



TTI
SUCCESS
INSIGHTS®

12 Driving Forces®

Ethel

For more information:
Select, Assess & Train
Tel: 919-787-8395
info@selectassesstrain.com

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Understanding Your Driving Forces



Eduard Spranger first defined six primary types or categories to define human motivation and drive. These six types are Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

With TTISI's additional insights into Spranger's original work, the 12 Driving Forces® came to life. The 12 Driving Forces® are established by looking at each motivator on a continuum and describing both ends. All of the twelve descriptors are based on six keywords, one for each continuum. The six keywords are Knowledge, Utility, Surroundings, Others, Power and Methodologies.

You will learn how to explain, clarify and amplify some of the driving forces in your life. This report will empower you to build on your unique strengths, which you bring to work and life. You will learn how your passions from 12 Driving Forces® frame your perspectives and provide the most accurate understanding of you as a unique person.

Please pay careful attention to your top four driving forces, as they highlight what most powerfully moves you to action. As you examine the next tier of four driving forces, you'll recognize they may have a strong pull for you, but only in certain situations. Finally, when reviewing the bottom four driving forces, you will identify your varying levels of indifference or total avoidance.

Once you have reviewed this report you will have a better grasp of one of the key areas in the Science of Self™ and will:

- Identify and understand your unique Driving Forces
- Understand and appreciate the Driving Forces of others
- Establish methods to recognize and understand how your Driving Forces interact with others to improve communication

Driving Characteristics



Based on your responses, the report has generated statements to provide a broad understanding of WHY YOU DO WHAT YOU DO. These statements identify the motivation that you bring to the job. However, you could have a potential Me-Me conflict when two driving forces seem to conflict with each other. Use the general characteristics to gain a better understanding of your driving forces.

Ethel will thrive in an environment filled with chaos. She tends to see things in pieces. She tends to concentrate on what is tangible versus subjective feelings. She is driven by a long list of wants and will work hard to achieve them. Ethel has a strong desire to build resources for the future. She will be creative when resources are scarce. She may spend considerable time researching a topic of interest. She will usually have the information to support her convictions. Ethel tends to seek new methods and ways to expand her future opportunities. She tends to interpret and dissect other systems and/or traditions and is creative when applying them. She is willing to help others if they are willing to work to achieve her goals. She may strive to maintain collaboration in group settings.

Ethel can divide the personal and professional relationships within the same person. She can focus on the task at hand regardless of her surroundings. She is motivated by increasing productivity and efficiency. She is driven to maximize opportunities in order to create financial flexibility. Ethel could be instrumental in identifying informational resources. She may have the desire to expand her knowledge to be considered an expert in her chosen field. She may be open to new ideas because she is not tied to a defined philosophy or system. She will not be afraid to explore new and different ways of interpreting her own belief system. Ethel may attempt to assist an individual or group to overcome adversity. She will be generous with time, research and information if the cause appeals to her own self-interest. In most situations Ethel may look for ways to create collaboration. She may seek situations that allow her the freedom to partner with others.

Driving Characteristics



Ethel may focus on the greater good more than personal advancement. She can be patient and sensitive to others if they have a common cause. She seeks new ways to accomplish routine tasks. She will benefit from a role that allows her to gain new knowledge. Ethel will create opportunities for others if she sees a greater return in the future. She is driven to be very diligent and resourceful. She isolates personal issues to focus on professional productivity. She will compartmentalize issues to keep the momentum moving forward.

Strengths & Weaknesses



The following section will give you a general understanding of the strengths and weaknesses of Ethel's top four Driving Forces, otherwise known as the Primary Driving Forces Cluster. Remember, an overextension of a strength can be perceived as a weakness to others.



Potential Strengths

- ✓ Ethel will succeed in chaotic environments.
- ✓ She will compartmentalize and focus only on the situation.
- ✓ She will isolate personal challenges and remain focused on the task.
- ✓ She can maximize efficiency and productivity.
- ✓ Ethel sometimes focuses on achieving measurable and practical results.
- ✓ She seems to focus on information and facts.
- ✓ She may seek new ways to accomplish routine tasks.



Potential Weaknesses

- ✗ Ethel tends to miss the overall experience by focusing only on tangible components.
- ✗ She may overemphasize the function with disregard for appearance.
- ✗ She can over compartmentalize and miss the issues of the whole picture.
- ✗ She may be perceived as a workaholic.
- ✗ Ethel may only be willing to give if there is an opportunity for a return.
- ✗ She can value discovery over other priorities.
- ✗ She may question every system and every step in a system.

Energizers & Stressors



The following section will give you a general understanding of the energizers and stressors of Ethel's top four Driving Forces, otherwise known as the Primary Driving Forces Cluster. Remember, an overextension of an energizer can be perceived as a stressor to others.

Potential Energizers

- ✓ Ethel appreciates functionality.
- ✓ She likes to provide tangible outcomes.
- ✓ She is energized by chaos.
- ✓ She likes to be compensated based on performance.
- ✓ Ethel is energized by efficiency.
- ✓ She is energized by the opportunity to objectively analyze ideas.
- ✓ She enjoys exploring possibilities.

Potential Stressors

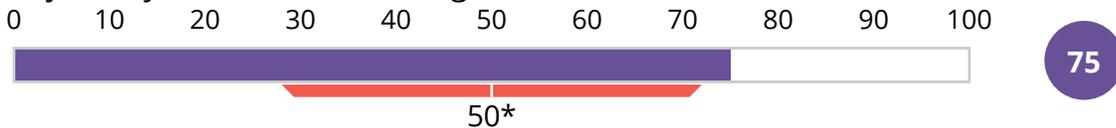
- ✗ Ethel is stressed when the focus is on harmony.
- ✗ She gets frustrated when appearance is placed over function.
- ✗ She does not like the pursuit of intangible ideas.
- ✗ She is stressed when others ignore the return on investment.
- ✗ Ethel will not waste time.
- ✗ She is turned off when people approach ideas subjectively.
- ✗ She does not enjoy working with restrictions.

Primary Driving Forces Cluster

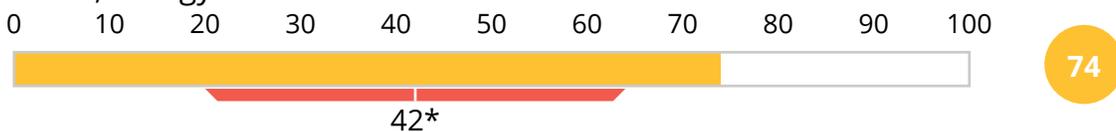


Your top driving forces create a cluster of drivers that move you to action. If you focus on the cluster rather than a single driver you can create combinations of factors that are very specific to you. The closer the scores are to each other the more you can pull from each driver. Think about the driver that you can relate to most and then see how your other primary drivers can support or complement to create your unique driving force.

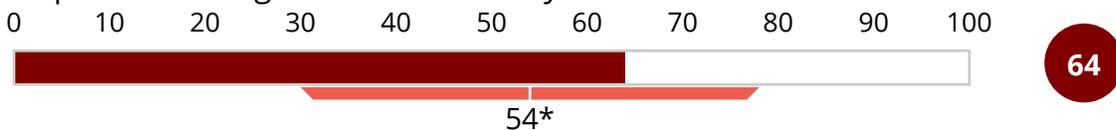
1. Objective - People who are driven by the functionality and objectivity of their surroundings.



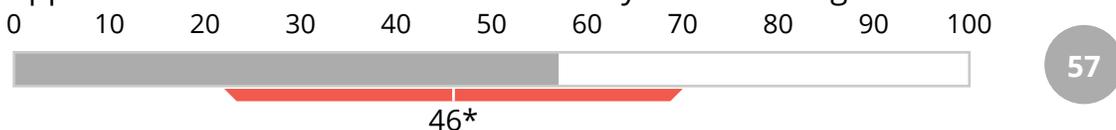
2. Resourceful - People who are driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.



3. Intellectual - People who are driven by opportunities to learn, acquire knowledge and the discovery of truth.



4. Receptive - People who are driven by new ideas, methods and opportunities that fall outside a defined system for living.

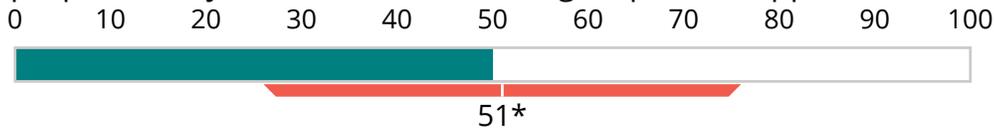


Situational Driving Forces Cluster



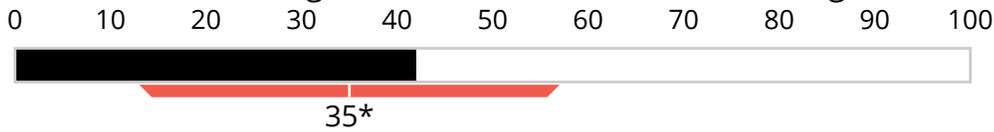
Your middle driving forces create a cluster of drivers that come in to play on a situational basis. While not as significant as your primary drivers, they can influence your actions in certain scenarios.

5. Intentional - People who are driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.



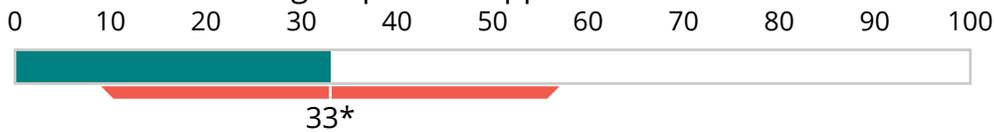
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6. Collaborative - People who are driven by being in a supporting role and contributing with little need for individual recognition.



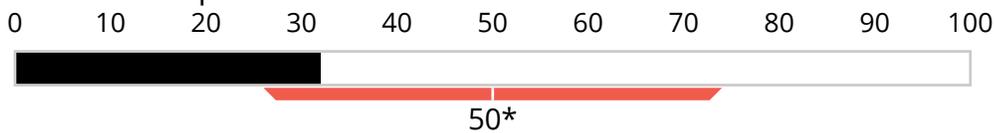
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7. Altruistic - People who are driven to assist others for the satisfaction of being helpful or supportive.



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8. Commanding - People who are driven by status, recognition and control over personal freedom.



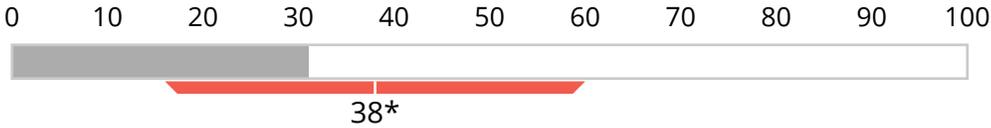
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Indifferent Driving Forces Cluster

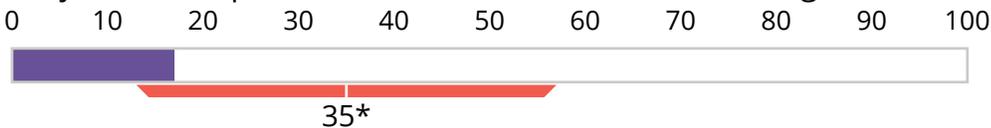


You may feel indifferent toward some or all of the drivers in this cluster. However, the remaining factors may cause an adverse reaction when interacting with people who have one or more of these as a primary driving force.

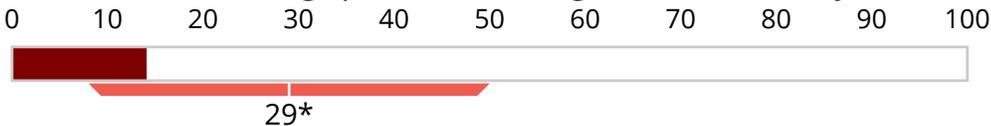
9. Structured - People who are driven by traditional approaches, proven methods and a defined system for living.



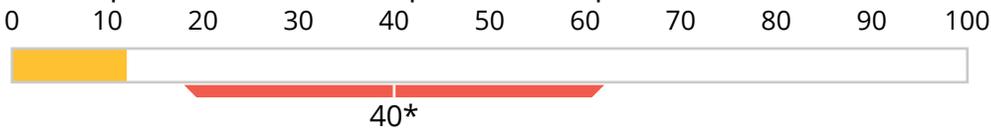
10. Harmonious - People who are driven by the experience, subjective viewpoints and balance in their surroundings.



11. Instinctive - People who are driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.



12. Selfless - People who are driven by completing tasks for the sake of completion, with little expectation of personal return.



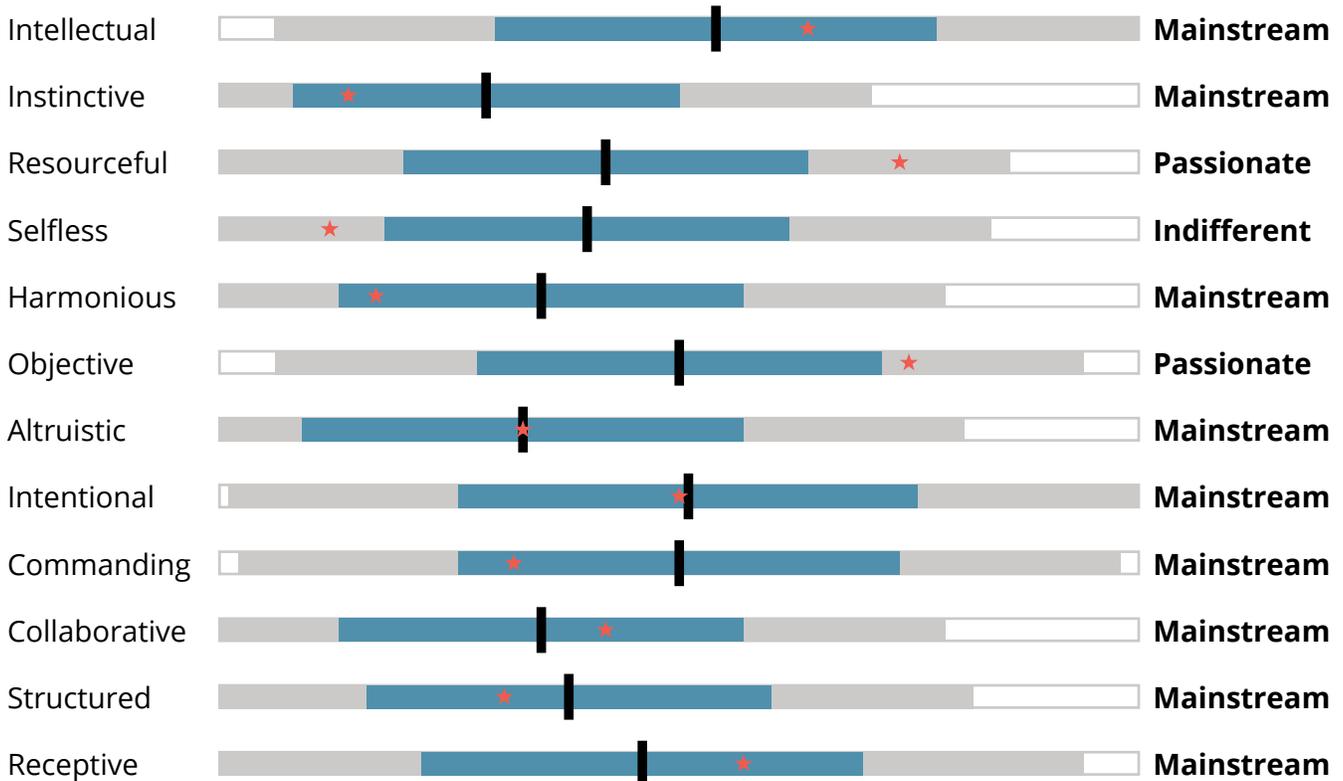
Areas for Awareness



For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar driving forces, you will fit in with the group and be energized. However, when surrounded by people whose driving forces are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict.

This section reveals areas where your driving forces may be outside the mainstream and could lead to conflict. The further above the mean and outside the mainstream you are, the more people will notice your passion about that driving force. The further below the mean and outside the mainstream you are, the more people will notice your avoidance or indifference regarding that driving force. The shaded area for each driving force represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

Norms & Comparisons Table - Norm 2017



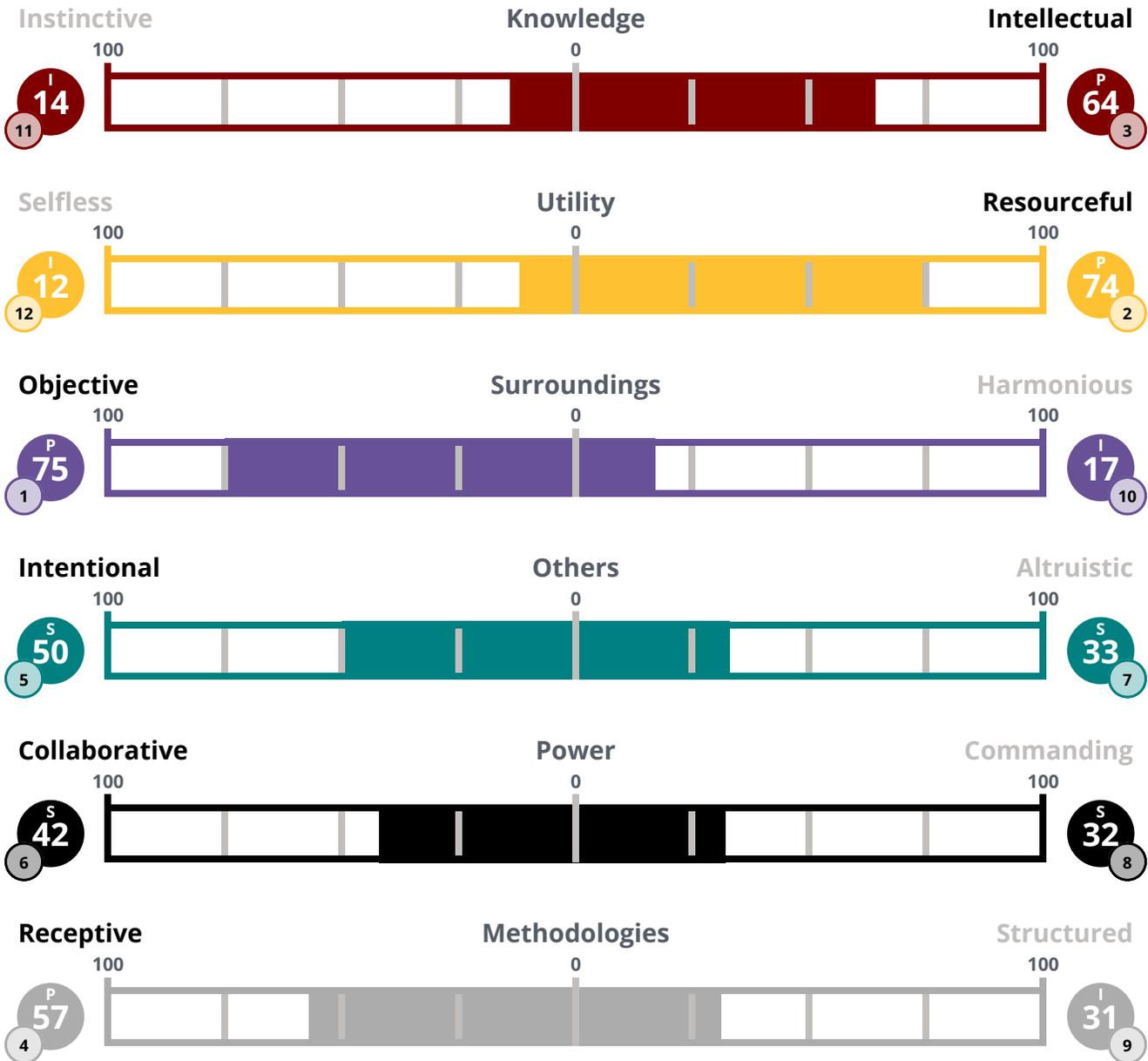
■ - 1st Standard Deviation - * 68% of the population falls within the shaded area. ■ - national mean ★ - your score
■ - 2nd Standard Deviation
■ - 3rd Standard Deviation

Mainstream - one standard deviation of the national mean
Passionate - two standard deviations above the national mean
Indifferent - two standard deviations below the national mean
Extreme - three standard deviations from the national mean

Driving Forces Graph



The 12 Driving Forces® Continuum is a visual representation of what motivates Ethel and the level of intensity for each category. Diamonds indicate an individual's primary cluster. These four factors are critical to Ethel's motivation and engagement regardless of the situation.

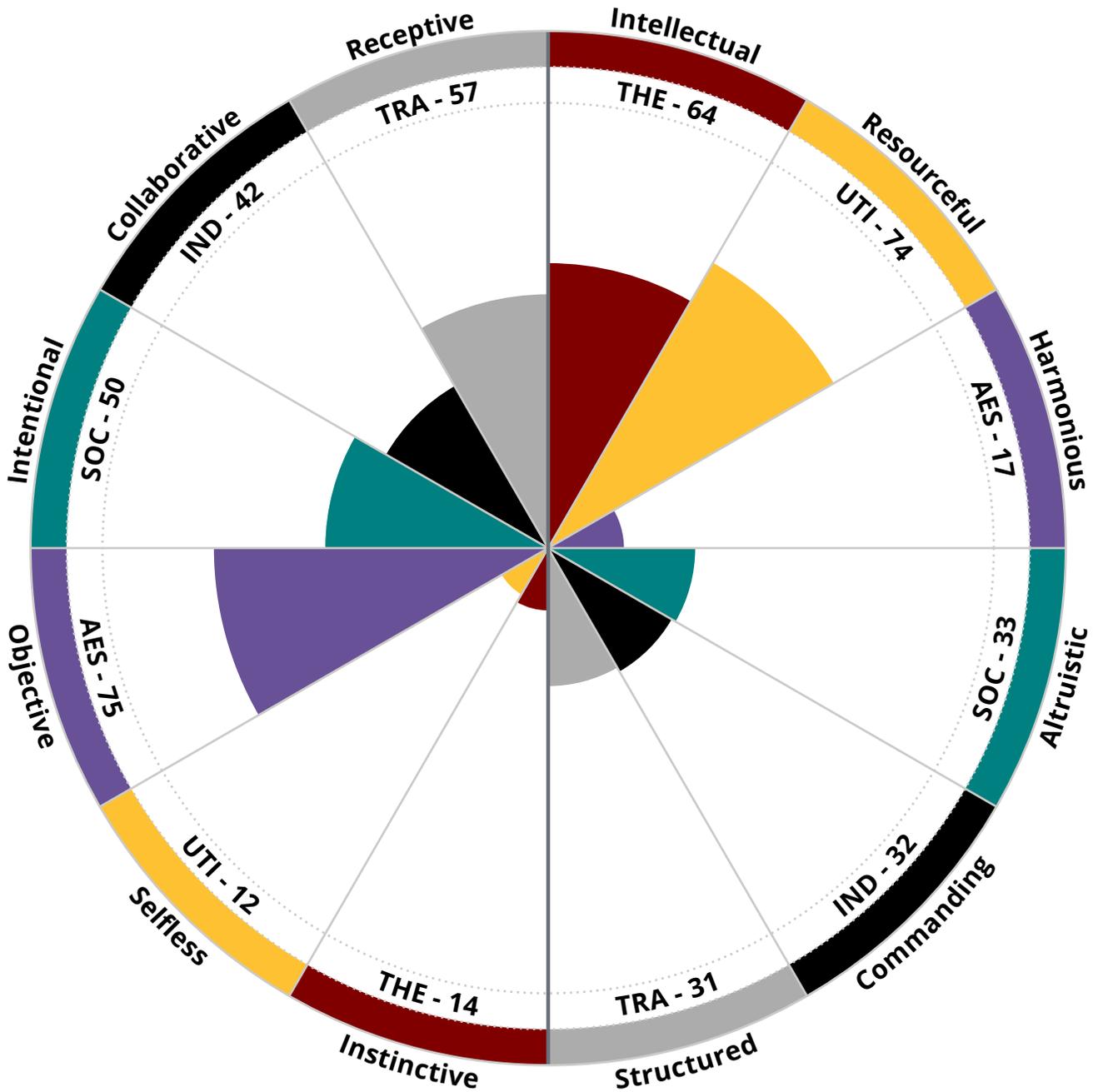


P Primary, Situational, or Indifferent
76 Driving Forces Score
3 Driving Forces Rank

Norm 2017
 9-28-2019
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Ethel

Driving Forces Wheel



Descriptors Wheel

