

Talent Insights Assessment – Driving Forces (Workplace Motivators)

Eduard Spranger published **Types of Men** in 1914 identifying six areas of motivation. In 2016 Target Training International named the ends of each spectrum as 12 Driving Forces. This assessment can help you understand WHY you and others are motivated to do things, and help you appreciate your underlying strengths and others' "hidden" strengths.

	DRIVING FORCE	MOTIVATOR	DRIVING FORCE	
	INSTINCTIVE People who are driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.	THEORETICAL KNOWLEDGE	INTELLECTUAL People who are driven by opportunities to learn, acquire knowledge and the discovery of truth.	
	SELFLESS People who are driven by completing tasks for the greater good, with little expectation of personal return.	UTILITARIAN UTILITY	RESOURCEFUL People who are driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.	
	OBJECTIVE People who are driven by the functionality and objectivity of their surroundings.	AESTHETIC SURROUNDINGS	HARMONIOUS People who are driven by the experience, subjective viewpoints and balance in their surroundings.	
	INTENTIONAL People who are driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.	SOCIAL OTHERS	ALTRUISTIC People who are driven to assist others for the satisfaction of being helpful and supportive.	
	COLLABORATIVE People who are driven by being in a supporting role and contributing with little need for individual recognition.	INDIVIDUALISTIC POWER	COMMANDING People who are driven by status, recognition and control over personal freedom.	
	RECEPTIVE People who are driven by new ideas, methods and opportunities that fall outside a defined system for living.	TRADITIONAL METHODOLOGIES	STRUCTURED People who are driven by traditional approaches, proven methods and a defined system for living.	

Depending on where you are relative to the norm in your organization or the general public, you will respond based on the situation, or, if you are passionate or extremely motivated by one of the elements, you can have a challenge seeing past your own perspective.