

Work Attitude Motivators

To motivate this person, use the following language:

◇ Where the percentage is higher than 70%, use the words that follow.

◇ Where the percentage is lower than 30%, avoid the words that follow.

Group Environment	147%	others. contact with people
Focus on Money	140%	budget. money. finance (how much)
Evolution	133%	improved. changed for the better. different yet similar
Tolerance	125%	tolerance. respect
Convinced by a Number of Examples	118%	example. enough times, give enough examples
Structure	115%	organize. relationship between the parts. structure. the plan
Present	107%	here and now. in the moment
Future	99%	future. plan. foresight
Convinced after a Period of Time	97%	take time. enough time. over time. take the time needed
Individual Motives	94%	decide for yourself. it is up to you
Concept	94%	analysis. theory. philosophy. understand
Achievement	93%	achieve. success. challenge. competence. competition
Assertiveness	88%	tell others what to do. set the rules
Sole Responsibility	87%	sole responsibility. in charge
Convinced by Seeing	83%	see. vision. look. clear
Affective Communication	82%	(provide non-verbal interaction)
Alternatives	79%	alternatives. options. possibilities
Power	78%	in command. control. authority. direct. influence. prestige
Reflecting & Patience	77%	patience. wait. all in good time
Goal Orientation	60%	have. get. obtain. goal. outcome
Convinced by Doing	58%	do. actions. do with
Focus on Systems	57%	systems. processes. flow (whether)
Focus on Tools	56%	tools. instruments. things (how)
Focus on People	56%	people. individuals. persons. using names (who)
Breadth	55%	big picture. overview. global
Difference	54%	new. change. different. unique. switch. flip
Initiation	51%	initiate. start. just do it. begin
Focus on Information	51%	information. data. facts. sources (why)
Follow Procedures	48%	follow procedures. do it the right way
Convinced by Hearing	38%	hear. sounds like. listen
Depth Orientation	34%	specific. detail. precise. exact. sequence
Past	31%	past. history. evidence
Convinced Automatically	27%	assume. automatic. take for granted. decide fast
Indifference	22%	indifference
Individual Environment	17%	alone. private. self-sufficient. independent
Focus on Place	16%	place. position. location (where)
Sameness	13%	same. in common. similar. alike
Affiliation	13%	belong. friendship. in the group. be a member
Problem Solving	5%	problems. errors. concerns. uneasy
Shared Responsibility	0%	share. with others. together. team
Convinced by Reading	0%	read. go through the documents
Focus on Time	-8%	time. schedule. deadline. on-time. the clock (when)
Focus on Activity	-22%	activity. tasks. actions. lively (what)
Use	-34%	take action. do. get on with it. comfort
Neutral Communication	-34%	(communicate only with the content)
External Reference	-38%	feedback. receiving advice & guidance
Compliance	-52%	adapt to what is needed. team player
Convinced by Consistency	-70%	consistent. ongoing. over and over. each time

Note: The percentages in this section are related to the standard group (Australia - AU2002a).