

## 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).