



TCA Motivators

SAMPLE
March 22, 2010

Discovering the WHY of Your Actions

Behind all of our actions there are a few key reasons we do what we do. This assessment helps us determine our primary Motivators and also our De-Motivators.

So, what makes you go to work every morning? Why do you make the choices that you make? Is there an underlying reason for all the decisions that you make? That answer is unmistakably yes.

Let's be clear, motivation is not getting others or getting yourself to do things that you don't want to do. Motivators are the key reasons why we act, think, and do both desirable and undesirable tasks. These Motivators do change throughout our life.

Motivators are our windows to the world. We see things in our world that can be directly connected to our primary Motivators and we do not see things in our world that are aligned with de-Motivators. That is why two people can see the same situation in totally different ways.

What window are you looking out of today? Just as important, what are you not seeing by looking out other windows? Here is a practical example. Go to the front of your apartment or house and describe the view. Now do the same from a rear window. Notice how the views are totally different. Think of Motivators as different windows in the same building. You are a collection of all of your Motivators. However, you will favor one or two and spend most of your time viewing your life from that perspective.

Once you understand your view of the world through your specific Motivators you will start to understand why your thoughts, actions and core beliefs are different from that of other people.

Studies dating back to the 1920s have identified six major Motivators in each of our lives. These six Motivators are:

- theoretical
- aesthetic
- utilitarian
- individualistic
- doctrinal
- societal

Motivators are neutral. There are no good Motivators or bad Motivators. Our Motivators may just be different than those of other people around us. Being aware of our different Motivators can make us much more effective in relationships and communications with others. Understanding each of our unique Motivators can greatly reduce conflict and arguments.

They determine how we confront problems, how we relate to other people, why do we choose to attend or not attend events, and can have a major impact on the success of our careers.

Self-awareness, i.e., understanding our strengths and weaknesses and internal Motivators, has been proven to be the major and only predictable indicator of ultimate success. This assessment is just one part of our self-awareness.

Understanding your personal Motivators

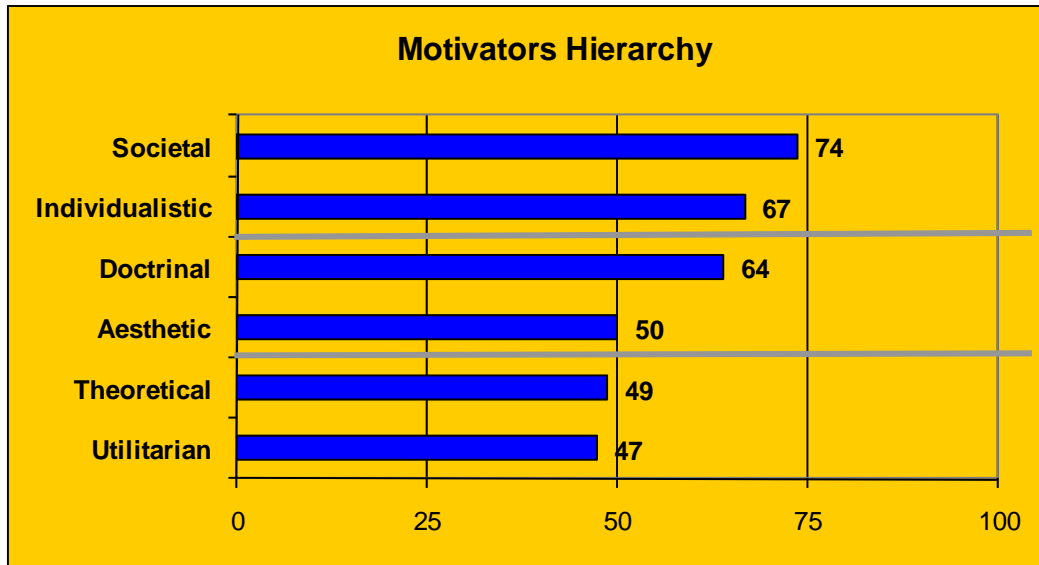
One of the biggest advantages of understanding your personal Motivators and the Motivators of others is that it allows us to understand what creates excitement and what does not. In other words, once we know a person's Motivators we will know what turns a person on and what turns a person off. The work place is the best environment to see this in action. Many times managers will initiate a new strategy that drives some to high achievement while totally demoralizing others in the workplace. Why is that? Very simply, the manager has unwittingly discovered some people's primary Motivators and also some people's primary deMotivators.

Dr. Abraham Maslow identified the hierarchy of needs. He illustrated this hierarchy as a triangle or pyramid. At the very base or foundation were the basic needs of survival: food, clothing and shelter. Next up on his list was the need for safety. Humans will do whatever they need to do to satisfy these basic core needs. Above these basic needs in Maslow's triangle is where our internal Motivators kick in.

Once our basic needs of safety and security are fulfilled, then our desires and needs for happiness take over. These desires and needs are represented by our internal Motivators. As mentioned before, there are six major Motivators. We are a combination of all six. It is this blending of the six Motivators that helps to determine our personality and drive. Just as each of us has a favorite color, we also have a favorite motivator. Our favorite motivator is no more right or wrong than our favorite color. While I prefer blue, you may prefer red. A color preference should not cause a conflict between us and neither should a motivational preference.

Long-term studies have determined that two of our six Motivators will be the primary reasons for our decisions. The middle two Motivators in our hierarchy are neutral and act mainly as tiebreakers if our primary Motivators are in conflict. The bottom two of the six actually can be De-Motivators. Our motivational hierarchy largely determines what we do in life and why. It is the reason why some people will live a life of service to others while someone else seeks fame and fortune. Some of you would admire the first type of person and others the second type. That simply illustrates that your motivational hierarchy is more closely aligned with one or the other.

Your Motivational Hierarchy



Your primary Motivators are:

Societal
And
Individualistic

Seek opportunities and situations that reinforce these traits.

Your primary De-Motivators are:

Theoretical
And
Utilitarian

Avoid opportunities and situations that reinforce these traits.

Primary Motivator #1

Societal

Individuals with high social scores would place a high value on the treatment and value of other people. Service to others would be important. Caring for the sick, elderly, and impoverished would likely be observed behavior. Social interests and passions may include environmental, conservation, humane treatment of animals and similar causes. You may find the business world cold and uncaring unless it supports one of your social or cultural interests. In an executive setting you would tend to focus on the human element first and profitability second.

Key words and concepts with which you connect:

Service
Caring
Giving
Contribution
Volunteer
Sacrifice
Cause

Primary Motivator #2

Individualistic

Your primary motivator is individualistic in nature. The drivers are power, influence, status, and rank. Most leaders, managers, and executives will have a high individualistic motivator. You are likely to excel in competition, challenges, and struggles which may make you a good problem solver. Recognition and achievement would be greatly appreciated if not craved. Younger generations tend to score higher in this area than older generations. Your main goals are likely to be based on achievement, advancement, and being the best at what you do.

Key words and concepts with which you connect:

Control
Influence
Status
Leadership
Legacy
Power
Authority
Uniqueness

Primary De-Motivator #1

Utilitarian

With a Utilitarian de-motivator you are likely not interested in acquisition of wealth or material possessions. You may find those engaged in the pursuit of wealth to be foolish and missing the "finer things in life." A highly competitive and bottom-line oriented business would not be a good fit for you.

Key words and concepts with which you do not connect:

Return on investment
Wealth
Practical
Useful
Value
Strategic
Long-term

Primary De-Motivator #2

Theoretical

A low Theoretical score would indicate that you do not place a high value on learning and conceptual problem solving. Concentrate your activities in areas where you are already proficient and can solve problems in logical proven ways.

Key words and concepts with which you do not connect:

Knowledge
Learning
Thinking
Reasoning
Details
Projects
Research

Summary

Now that you understand your Motivators and de-Motivators you can reflect upon some of the major decisions you have made in your life and why you made that decision.

For maximum happiness and performance in your life you should attempt to structure your life to satisfy your primary Motivators and avoid your deMotivators.

Motivation cannot be given to you or created by someone else. It comes only from within by satisfying your very basic and core needs. This assessment is meant to help you identify and understand those things that excite and those things that do the opposite.

From a Business Perspective

Maximum performance, efficiency and employee satisfaction will be achieved by matching employee motivators with their predominant job functions. Any time an employee's deMotivators are reinforced by the task required will eventually lead to employee dissatisfaction, low quality, and poor performance if continued for an extended period of time.

It simply makes monetary sense to align employees' task with their primary motivators whenever possible.