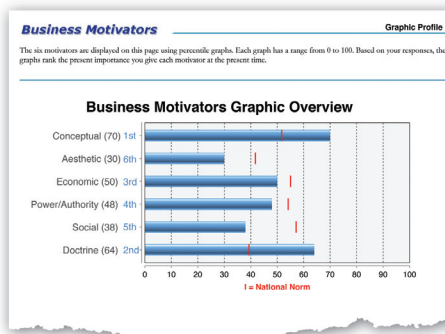
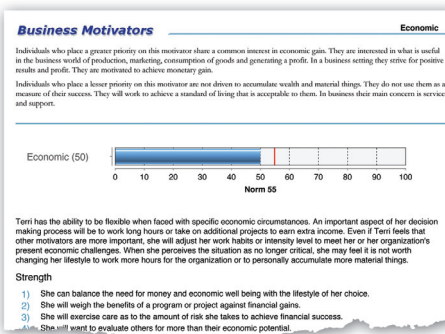


# Business Motivators

## Identify Personal Motivators in a Business Environment

Business Motivators is an online system which helps individuals understand what influences the choices they make as they move through their careers. The Business Motivators report helps individuals gain insight into how and why they make the decisions they do. Motivators influence our actions and behaviors. They are the “why” behind an individual’s choices and actions. Individuals who understand their motivators can become more aware of others who have different motivators.

The Business Motivators questionnaire can be completed in approximately 10-15 minutes, and will provide you with 9 pages of helpful information, as well as a “quick look” graph. It is often used with the **PROCEPTION2** Profiling Series.



### Measures:

Key motivators providing insights into “why we do what we do”:

- ★ **Conceptual**  
Objective and critical; a desire to learn for knowledge's sake.
- ★ **Aesthetic**  
Visual awareness; things to have form, function and symmetry.
- ★ **Economic**  
Desire for economic and material gain; strive for positive results and profits.
- ★ **Social**  
Genuine concern for the welfare of others; will help those seen as less fortunate.
- ★ **Power and Authority**  
Enjoy being in positions of power; energized by competition.
- ★ **Business Doctrine**  
Centered on tradition and customs; seeks to conduct their lives and business activities within a system.

### Identify Personal Motivators for:

- ▶ Employees
- ▶ Management
- ▶ Goal Setting
- ▶ Team Building
- ▶ Decision Making
- ▶ Career Satisfaction

### The individual will better...

- ▶ Understand and appreciate relationships
- ▶ Learn how motivators impact work performance
- ▶ Understand potential causes of conflict
- ▶ Identify personal motivators and interests

### Business Motivators is...

- ★ Immediate testing, evaluation and reporting
- ★ Easy to administer and score
- ★ Inexpensive, automated assessment system
- ★ Validated
- ★ Internet based