

REWARDS/CULTURE HIERARCHY

PERSONAL INTERESTS, ATTITUDES & VALUES (Motivators)

Definitions and Descriptions

THEORETICAL

This individual tends to have strong problem solving abilities. They generally have a passion for discovering truth and knowledge. Formulating theories is an ongoing part of this way of thinking. This individual tends to stress objectivity in all areas. Cognitive abilities are of extreme importance.

UTILITARIAN

This individual tends to be practical in all areas of life. They generally desire a measurable return on investments, whether it is money, time or resources. A strong individual in this category generally wants to be rewarded financially for the effort they put forth. The bottom-line is emphasized and creative future-oriented thinking and goal setting is utilized.

AESTHETIC

This individual tends to display a strong desire for form, harmony and beauty. The subjective appreciation of an individual's surroundings and self-actualization is of primary importance. Emphasis is placed on the feelings of others and creative expression. Generally, an individual in this category will have an intense awareness of their surroundings and their own appearance.

SOCIAL

The primary focus of this individual tends to be seeing and developing the potential in others. They generally are selfless and generous with their time, talents and resources. They desire the elimination of hate and conflict and may champion worthy causes. A person in this category will often sacrifice the bottom-line for people.

INDIVIDUALISTIC

An individual in this category generally will want to be in control of their destiny and that of others. They will have a strong desire for advancement and to lead. Winning by planning and strategizing is emphasized. Authority and position are of primary importance. Achieving goals at all costs is imperative.

TRADITIONAL

This category of individual tends to demand a system for living and for others to follow it. Generally, a person in this category is striving for a higher meaning and purpose to life. Rules and regulations and adherence to them are the primary focus. Absolutes are in place and others tend to be judged positively or negatively according to them.