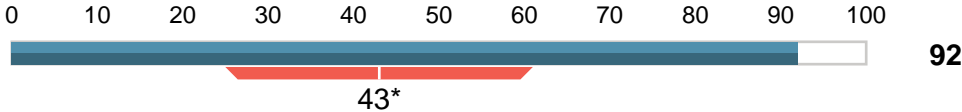
- The amount of time and resources others spend in learning new things may frustrate you.
- Understanding people who view the world based on return on investment will frustrate you. Other things are more important to you.
- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.



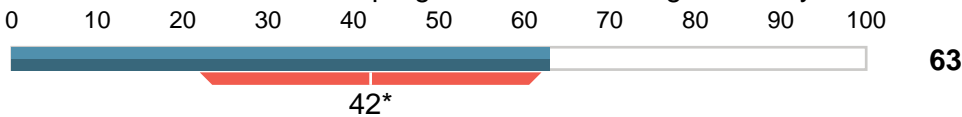
Motivators Hierarchy

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

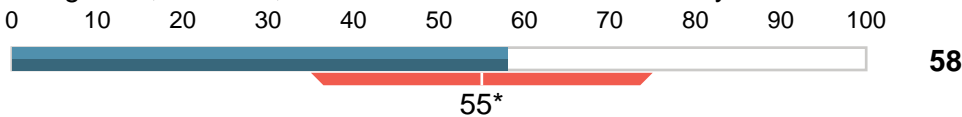
1. Aesthetic - Rewards those who value balance in their lives, creative self-expression, beauty and nature.



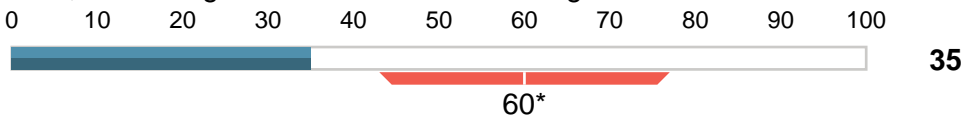
2. Social - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



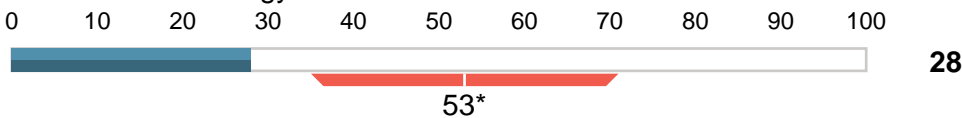
3. Individualistic/Political - Rewards those who value personal recognition, freedom, and control over their own destiny and others.



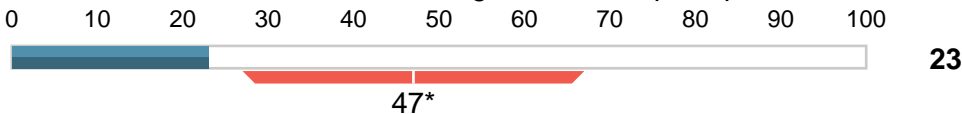
4. Theoretical - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.



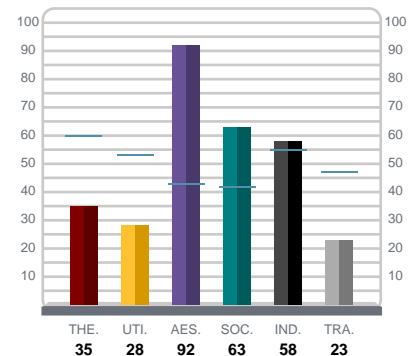
5. Utilitarian/Economic - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.



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



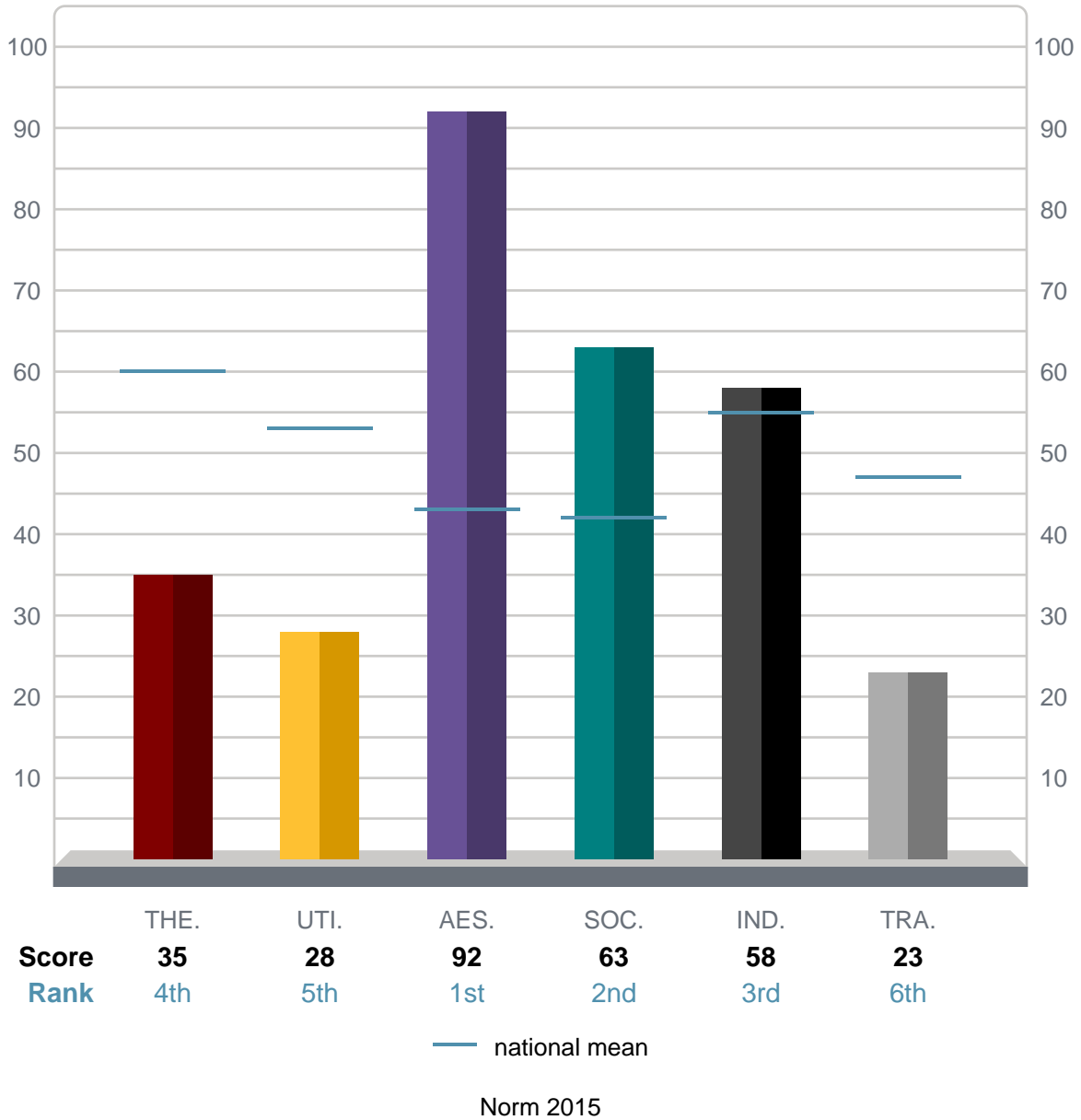
* 68% of the population falls within the shaded area.





Motivation Insights® Graph

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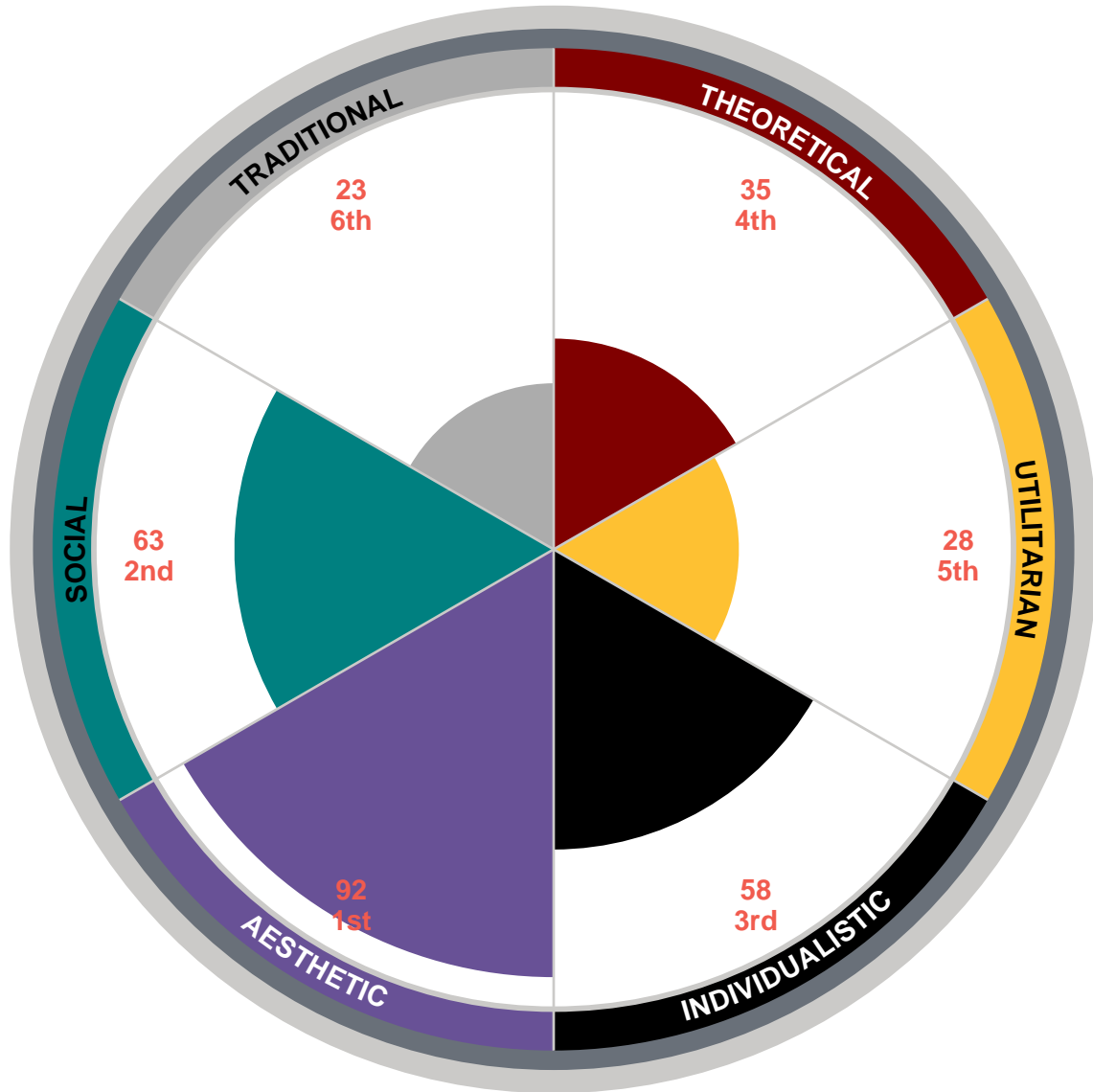


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Motivators Wheel™

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