



**PERSONAL VALUES...**  
**PERSONAL MOTIVATORS...**  
**PERSONAL PREFERENCES**

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*The value concept is a combination of the research of Dr. Eduard Spranger and Gordon Allport into what drives and motivates an individual. The seven dimensions of value explains why an individual is driven to utilize their talents in the way they do.*

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Research shows that the most successful people share the common trait of self-awareness. They recognize the situations that will make them successful, and this makes it easier for them to find ways of achieving objectives that resonate with their motivations. They also understand their limitations and where they are not effective, and this helps them understand what does not inspire them or what will not motivate them to succeed. Those who understand their natural motivators better are far more likely to pursue the right opportunities, for the right reasons, and get the results they desire.

**Jane, your assessment measured the seven dimensions of motivation. Those seven dimensions and your specific results are explained within this report.**

## Seven Dimensions of Motivation

### *The Elements of the Motivation Index:*

This Motivation Index is unique in the marketplace in that it examines seven independent and distinctive aspects of motivation. This Motivation Index remains true to the original works and models of two of the most significant researchers in this field, delivering a report that truly helps you understand your own specific motivations and drivers.

The Motivation Index instrument contains the most contemporary list of statements, making your choices more relevant to your life today, which helps ensure the most accurate results possible.

### *A closer look at the seven dimensions:*

Motivation and values help influence behaviors and communications. Motivation and values can be considered the hidden preferences because they are not readily observable. Understanding your motivation helps you explain your preferences for **why** you do **what** you do.

It is important for superior performance to have your motivators and values met to ensure you have the passion for what you are doing. When your personal drivers are satisfied, you are more inspired and less likely to have stress and fatigue as you do what you do.

### *Basic Definitions:*

Value		The Drive For
Aesthetic	→	Form, Harmony, Beauty, Balance
Economic	→	Money, Practical results, Return (ROI)
Individualistic	→	Independence, Uniqueness
Political	→	Control, Power, Influence
Altruistic	→	Humanity, Service, Helping others
Regulatory	→	Structure, Order, Routine
Theoretical	→	Knowledge, Understanding

**The results from your responses to the Motivations Assessment begin on the next page with a summary.** Your personal ratings for each of the seven drivers are labeled with the various descriptors of:

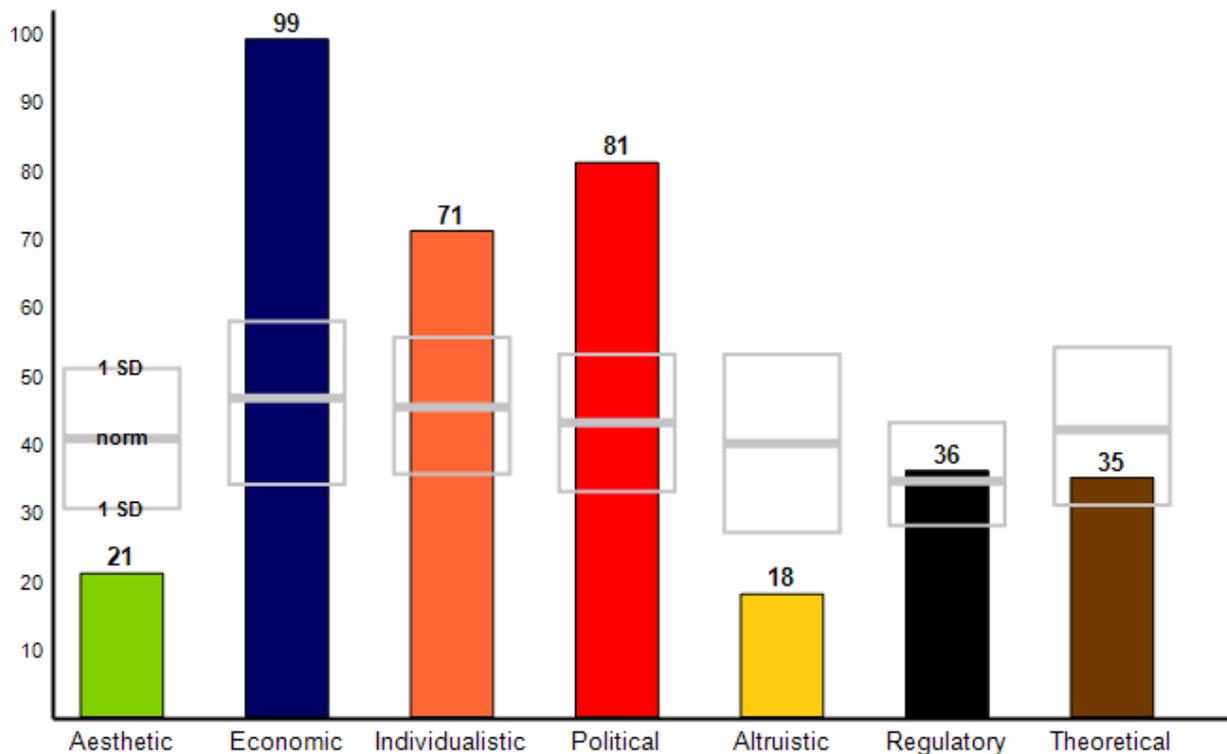


### ***Your results are also displayed on a bar graph:***

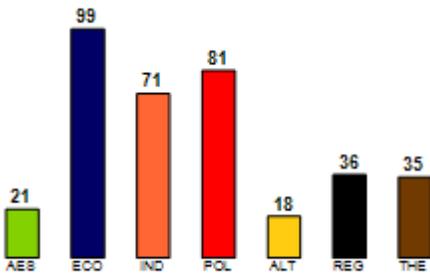
Your levels are indicated by the height of the bar for each dimension. The gray box indicates the National Mean and Standard Deviation (SD) for intensity ratings.

## Personal Summary of Jane's Motivation Dimensions

<p><b>Low</b> <b>Aesthetic</b></p>	<p>You have a bottom-line approach focusing on functionality over form or aesthetics.</p>
<p><b>Very High</b> <b>Economic</b></p>	<p>You are very competitive and bottom-line oriented.</p>
<p><b>Very High</b> <b>Individualistic</b></p>	<p>You demonstrate high independence and project self-confidence.</p>
<p><b>Very High</b> <b>Political</b></p>	<p>You are a very strong leader, and able to take control of a variety of initiatives and maintain control.</p>
<p><b>Low</b> <b>Altruistic</b></p>	<p>You won't be taken advantage of and protect your own turf and that of the team or organization.</p>
<p><b>Average</b> <b>Regulatory</b></p>	<p>You are able to balance and understand the need to have structure and order, but not paralyzed without it.</p>
<p><b>Average</b> <b>Theoretical</b></p>	<p>You are able to balance the quest for understanding and knowledge with the practical needs of a situation.</p>



## Your Aesthetic Drive



### The Aesthetic Dimension:

The main motivation in this value is the drive to achieve balance, harmony, and find form or beauty. Environmental concerns or "green" initiatives are also typically prized by this dimension.

### General Traits:

- You are not negatively effected by unaesthetic work environments.
- Having harmony and balance may not be as important to you as other drive factors shown in this report.
- You are a good steward of business processes and don't want to waste resources on aesthetics or beauty if they don't impact productivity.
- You can live with lesser emphasis on harmony, balance, or aesthetics.
- You believe making something 'pretty' just for pretty's sake is not very practical.

### Key Strengths:

- You tend to take more of a bottom-line approach.
- You are a strong survivor even in heavy competition.
- To you, achieving balance and peace in life may take a back seat to results.
- You are less emotional than many and prefer practical transactions.

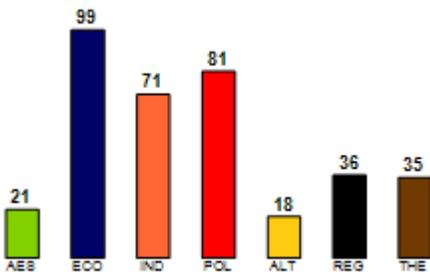
### Training/Learning Insight:

- You teach/learn in a very practical way, nothing fancy.
- You will be flexible about the surroundings in which you learn.
- You should avoid lots of team interaction just for the sake of interaction; be certain there is a business reason.
- You will make sure to connect training benefits to business opportunities.
- You believe more team involvement would benefit from pointing out the practical reasons.

### Continual Improvement Insights:

- Some might consider you somewhat unconcerned about aesthetics, artistic beauty or harmony.
- You may be seen as a bit overly businesslike.
- You should try to appreciate the value others have for artistic things, or trying to increase workplace aesthetics.
- Remember to respect the creativity of others.
- You need to remember that others have different levels of appreciation of aesthetic values, and their opinions need to be respected.

## Your Economic Drive



### The Economic Dimension:

This dimension examines the motivation for security from economic gain and the achievement of practical returns. The preferred approach of this dimension is a professional one with a focus on bottom-line results.

### General Traits:

- You need for education and training to be practical and useful, with a profit or economic motive.
- You are interested in what is practical and useful in achieving your vision of success.
- You may view knowledge for the sake of knowledge as a waste of time, talent, energy, and creativity.
- You are motivated by high pay, and attaches importance to high earnings.
- You may want to surpass others in wealth or materials.

### Key Strengths:

- You show a keen ear to the revenue-clock, your own and the organization's.
- You are able to multi-task in a variety of areas, and keep important projects moving.
- You are profit driven and bottom-line oriented.
- Your decisions are made with practicality and bottom-line dollars in mind.
- You pay attention to return on investment in business or team activity.

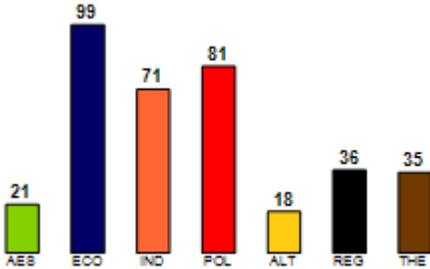
### Training/Learning Insight:

- If possible, you should build in some group competition as a part of the training activities.
- You should link learning outcomes to the ability to become more effective in increasing earnings for both yourself and the organization.
- You should attempt to provide some rewards or incentives for participation in additional training and professional development.
- Your scores are like those who want information that will help them increase bottom-line activity and effectiveness.

### Continual Improvement Insights:

- You may judge efforts of others by an economic scale only.
- While this very high economic drive may be a significant motivating factor in achieving your goals, it may also become a visible "greed factor" especially in sales people, and others sharing this very high economic drive.
- You may need to learn how to mask that greed factor so as not to alienate a prospect, customer, or client.
- You may need to have an increased sensitivity to the needs of others, and less demonstration of potential selfishness.
- You may need to work on balancing other Values scales and appreciating the strengths that others bring, even those who may not share this very strong Economic drive.

## Your Individualistic Drive



### The Individualistic Dimension:

The Individualistic dimension deals with one's need to be seen as unique, independent, and to stand apart from the crowd. This is the drive to be socially independent and have opportunity for freedom of personal expression.

### General Traits:

- Your scores are like those who are comfortable being in the limelight, and enjoy demonstrating their uniqueness or creativity.
- Your high individualism may be demonstrated in creative problem solving and a higher risk-taking attitude.
- You may experience a feeling of accomplishment in being recognized for completing a tough assignment in a creative way.
- You like freedom in your own work area.
- You are independent.

### Key Strengths:

- You enjoy making presentations to small or large groups, and are generally perceived as an engaging presenter by your audiences.
- You have the ability to take a strong stand, and not be afraid to be different in either ideas or approaches to problem solving.
- You are not afraid to take calculated risks.
- You desire to be an individual and to celebrate differences.
- You bring a variety of different and energetic ideas to the workplace.

### Training/Learning Insight:

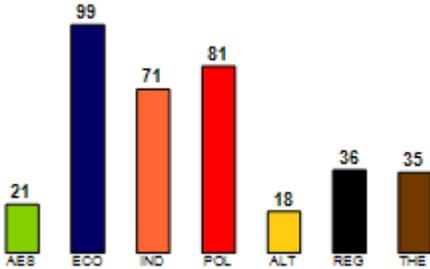
- Your learning and professional development activities should be flexible, having a wide variety of options.
- You should attempt to provide enough creative space for you to express your uniqueness.
- You should allow for some experimental or non-routine types of options.
- You should link the benefits of learning new things to a personal ability to enhance your performance.

### Continual Improvement Insights:

- Sometimes your very unique approaches do not always result in complete success, and may sometimes cause conflict with others if sensitivity is not used.
- Your potential value clashes with others may be reduced through increased awareness and sensitivity to the needs of others.
- You may need to remember that your good ideas aren't the only good ideas.
- You may need to listen more to others and speak less.
- When presenting an idea you may spend a bit too much time telling (or selling) the audience about your own uniqueness, rather than discussing the topic of the presentation.

## Your Political Drive

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### The Political Dimension:

This drive is to be seen as a leader, and to have influence and control over one's environment or success.

Competitiveness is often associated with those scoring high in this motivation.

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### General Traits:

- You seek competition.
- You are very comfortable being in a leadership position and seek those roles.
- You are accountable for actions and decisions: Are ready to take the credit or the blame.
- You have a bottom-line approach to getting things done.
- You enjoy a feeling of accomplishment in getting a difficult job done on your own.

### Key Strengths:

- You have a strong 'buck stops here' approach to business and getting things done.
- You have a very high energy level to work hard at meeting goals.
- You accept struggle and hard work toward a goal.
- You are able to plan and design work projects for teams to accomplish.
- You are able to plan and control your own work tasks.

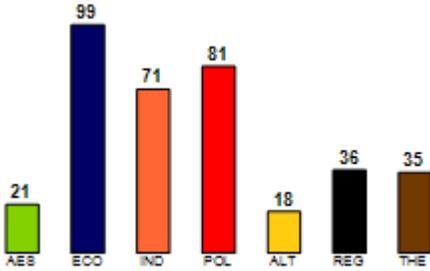
### Training/Learning Insight:

- Your scores are like those who frequently show an interest in leading some training or professional development activities.
- You link learning successes with potential to increase personal credibility and motivation of teams when working with others.
- You provide for a variety of learning and personal development options.
- You provide for individual recognition for exceptional performance.
- If group activities are involved, you attempt to build in some competition and group leadership events.

### Continual Improvement Insights:

- You may need to be more sensitive to the needs of others on the team.
- You may be perceived as one who oversteps authority at times.
- You may show impatience with others who don't see the big picture as clearly.
- You may need to soften your own agenda at times and allow for other ideas and methods to be explored.
- You may project a high sense of urgency which may also translate to some as a high intensity.

## Your Altruistic Drive



### The Altruistic Dimension:

This drive is an expression of the need or drive to benefit others in a humanitarian sense. There is a genuine sincerity in this dimension to help others, by giving one's time, resources and energy.

### General Traits:

- You may not be seen as the most generous person when it comes to donating free time or services.
- Your Altruistic score is a moderately low priority for you and other Values take a greater importance in your business activity.
- You are somewhat guarded at first with others, maybe in part as a result of being 'burned' in the past and not wanting it to happen again.
- Your requests for help by others should be connected to a practical return as well. You have learned to say, "No" appropriately to things that don't add to the revenue.
- You might become a little more concerned with personal interests than those of others.

### Key Strengths:

- You are more pragmatic and prefer a bottom-line approach rather than a selfless and servicing approach.
- You can weather storms well and survive well in competitive situations.
- Purely emotional arguments or pleas do not convince you very effectively.
- You have rational-steady business focus.

### Training/Learning Insight:

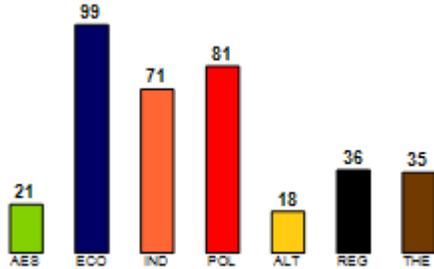
- You should connect your arguments to the business need, not the human need.
- You should demonstrate the practical benefits of any training or learning.
- You should connect all training or learning to the bottom-line business needs and how it will return personal results.

### Continual Improvement Insights:

- Some could consider your very pragmatic approach as self-centered if it is not monitored.
- You are likely to be viewed as "guarded" and "reserved" by those who are much more altruistic.
- You might benefit from being more sensitive to the personal needs of others.
- You may gain personally by helping others gain personally as well.

## Your Regulatory Drive

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### The Regulatory Dimension:

The Regulatory drive indicates one's drive to establish order, routine, and structure. This motivation is to promote rules and policies, a traditional approach, and security through standards and protocols.

### General Traits:

- You are right at the national mean when it comes to desire for stability or steadiness.
- You appreciate some structure, but not too much.
- You strike a good balance between respecting individual needs, and those of the group.
- You can challenge the rules as long as it is done carefully and logically.
- You move freely and effectively between the rebels and the rule-followers in a group.

### Key Strengths:

- You are good at providing order and structure where it is required.
- You can challenge protocol and be creative if the situation demands it enough.
- You are situationally aware of when rules must be followed and when they should not be.
- You act to stabilize those on a team.
- You serve as a good moderator between those defending the standard operating procedure, and those challenge it.

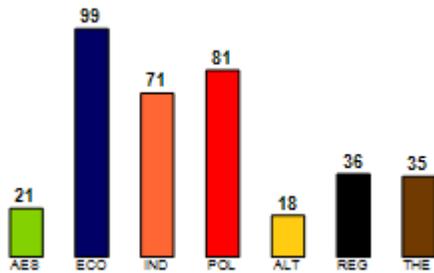
### Training/Learning Insight:

- You are open to creativity or flexibility.
- You prefer to learn in the accepted way through the existing curriculum.
- You become a supportive team member who gets behind the initiative.

### Continual Improvement Insights:

- You might benefit from exerting opinions freely in discussions of direction and planning.
- You could take a firmer stand on team issues involving dissenting opinions.

## Your Theoretical Drive



### The Theoretical Dimension:

The drive to understand, gain knowledge, or discover the "truth". This motivation can often be to gain knowledge for knowledge sake. Rational thinking, reasoning, and problem solving are important to this dimension.

### General Traits:

- Your score in this range is near the typical businessperson's score.
- Your score near the mean indicates the Theoretical need is not unimportant, yet not a primary driving factor in your motivational behavior.
- You may provide a balance between the very high theoretical approaches and the very low approaches and be able to communicate with each side.
- You bring a sense of balance and stability to a variety of technical issues and features impacting the team.
- You typically won't get bogged down in minutia, nor will you ignore the details when decision-making.

### Key Strengths:

- You will demonstrate awareness of the necessary technical features and an appropriate on-the-job response as needed.
- You bring flexibility to the team, that is, being detail-oriented when necessary, and being practically-oriented other times.
- You are a stabilizing force on the team.
- You are able to appreciate the needs of both the high and lower Theoreticals.
- You show curiosity about technical details without getting bogged down.

### Training/Learning Insight:

- You are rather flexible and accepting of most training programs offered in the organization.
- You are able to see the need for training and also realize the importance of practical information.
- You understand the needs of the high Theoreticals who want more information and the lower Theoreticals who want only the necessary information.
- Because your score range is near the national mean, please check other areas of higher or lower values drive for additional insight into professional development needs.

### Continual Improvement Insights:

- You may need to be a bit more demonstrative on some complex theoretical issues.
- You may be asked to take a firmer stand or position on team initiatives.
- You may need to examine other values' drives to determine the importance of this Theoretical drive factor.

## UNDERSTAND YOUR MOTIVATORS, APPLY YOUR KNOWLEDGE, ESTABLISH YOUR GOALS

**Action Plan:** Track the motivators that are **best aligned** with your environment and its drivers. Realize the motivators that are **not aligned** with your environment and its drivers. Learn what you can do about it.

**Action Step:** Refer back to **page 4** and identify your **two highest levels of intensity for your Motivation Dimensions** and **enter in the spaces below**. Use the **Alignment Rating Scale** (1 – 5) to rank your perception of how well your environment aligns with the two motivators you’ve listed.

		<b>Alignment Rating Scale</b>				
		<b>Poor</b>			<b>High</b>	
<b>Motivation Dimension:</b>	_____	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
(Highest)						
<b>Motivation Dimension:</b>	_____	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
(2 <sup>nd</sup> Highest)						

**Add both Alignment Ratings for your total score:** \_\_\_\_\_

**Alignment Key:**

**10 = Extraordinary    9 - 8 = Excellent    7 - 6 = Average    5 - 4 = Below Average    3 - 2 = Poor**

*To reach the Extraordinary level, your goal is to increase the alignment of your environment with your motivators.*

**NOTE:** Keep in mind MOTIVATORS are what drives a person. Conversely, your motivator scores can also indicate certain drivers that are simply indifferent; neither high nor low.

You have not been tested for aptitude, surveyed for your background, or had your experience evaluated. Your motivators help to make informed assumptions about the areas where you want to invest your time and energy.

**REMEMBER:** Motivators are neither good nor bad. We all value things differently. However, when you are in an environment that satisfies your top two or three motivators, the probability of your satisfaction and success greatly increases.

Consider the following **specific objectives** for understanding your MOTIVATORS report:

1. Identify and appreciate what motivators drive you.
2. Identify and appreciate motivators that don't really matter to you.
3. Understand and manage how the motivators in others may affect you.
4. Establish how your goals coincide with your motivators and whether your goals are helped or hindered by what drives you to action.

**Review your top Motivator:**

Highlight 3 statements from your top Motivator you agree with the most: How are your selected statements reflected in your **personal** life? \_\_\_\_\_

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Are there any people/activities that hinder these motivators in your **personal** life?

**Optional:** Who and/or What? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How are your selected statements reflected in your **professional** life? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any people/activities that hinder these motivators in your **professional** life?

**Optional:** Who and/or What? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Review your **2nd Motivator**. Highlight 3 statements from your 2nd Motivator you agree with the most:

How are your selected statements reflected in your **personal** life? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any people/activities that hinder these motivators in your **personal** life?

**Optional:** Who and/or What? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How are your selected statements reflected in your **professional** life? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there any people/activities that hinder these motivators in your **personal** life?

**Optional:** Who and/or What? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List the type of people and activities who can help you satisfy your motivators. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Review your **last Motivator, #7**. Highlight 3 statements you agree with the most from your lowest Motivator.

How are the statements you selected satisfied in your **personal** life? \_\_\_\_\_

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How are your selected statements satisfied in your **professional** life? \_\_\_\_\_

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Are there any people/activities that impact these motivators in your **personal** life?

**Optional:** Who and/or What? \_\_\_\_\_

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Are there any people/activities that hinder these motivators in your **professional** life?

**Optional:** Who and/or What? \_\_\_\_\_

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**Motivator #1:** what aspects of your environment can you get involved in that would satisfy this motivator?

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**Motivator #2:** what aspects of your environment can you get involved in that would satisfy this motivator?

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**Optional section:**

**Only if (or after) you completed the Communication Style and Behavioral Strengths DISCstyles™ Report.**

**Success Connection**

Your final step to making sure you really benefit from the information in this report is to understand how your behavioral style contributes to, and perhaps hinders, your overall success.

Navigating situations outside your comfort zone: **Identify and list individuals who might be driven by your 7th Motivator.**

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As you read through the communication tips in your DISCstyles report, think about the people you listed above. How do these people contribute to both your professional and personal life?

Identify at least 2 methods to communicate effectively with people who are motivated by your opposing motivator.

**Supporting Success: Overall, how well do your motivators and drivers help support your success?**  
*(Cite specific examples)*

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**Limiting Success: Overall, how do your natural drivers or motivators not support your success?**  
*(Cite specific examples)*

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What is your **first goal** based on this completed activity? \_\_\_\_\_

*Examples: Improved Leadership, Increased Sales, Improved Relationships, Personal Growth, Professional Development, etc.*

If you are going to invest your time, talent and resources toward your goal, how soon would you like to schedule a follow up? \_\_\_\_\_

## So Now What?

Jane, congratulations on your active interest in your personal development and professional career management success. Your report is filled with information. Don't just put it on a shelf or in a file. Instead, use your report as a **reference tool**. This information isn't meant to be digested in one reading.

### Why is important to study value, motivators, and preferences?

Research verifies that what drives us into action is part of our mindset, our way of favoritisms, our filters, and biases, all being a major influence in our decisions. Understanding “why” we do what we do is one of the major reasons we need to look closely at our motivators. Only when you see yourself by clearly looking at both sides of the equation—things you like and things you dislike—will you understand your feelings toward other people and situations that expose you to your likes and dislikes. Our mindset is influenced by our filters, which affect what we hear and what we understand when we read things that differ with our mindset. For example, if you believe that you are one of the best managers in the world, how would you be impacted with feedback about your abilities as a manager? Would you welcome a need to change?

The media gives us so much exposure to value-based issues, we are put into three possible positions: **In favor of, against or indifferent**. Once a person takes a position on these issues, they are open to being challenged by others with the opposite view. This results in a discussion of right or wrong. But it's not about right or wrong, it's about beliefs, perceptions, experiences or knowledge points that are stored in our brain that influences our opinion. All people are biased because opinions come from **hearing, seeing, or experiences**, which causes the formation of a belief or perception and therefore develops our values, motivators, and preferences.

**The information within your report can be used as a part of your total career management and continued personal and professional development.**

#### **SHOWCASE YOUR PERSONAL DRIVERS**

- Résumé and Cover Letters
- Interview Preparation and Skills
- Interview Portfolio Content
- Interview “Leave-Behinds”
- Brand Message
- Professional Bio
- Social Networking
- Job Search Strategies and Campaigns

#### **LEVERAGE YOUR INTERPERSONAL SKILLS**

- Sales Training
- Professional Development and Leadership Education
- Harmony in the Work Place / Team Building
- Relationship Strategies
- Time Management
- Educational Planning
- Career Transition
- Hiring / Selection / Placement / Strategic Positioning

### Help us help you...

Your comments will help ensure satisfaction with our services, materials and support.

Follow the link below and enter this email address: ***janeir@janecos.com***

Share your thoughts.

<http://goo.gl/GCjGif>

**"AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST."**

- Benjamin Franklin

Use the knowledge from your report as a key toward your career satisfaction and success.

**Consider how you might do this at the job interview.** What can you learn about a potential employer? During the job interview process, you are being assessed by people **and it's wise for you to assess those same people too.** Your time with the hiring manager, HR, and team members is your opportunity to learn about them, their values, preferences, drivers and the company's values.

Here are a few questions to help you obtain this knowledge about a potential job offer:

**Ask HR:**

- What "hero stories" are told here?
- Can you tell me a story about an employee who did something great here?

**Ask team members:**

- Tell me about your work here. What are you most proud of?
- Tell me about something here that really frustrates you - what drives you crazy here?

**Ask the manager:**

- Can you tell me about a time that a team member really impressed you?
- What do you know that you would want the hiring manager to tell you - if you were in my shoes?

These questions help you understand the working environment you may be entering – what is valued and how performance is defined. If the new employer isn't a good fit for you, you won't stay long and you won't succeed while there. This may result in some challenges in your next job search because you will need to explain why you are leaving that position so quickly, as employers are wary of job hoppers.

**UNDERSTANDING SELF AND OTHERS,  
AS A PART OF YOUR PROFESSIONAL DEVELOPMENT,  
GIVES YOU A COMPETITIVE ADVANTAGE IN CAREER MANAGEMENT.**

Ok, you've asked everyone at your job interview your questions to help determine the values, motivators, and preferences at the workplace. You've concluded you are a good match. **You'll now want to provide a professional reminder to all with whom you've had interactions that you do match their needs.**

**How?**

**Give each person your professional "leave behind" tri-fold brochure** } 6-pages  
3.5" x 8.5"

**What do you say?**

**"I'd like to leave you with this brochure giving you an overview of who I am, what is important to me, and what motivates me. I believe that knowing this about a candidate will help you with your hiring decision."**

**WILL YOUR "LEAVE BEHIND" BE YOUR COMPETITIVE ADVANTAGE?**

**YOUR tri-fold brochure will be designed with YOUR personal brand and showcase excerpts from YOUR report.**



**JaneCo's Sensible Solutions**  
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