

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.

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

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