

WORKPLACE MOTIVATORS MEMORY JOGGER CARD

WHAT PUTS GAS IN MY TANK

Theoretical/Knowledge

“LEARNER” A PASSION FOR KNOWLEDGE AND EXPERTISE

Tendencies: May give you more than you need. Will focus on research available. Energized by learning. Always questioning and changing things. May bog down in details.

Provide: Research, study and learning opportunities. Allow them to become your product expert. May be methodical in approach.

Most Wants: Facts, objectivity and to gain knowledge.

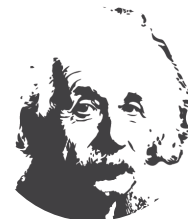
Words That Work: I have a problem that I need you to help me solve. Here are the facts. Deeper meaning. Formulating theory. Identifying truth. Books. Understand. Smart. Wise. Expert-status.

Blind Spots: May put the pursuit of knowledge above their own health and safety. Practical matters can be neglected and ignored (home, family, money). May come across as a “know it all.”

Stressors: Inability to learn and build expert status. Emotional subjective experiences with no rational justification. Inability to discover truth, understanding, or knowing around a topic.

My #1 & #2 (This Puts Gas in My Tank) – The Learner: Love of Knowledge, Intellectual.

My #6 (This Motivator Does NOT Put Gas in my Tank): “I tend to seek knowledge as needed and don’t enjoy theoretical discussions.”



ALBERT EINSTEIN

Utilitarian/Economic

“BUSINESS PERSON” A PASSION FOR MAKING MONEY AND ROI

Tendencies: May focus on monetary implications, “what’s in it for me” or “what is practical.” Energized by work, ROI and economic return. Competitive player. Adamant about getting results. May be a workaholic.

Provide: Practicality, reduction in waste and savings. Will want gain in time, energy and money.

Most Wants: Everyone to pull equal weight, to eliminate waste and get ROI.

Words That Work: Maximize resources. Eliminate waste. The return on investment is... Earnings. Interest. Profit. Wealth. Practical. Useful. The bottom line is... Achievement. Reward. Value. Productivity. Time management.

Blind Spots: May become a workaholic. Willing to give but may always want something in return.

Stressors: Wasted resources, time and material. Investments with inadequate or no return. Lack of efficiency.

My #1 & #2 (This Puts Gas in my Tank) – The Business Person: Bottom line and ROI. Practical.

My #6 (This Motivator Does NOT Put Gas in my Tank): “I tend to give freely of my time and don’t like being primarily judged on efficiency.”



RICHARD BRANSON

Individualistic/Political

“THE POWER PLAYER” A PASSION FOR LEADING AND BEING OUT-FRONT

Tendencies: May focus on being #1 and what can be done for them. Energized by being visible and in charge of their destiny. Strong ambitious goals. The buck stops here. May be impatient. Charismatic.

Provide: Power and influence; opportunity to be on advisory groups and to lead. Stretch goals and recognition.

Most Wants: The opportunity to advance position, power and influence.

Words That Work: This is the best. Leadership. Excel. Advance. Be #1. Power. Recognition. Distinctive. Outside the box. New ideas. Take control and be in charge. You have the authority. We need a front person.

Blind Spots: Positioning of self may be more important than others. Desire for being in charge of his/her destiny.

Stressors: Actual or perceived diminishing/loss of power or visibility. Inability to advance. Lack of respect for position and chain of command.

My #1 & #2 (This Puts Gas in my Tank) – Power Player: Status, Advance, Recognition.

My #6 (This Motivator Does NOT Put Gas in my Tank): “I tend to not want to work alone or be in the spotlight.”



JOHN F. KENNEDY

WORKPLACE MOTIVATORS MEMORY JOGGER CARD

WHAT PUTS GAS IN MY TANK

Aesthetic

“BALANCE, HARMONY AND SENSITIVE SEEKER” A PASSION FOR CREATIVITY AND BEAUTY

Tendencies: May focus on subjective feelings rather than data. Energized by creating an environment of beauty and harmony. May be non-conformist. Outdoor interests –nature rejuvenates.

Provide: Beautification projects; stewardship of the Earth, beauty of product or service. Freedom to express feelings, creativity and quality.

Most Wants: To create and work in peace, balance and harmony. To focus on how things look and feel.

Words That Work: Work/life balance. Appreciation. Using descriptive words, phrases, similes and metaphors. Ask: How are you feeling? You'll have time to re-energize. Creativity. Beauty. Self-help and personal development.

Blind Spots: May function outside of reality and struggle with every day reality. Excessive striving for their perception of perfection and beauty.

Stressors: Chaos and disturbance around them. Lack of work/life balance and not enough quiet time or rest. Too much objective focus. Inability to express feelings.

My #1 & #2 (This Puts Gas in my Tank) – Balance and Harmony Seeker: Subjective, Surroundings.

My #6 (This Motivator Does NOT Put Gas in my Tank): “I tend to compartmentalize chaos and focus on function and the end result.”



WALT DISNEY

Social/Altruistic

“SERVICE AND HELPING OTHERS” A PASSION FOR SERVICE

Tendencies: May focus on the people aspect of everything, avoidance or elimination of suffering, win-win relationships. Energized by helping others. Generous teacher/coach. May never say “no.”

Provide: Opportunity to help, coach and champion others.

Most Wants: An organization that is committed to its people and clients.

Words That Work: We/I need your help. Listening to others, coaching, helping. Volunteer. Making the world a better place. Contribute. Giving. People. Humanity. Service. Serve. Charity. Soothing and comforting others.

Blind Spots: May create lose/win relationships, focusing only on the benefit to others. Overzealousness for a cause may lead to harmful behavior to self/others.

Stressors: Too much emphasis on bottom-line results. Decisions and actions that are insensitive to people. People who are hurting or in pain in any way.

My #1 & #2 (This Puts Gas in my Tank) – Serving Others: Altruistic to all, Remove Pain.

My #6 (This Motivator Does NOT Put Gas in my Tank): “I tend to help others who are already working hard and for a specific purpose.”



MOTHER TERESA

Traditional/Regulatory

“THE PROCESS AND ORDER KEEPER” A PASSION FOR KEEPING AND ENFORCING THE RULES

Tendencies: May focus on “you are with me or against me;” what role faith plays in others’ lives. Precise time management. May be overly rigid.

Provide: Code, ethics and high moral standards, rewards for long term loyalty. Commitment to mission and values. Opportunity to follow and enforce rules and protocol.

Most Wants: Structure and the ability to follow and enforce rules and processes.

Words That Work: Standards. Structure. Routine. Tradition. Protocol. Discipline. Tell me about your beliefs. Tell me about the rules. Help us stay in line. Follow your conscience. Sacrifice. History tells us...

Blind Spots: Sacrifices self for beliefs, willing “to die” for them. Closed-minded and judgmental toward other viewpoints, being too rigid.

Stressors: Close mindedness by others. Lack of directions, order, structure. Opposition to their beliefs.

My #1 & #2 (This Puts Gas in my Tank) – Process and Order Keeper: Proven approaches.

My #6 (This Motivator Does NOT Put Gas in my Tank): “I tend to thrive on change. I like new ideas and methods.”



JUDGE JUDY