

## Delve Deeper into Motivators with **12 DRIVING FORCES**

*Motivators, defined by 12 Driving Forces, help you take control of your decisions, your life's direction, and your appreciation of others. They are the **WHY** behind your behavior and actions.*



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### **What is a Driving Force?**

The happiest, most productive and the most successful people in the world have one thing in common – they have discovered what motivates them and harnessed it to drive them forward each and every day.

When the work you do is aligned with your primary driving forces, you feel energized. Challenged. Motivated to do better each day. When working in jobs that don't match your primary driving force, the opposite happens: you feel disconnected and drained. Productivity plummets.

By discovering our primary driving force, we set ourselves up for reaching our full potential.

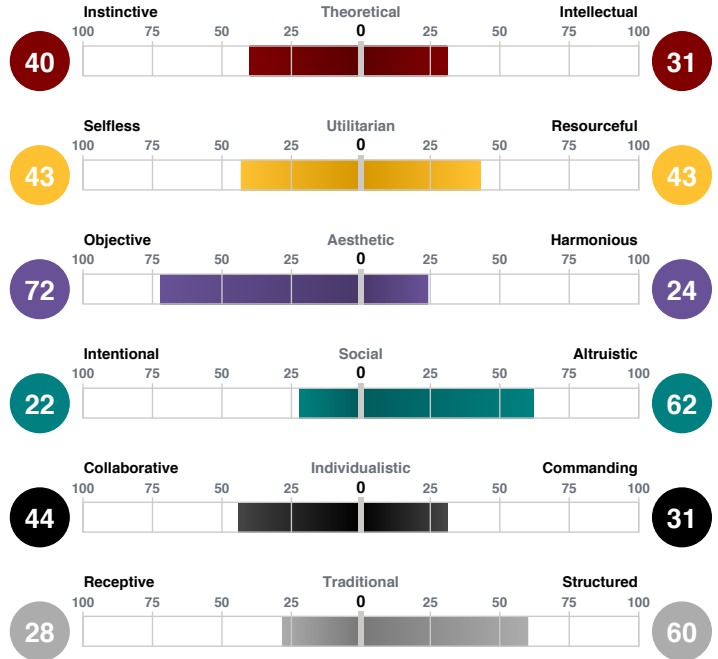
# A Research Foundation

For three decades, TTI Success Insights measured and assessed six common Motivators and examined the highs and lows of each of those. What the researchers found was that avoidance can be as strong as acceptance, so 12 profiles could be derived from the highs and lows of the 6 Motivators. As a result, the 12 Driving Forces were born, more precisely and accurately pinpointing the varying distinctions.

## The 12 Driving Forces

Our 12 Driving Forces, which we analyze in a hierarchy, are:

- Intellectual (High Theoretical)
- Instinctive (Low Theoretical)
- Altruistic (High Social)
- Intentional (Low Social)
- Commanding (High Individualistic)
- Collaborative (Low Individualistic)
- Structured (High Traditional)
- Receptive (Low Traditional)
- Resourceful (High Utilitarian)
- Selfless (Low Utilitarian)
- Harmonious (High Aesthetic)
- Objective (Low Aesthetic)

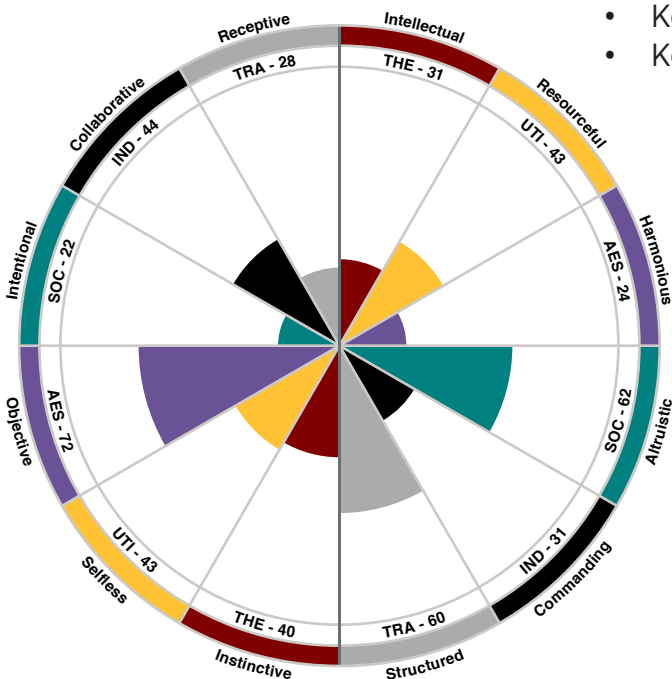


## How They Connect to Work

Each driving force compels us to find satisfaction in our work and life in unique ways.

The 12 Driving Forces reports can provide insight into:

- Potential Behavioral and Motivational Strengths
- Potential Behavioral and Motivational Conflict
- Ideal Working Environment
- Keys to Motivating
- Keys to Managing



*Ready to start using the 12 Driving Forces within your organization?*

