



# Motivators Overview

## The Six Motivators

**Individualistic:** Desire recognition and control over their future

**Social:** Want to help the world and have an impact

**Theoretical:** Love to learn

**Aesthetic:** Seek balance and self-expression

**Utilitarian:** Value practical return on investment

**Traditional:** Hold core values, beliefs or traditions







## Reading the Motivators Graph

- Look at your 1st and 2nd Motivators. How do these motivators show up in your life?
- Look at the lowest Motivator. Is this a "turn-off" for you?

## Key Tips

- Motivators supersede DISC in explaining behavior when your Motivators are triggered.
- Consider your particular Motivator combinations and how they work together.
- Connecting your Motivators to a job, role, or company is a great way to find a fulfilling career.

## Motivator Reference Guide

Motivators	Things to Do	Activities You Might Enjoy	Major/Career Ideas
<p><b>Theoretical</b></p>  <p><i>Value learning and knowledge.</i></p>	<p>Continuing education. Start a blog. Research. Experiment. Work in a bookstore.</p>	<ul style="list-style-type: none"> <li>* Research-based tasks.</li> <li>* Lectures with lots of facts or high concept load.</li> <li>* Robotics and science clubs.</li> <li>* <b>Continuous education and learning opportunities.</b></li> </ul>	<p>Science, R&amp;D, Astronomy, Engineering, Education, IT, Mathematics, Economics, Journalism, Law, Medicine, Aerospace, Think Tanks, Healthcare, Psychology.</p>
<p><b>Utilitarian</b></p>  <p><i>Value practical accomplishments.</i></p>	<p>Get a paying job. Internships to enhance your resume. Build something tangible.</p>	<ul style="list-style-type: none"> <li>* Assignments that <b>connect to the real world (experiential learning).</b></li> <li>* Explicit connections between things you are learning and how you can use them to reach your goals.                             <ul style="list-style-type: none"> <li>* Real-world mentors.</li> <li>* Business and finance programs.</li> </ul> </li> </ul>	<p>Sales, Finance, Entrepreneurship, Law, Programming, Medicine, Consulting, Accounting, Engineering, Real Estate, Construction, Trade Jobs, Software Development.</p>
<p><b>Aesthetic</b></p>  <p><i>Value beauty and harmony.</i></p>	<p>Volunteer outdoors. Decorate your room. Participate in a local music or art festival.</p>	<ul style="list-style-type: none"> <li>* Beautifying the community/school.                             <ul style="list-style-type: none"> <li>* Hands-on, creative self-expression.</li> </ul> </li> <li>* Harmony in the classroom &amp; world.</li> <li>* <b>Physical environment matters!</b></li> </ul>	<p>Visual Arts, Architecture, Event Planning, Design, Culinary Arts, Music, Environmental Studies, Landscaping, Marketing/PR, Outdoor/Adventure.</p>
<p><b>Social</b></p>  <p><i>Value being of service.</i></p>	<p>Peer Mentor/Tutor. Community Service. Non-profits. Homeless volunteering. Animal care.</p>	<ul style="list-style-type: none"> <li>* Opportunities to <b>help others</b> in activities and assignments.</li> <li>* Learning about things that make a difference in the world.                             <ul style="list-style-type: none"> <li>* Serving peers and community members.</li> </ul> </li> </ul>	<p>Non-Profits, Social Entrepreneurship, Corporate Social Responsibility, Education, Healthcare and Social Services, Community Programs, Physical Training, Psychology.</p>
<p><b>Individualistic</b></p>  <p><i>Value personal achievement, freedom, and independence.</i></p>	<p>Assist a local political campaign. Start your own business. Create your own music. Participate in individual sports.</p>	<ul style="list-style-type: none"> <li>* Opportunities for <b>public recognition</b> in class or job.</li> <li>* Independent learning and freedom.                             <ul style="list-style-type: none"> <li>* Control over assignments and delivery of that assignment.</li> </ul> </li> <li>* Theater, student government, music performance, leadership programs.</li> </ul>	<p>Entrepreneurship, Politics, Chef, Public Speaker, Consulting, Driver, Actor/Singer, Pilot, Outdoor/Adventure Jobs, Investment Banking, Accounting, Gaming, Trade Jobs such as Welding, Plumbing, Masonry etc.</p>
<p><b>Traditional</b></p>  <p><i>Unique system of core values.</i></p>	<p>Help local military groups and veterans. Volunteer at your religious institution. Work with cultural or government groups. Family time.</p>	<ul style="list-style-type: none"> <li>* Opportunities to share your beliefs with others.</li> <li>* Assignments and activities that <b>align with your core values.</b></li> <li>* Joining a cultural or religious group.</li> </ul>	<p>Government, Education, Banking, Military, Engineering, Health Services, Insurance, Religious Roles, Lobbying, Oil and Gas Jobs, Quality Control, Industrial Jobs, Activism.</p>