

## 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.

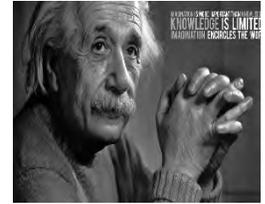
**Words That Work:** I have a problem that I need you to help me solve. Here are the facts. Deeper meaning. Formulating theory. Identifying truth. Books. Understand. Smart. Wise. Expert-status.

**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 & 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**