

# TTI Workplace Motivators™

## Internal Motivators That Drive Workplace Success!



### VALUES: HIDDEN MOTIVATORS

Why do employees sell, manage, consult, or service customers and clients the way they do? What prompts their enthusiastic responses — a happy customer, a big sales contract landed, a tough problem solved? What can you do to capture their enthusiasm and leverage their unique talents? The answers to these questions are all based on *Values*.

Values are the drivers behind our behavior. Abstract concepts in themselves, values are principles or standards by which we act. *Values are beliefs held so strongly that they affect the behavior of an individual or an organization.*

An individual's experiences, references, education, and training tell us **WHAT** they can do. Behavioral assessments (DISC) tell us **HOW** they will do it. Knowledge of an individual's values tells us **WHY** they do what they do. Because values lie beneath observable behavioral styles, values are not discovered until we have known individuals for a long period of time. Alternatively, we can measure values through the use of a carefully constructed instrument.

### TTI WORKPLACE MOTIVATORS REPORT

The Workplace Motivators report identifies six different values categories. These categories represent motivators that are shared by corporations, non-profit organizations, associations, education, and government agencies. The instrument behind the report, Motivation Insights™, is highly validated and reliable. Norms have been developed for this instrument from thousands of professionals.

### THE SIX VALUE CATEGORIES ARE:

**Utilitarian/Economic** - a characteristic interest in money/utility and return on investment

**Theoretical** - an interest in the discovery of knowledge and an appetite for learning

**Aesthetic** - a relative interest in form, balance, and harmony

**Individualistic/Political** - an interest in exerting power and influence

**Social/Altruistic** - a keen interest in helping others

**Traditional/Regulatory** - a focused interest in following a specific system for living

### REPORT CONTENTS:

The textual content of the Workplace Motivators report is based on robust statistical analysis, real-time and virtual focus group input, and a database of tens of thousands of people. The personalized report includes:

- An individualized section explaining the respondent's rankings in:
  - General Characteristics
  - Value to the Organization
  - Keys to Managing and Motivating
  - Training, Professional Development and Learning Insights
  - Continuous Quality Improvement
- A Norms and Comparisons section (respondent vs. national mean)
- A Values Graph and a Values Wheel (visual representations of results)
- A Values Action Plan affirming strengths and encouraging growth and development
- A Team-Building summary to facilitate sharing with team members

### RESULTS AND BENEFITS

Identifying the values drives of individuals, teams, and organizations reduces conflicts, increases talent retention, improves efficiency and productivity, and energizes any group working together toward common goals. The benefits include reduced turnover, enormous cost savings, and increased satisfaction of internal/external stakeholders.

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