

John Doe



Blueprint For Success™
Motivation Version

John Doe
ABC Company
VP Operations
1-15-2003

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Key Motivating Attitudes

The key to self-motivation is spending time in environments that energize you. Listed below are the statements you selected during the Interactive Insights™ process that are true about you. Use these statements to help you make decisions on how and where you spend your time. This will assure your needs are being met and you are highly motivated.

John's Motivational Factors:

Utilitarian - Strong

- John will protect his assets to ensure the future of his economic security.
- John has a long list of wants and will work hard to achieve them.
- John is future-oriented.
- John faces the future confidently.
- He uses money as a scorecard.
- He can be very practical.
- John will be motivated by his accomplishments.
- Wealth provides the security John wants for himself and/or his family.

Individualistic - Strong

- John takes responsibility for his actions.
- John likes to be in situations that allow him the freedom to control his destiny and the destiny of others. His team's strategy is to attempt to dilute outsiders' influence on the results of their goals.
- John believes "when the going gets tough, the tough get going."
- John has the desire to assert himself and to be recognized for his accomplishments.
- Maintaining individuality is strived for in relationships.
- If necessary, John will be assertive in meeting his own needs.
- People who are determined and competitive are liked by John.

Social - Indifferent

- He will not normally allow himself to be directed by others unless it will enhance his own self-interest.
- John will be torn if helping others proves to be detrimental to him.
- Believing that hard work and persistence is within everyone's reach - he feels things must be earned, not given.
- John is willing to help others if they are working as hard as possible to achieve their goals.



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Top Attitude

This section deals with your top two attitudes. Research indicates that people are driven by their top attitudes, and are highly motivated when spending time in environments that support them.

Listed below are your responses to the development plan questions. You may find that your environments on and off the job are aligned with your top two attitudes, or that a change is in order. Review your comments and determine if action should be taken to assure you are highly motivated.

Top Attitude: Utilitarian - Strong

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 value 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 American business person. A person with a high score is likely to have a high need to surpass others in wealth.

1. **Which ONE statement that you selected about this attitude most accurately describes you – and why?**

The first one about protecting my assets for the future. It is true because I spend a lot of personal time at home planning for my family's economic security, shopping for low mortgage rates, etc.

2. **Do you experience emotional rewards for this motivating attitude in your PROFESSIONAL life? Briefly explain.**

Definitely. It is my responsibility to make sure that the company's operations are both efficient and cost effective. I frequently make decisions on where to spend the company's ops budget dollars for maximum payback, and I find that rewarding (getting our money's worth).

3. **Do you experience emotional rewards for this motivating attitude in your PERSONAL life? Briefly explain.**

Yes (as I described above in the first answer). I am happiest when I negotiate a bargain and get a deal.

4. **What impact does this attitude have on your RELATIONSHIPS with others in your life?**

I make most of the major monetary decisions in the family, pay the bills, shop for cars. Sometimes my wife gets irritated that I question her need for purchasing particular items (like furniture, for example) and we have occasional conflicts about money - but who doesn't?

5. **What action can you take to assure that your satisfaction and personal PERFORMANCE is enhanced through this key motivating attitude?**

Keep on doing what I'm doing in my career. Progress to higher positions that reward me for assuring the financial success of our company.

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Second Attitude

Second Attitude: Individualistic - Strong

The primary interest for this value is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power value. 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.

1. **Which ONE statement that you selected about this attitude most accurately describes you – and why?**

All of them really describe me, but I will choose the fourth one about "be recognized for accomplishments."

2. **Do you experience emotional rewards for this motivating attitude in your PROFESSIONAL life? Briefly explain.**

Yes. I am in control of the company's operations budget and I find it rewarding to make decisions that positively impact our profitability. I am pleased when my department is recognized for being on or below budget in the delivery of services and resources. I'm not happy when staff members make irresponsible monetary decisions, and have no hesitation in letting them know.

3. **Do you experience emotional rewards for this motivating attitude in your PERSONAL life? Briefly explain.**

My friends are all have pretty strong personalities and we have fun matching wits. I am happiest when I'm playing golf with them at our own fast pace, and I come out with the best score.

4. **What impact does this attitude have on your RELATIONSHIPS with others in your life?**

People on the whole take my opinions seriously . Sometimes I am accused of being too controlling at home.

5. **What action can you take to assure that your satisfaction and personal PERFORMANCE is enhanced through this key motivating attitude?**

Continue to excel at everything I do.



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Lowest Ranked Attitude

This section deals with your lowest ranked attitude. Because it is weak, you could become demotivated if you are spending most of your time in environments that require or reward this attitude.

Review your comments carefully and determine if any action is needed.

Lowest Ranked Attitude: Social - Indifferent

Those who score very high in this value 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 value, the Social person regards helping others as the only suitable form for human relationships. Research into this value indicates that in its purest form, the Social interest is selfless.

1. **List people you know, or SITUATIONS you have been in, that are consistent with this attitude:**

This sounds like my sister, who is a nurse.

2. **Describe how you feel when you are in the company of PEOPLE with this attitude:**

Like I'm not very interested in the conversation. I have a problem seeing my sister's viewpoint, or why she gives her job so much of her time and energy with so little payback.

3. **What impact does this attitude have on your WORK and/or your RELATIONSHIPS with others in your life?**

I think my sister looks at me as a type A kind of guy and doesn't want to listen to my advice. She thinks I'm too driven and don't spend enough time with the relatives. In some cases she's probably right, I don't know.