

The 12 Driving Forces

The graphic below illustrates the original 6 motivators with their associated keyword and definitions for the 12 Driving Forces.

DRIVING FORCE	Keyword	DRIVING FORCE
INSTINCTIVE Driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.	KNOWLEDGE	INTELLECTUAL Driven by opportunities to learn, acquire knowledge and the discovery of truth.
SELFLESS Driven by completing tasks for the sake of completion, with little expectation of personal return.	UTILITY	RESOURCEFUL Driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.
OBJECTIVE Driven by the functionality and objectivity of their surroundings.	SURROUNDINGS	HARMONIOUS Driven by the experience, subjective viewpoints and balance in their surroundings.
INTENTIONAL Driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.	OTHERS	ALTRUISTIC Driven to assist others for the satisfaction of being helpful and supportive.
COLLABORATIVE Driven by being in a supporting role and contributing with little need for individual recognition.	POWER	COMMANDING Driven by status, recognition and control over personal freedom.
RECEPTIVE Driven by new ideas, methods and opportunities that fall outside a defined system for living.	METHODOLOGIES	STRUCTURED Driven by traditional approaches, proven methods and a defined system for living.

The 12 Driving Forces

Characteristics & Communication

DRIVING FORCE

Keyword

DRIVING FORCE

INSTINCTIVE

Driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.

KNOWLEDGE

INTELLECTUAL

Driven by opportunities to learn, acquire knowledge and the discovery of truth.

CHARACTERISTICS

Precise about what they need to know and when they need to know it.

Focus on utilizing past experiences and seek out new info when necessary.

Search the web to address a current topic or situation

Comfortable starting a project before gathering all the necessary info.

Seek depth and breadth of knowledge

Need to gather as much info as possible before starting a project.

Focus on info and facts rather than relying on intuition.

Value the opportunity to learn and discover.

EFFECTIVE COMMUNICATION INCLUDES:

Intuitive ways to solve challenges and problems

Past experience as it applies to current situations

Encouragement to just start and see where it leads

Ways to quickly discover and apply specific info

Specific details to the situation at hand

Rational and objective facts

Research-based approach to challenges and problems

Focus on complete and full understanding of a topic.

Encouragement to conduct extensive research and review.

Opportunity to learn and discover.

The 12 Driving Forces

Characteristics & Communication

DRIVING FORCE

Keyword

DRIVING FORCE

SELFLESS	UTILITY	RESOURCEFUL
Driven by completing tasks for the sake of completion, with little expectation of personal return.		Driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.

CHARACTERISTICS

Contributing to a project with minimal expectation of personal return.

Accomplishing tasks for the sake of accomplishment.

Valuing people for who they are versus what they can provide.

Will concentrate on the completion of tasks rather than simply the most efficient way.

Attaining measurable and practical results.

Maximizing both efficiency and rewards for their investments of time, talent, energy and resources.

Enterprising nature.

Sensitive to the wasting of time, resources, and/or opportunities.

EFFECTIVE COMMUNICATION INCLUDES:

Focus on how participation will impact the greater good.

Emphasize the importance of quality and process that will be used.

How to work around restrictions on time and resources.

Focus on completion of tasks not just the ROI or economics.

A focus on return of investment of time and resources.

Demonstrate efficiency and practicality related to current projects.

Show how something can be bigger, faster, or better to increase value.

Show the personal return for the individual.

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Characteristics & Communication

DRIVING FORCE

Keyword

DRIVING FORCE

OBJECTIVE		HARMONIOUS
Driven by the functionality and objectivity of their surroundings.	SURROUNDINGS	Driven by the experience, subjective viewpoints and balance in their surroundings.

CHARACTERISTICS

Not distracted in environments filled with chaos.

Ability to view everything in pieces, and focus on one piece at a time.

Focuses on the functionality over harmony of a situation.

Can isolate personal issues to focus on productivity.

Tends to be more concerned with function over form.

Value and enjoy beauty, the experience, and their surroundings.

Seek balance in their lives.

Flourish in an environment where they have the opportunity to create harmony and balance.

Tend to be more concerned with form over function.

EFFECTIVE COMMUNICATION INCLUDES:

Focus on tangible and objective information.

Compartmentalize the conversation to the specific topic or situation at hand.

Talk in bullet points without extraneous information.

Remove emotions and feelings from discussion.

Use functional and non-subjective points.

Focus on the subjective experience for them and others.

Highlight how the idea or concept links to form and harmony.

Focus on “the overall experiences.”

Acknowledge the mood or experience in the surroundings.

The 12 Driving Forces

Characteristics & Communication

DRIVING FORCE

Keyword

DRIVING FORCE

INTENTIONAL

Driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.

OTHERS

ALTRUISTIC

Driven to assist others for the satisfaction of being helpful and supportive.

CHARACTERISTICS

Assisting others for a specific purpose, not just for the sake of helping.

Selective about who, when, why, and how much they are willing to give to others.

Seeing the world as part of a toolset to accomplish goals.

Valuing the importance of keeping emotions out of business decisions.

Desire to help others by giving generously of their time, talent and resources with no expectation of personal return.

Belief that all people should have the opportunity to be the best they can.

Sacrifice of personal gain in a situation if the outcome is detrimental to others.

EFFECTIVE COMMUNICATION INCLUDES:

Highlight connections and opportunities specific people can provide.

Connect them to people that believe in hard work and persistence.

Focus on benefits that others can provide.

Highlight their ability to select who, when, and how much to help.

Talk in terms of benefits to others.

Demonstrate ways to decrease or remove conflict.

Discuss ways to tap into an maximize people's potential.

Point out opportunities for increasing social responsibility.

Focus on how the idea or concept will benefit others.

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Characteristics & Communication

DRIVING FORCE

Keyword

DRIVING FORCE

COLLABORATIVE		COMMANDING
Driven by being in a supporting role and contributing with little need for individual recognition.	POWER	Driven by status, recognition and control over personal freedom.

CHARACTERISTICS

Comfortable in a supporting role.

Perform without the need for personal recognition.

Focus on their contribution versus advancing their position.

Tends to set aside their own agenda for the good of the company/community.

Values status and public recognition.

Asserts control over their freedom and destiny.

Works long and hard to advance their position.

Driven to create winning strategies.

Passionate about creating something that creates legacy.

EFFECTIVE COMMUNICATION INCLUDES:

Discuss ways to support the group or team.

Privately recognize their contributions.

Give guidance on how they can collaborate to achieve company objectives.

Focus on the importance and contribution of supporting roles.

Demonstrate your support for them personally.

Focus on how the topic will help them achieve status, recognition of uniqueness.

Talk about building winning strategies.

Highlight the personal and organizational wins.

Emphasize positioning, status and power.

Showcase opportunities for leadership or to set themselves apart.

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Characteristics & Communication

DRIVING FORCE	Keyword	DRIVING FORCE
RECEPTIVE Driven by new ideas, methods and opportunities that fall outside a defined system for living.	METHODOLOGIES	STRUCTURED Driven by traditional approaches, proven methods and a defined system for living.

CHARACTERISTICS

Open to new ideas, methods and opportunities that fall outside a defined system for living.

May openly resist overly structured approaches.

Always looking for new ways to accomplish routine tasks.

Creative when interpreting systems and will adopt aspects of them if they see a benefit.

Values a traditional approach, proven methods, and a defined system for living.

Diligent when working to advance their cause.

Honors systems, structure, and tradition.

Seeks a consistency in approach in their life, organization and/or team.

EFFECTIVE COMMUNICATION INCLUDES:

Focus on ways to work around red tape and rules.

Bring to light new approaches.

Discuss ways to alter the status quo.

Emphasize change and improvement opportunities.

Point out how pieces of existing systems could create something new.

Discuss the meaning and methods in which they believe.

Link the conversation and topics to their belief system.

Discuss how to advance their point of view.

Point out how their system could fit with your idea or concept.

Discuss how they can contribute to building a defined system or approach.