





Motivator Reference Guide

Find your motivators on the Indigo summary page: Connecting with the **top two motivators** are most important. A secondary motivator supports the first motivator; for example, a “Social/Theoretical” will use knowledge to help people. But a Social/Utilitarian will want to help people in an efficient and results-oriented way. A Social/Individualistic wants to help in their own way. **NOTE: The third motivator might be important as well, especially if it is above the Adult Mean. And the last motivator may be important to avoid!**

Motivators	Things to Do	Activities You Might Enjoy	Major/Career Ideas
 <p>Theoretical <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"> * Research-based tasks. * Lectures with lots of facts or high concept load. * Robotics and science clubs. * Continuous education and learning opportunities. 	<p>Science, R&D, Astronomy, Engineering, Education, IT, Mathematics, Economics, Journalism, Law, Medicine, Aerospace, Think Tanks, Healthcare, Psychology.</p>
 <p>Utilitarian <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"> * Assignments that connect to the real world (experiential learning). * Explicit connections between what you are learning and how you can use them to reach your goals. <ul style="list-style-type: none"> * Real-world mentors. * Business and finance programs. 	<p>Sales, Finance, Entrepreneurship, Law, Programming, Medicine, Consulting, Accounting, Engineering, Real Estate, Construction, Trade Jobs, Software Development.</p>
 <p>Aesthetic <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"> * Beautifying the community/school. <ul style="list-style-type: none"> * Hands-on, creative self-expression of learning. * Harmony in the classroom & world. * Physical environment matters! 	<p>Visual Arts, Architecture, Event Planning, Design, Culinary Arts, Music, Environmental Studies, Landscaping, Marketing/PR, Outdoor/Adventure.</p>
 <p>Social <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"> * Opportunities to help others in activities and assignments. * Learning about things that make a difference in the world. * Rewards for serving peers and community members. 	<p>Non-Profits, Social Entrepreneurship, Corporate Social Responsibility, Education, Healthcare and Social Services, Community Programs, Physical Training, Psychology.</p>
 <p>Individualistic <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"> * Opportunities for public recognition in class or job. * Independent learning and freedom. * Control over assignments and delivery of that assignment. * Theater, student government, music performance, leadership programs. 	<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>Traditional <i>Unique system of driving 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"> * Opportunities to share your beliefs with others. * Assignments and activities that align with your core values. * Joining a cultural or religious group. 	<p>Government, Education, Banking, Military, Engineering, Health Services, Insurance, Religious Roles, Lobbying, Oil and Gas Jobs, Quality Control, Industrial Jobs, Activism.</p>