

# Understanding Motivators

Our motivators are the drivers of our behavior. The chart below defines each of the six areas that determine WHY we do what we do. Understanding these engagement factors reduces conflict with others, improves efficiency and productivity, and energizes a team to work together to achieve common goals.

<b>ECONOMIC - Desire for wealth and expected returns on all investments of time, energy, effort, and resources.</b>	
<b>Goal:</b> Utility and what is useful <b>Passion:</b> Conservation and practical application of resources <b>Need:</b> Efficiency, practicality, bonuses/incentives, ROI	<b>Overextension:</b> Workaholic, requires reciprocation from others <b>Stress factor:</b> Wasted time or resources, no ROI from action <b>Limitation:</b> May be viewed as selfish, greedy, or stingy
<b>CONCEPTUAL - Desire to understand and gain knowledge.</b>	
<b>Goal:</b> Truth in all things <b>Passion:</b> Intellectual pursuits <b>Need:</b> Ongoing training, ability to gain knowledge/expertise	<b>Overextension:</b> Practical matters neglected in pursuit of truth <b>Stress factor:</b> Inability to know, understand, or discover <b>Limitation:</b> Unable to set knowledge boundaries, single-minded
<b>POWER - Desire to be in control of one's destiny and the destiny of others.</b>	
<b>Goal:</b> Assertion of self in victorious causes <b>Passion:</b> Attaining and using position and power <b>Need:</b> To lead others, career advancement, strategic alliances	<b>Overextension:</b> Choosing power over people <b>Stress factor:</b> Lack of respect for or loss of their power/position <b>Limitation:</b> May be viewed as opportunistic or self-important
<b>AESTHETIC - Desire for form, harmony, and beauty within self and/or one's environment.</b>	
<b>Goal:</b> Experience, impressions, and expressions <b>Passion:</b> Self-actualization, creative expression or pursuits <b>Need:</b> Personal growth, harmonious environment	<b>Overextension:</b> Unaware of their subjective reality <b>Stress factor:</b> Objectivity without feeling, disturbance of form <b>Limitation:</b> Subjective, sees only their view of the world
<b>REGULATORY - Desire to commit to and uphold a guiding belief system.</b>	
<b>Goal:</b> Search for the highest value or purpose in life <b>Passion:</b> Finding the higher meaning in life, converting others <b>Need:</b> A life mission, ethical and integrity-filled environment	<b>Overextension:</b> Sacrifice self/others for beliefs, judgmental <b>Stress factor:</b> Opposition to their causes or beliefs <b>Limitation:</b> Closed-minded, comes across as "always right"
<b>HUMANITARIAN - Desire to help others achieve their full potential.</b>	
<b>Goal:</b> Elimination of pain and conflict <b>Passion:</b> Championing worthy causes in the service of others <b>Need:</b> To help others, bettering society and humanity	<b>Overextension:</b> Focus on others can be injurious to self <b>Stress factor:</b> Decisions/actions which are insensitive to others <b>Limitation:</b> Difficulty saying "no," taking on others' problems

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