



TTI
SUCCESS
INSIGHTS®

Personal Motivation And Engagement

John Doe

Sales

TTI

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Understanding Your Motivators



Knowledge of an individual's motivators and attitudes helps to tell us **WHY** they do things. A review of an individual's experiences, references, education and training help to tell us **WHAT** they can do. Behavioral assessments help to tell us **HOW** a person behaves and performs in the work environment. This report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six motivators.

- **Strong** - positive feelings that you need to satisfy either on or off the job.
- **Situational** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.
- **Indifferent** - your feelings will be indifferent when related to your 5th or 6th motivator.

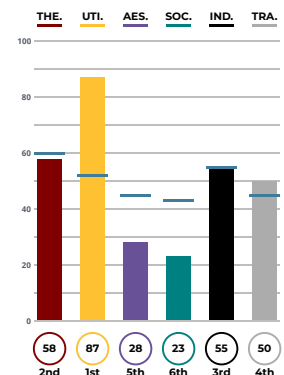
Your Personal Motivators Ranking		
1st	Utilitarian	Strong
2nd	Theoretical	Strong
3rd	Individualistic	Situational
4th	Traditional	Situational
5th	Aesthetic	Indifferent
6th	Social	Indifferent

Utilitarian



The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves but for their present and future family. This motivator includes the practical affairs of the business world — the production, marketing and consumption of goods, the use of credit and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average business person. A person with a high score is likely to have a high need to surpass others in wealth.

1. With economic security comes the freedom to advance his ideas or beliefs.
2. John will be motivated by his accomplishments.
3. He uses money as a scorecard.
4. John will attempt to structure his economic dealings.
5. John will protect his assets to ensure the future of his economic security.
6. All attempts are made to protect future security to ensure that his legacy is protected.
7. Having more wealth than others is a high priority for John.
8. Wealth provides the security John wants for himself and/or his family.
9. John faces the future confidently.
10. John has a long list of wants and will work hard to achieve them.
11. He can be very practical.



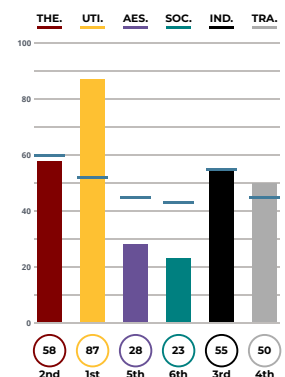
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Theoretical



The primary drive with this motivator is the discovery of TRUTH. In pursuit of this drive, an individual takes a "cognitive" attitude. Such an individual is nonjudgmental regarding the beauty or utility of objects and seeks only to observe and to reason. Since the interests of the theoretical person are empirical, critical and rational, the person appears to be an intellectual. The chief aim in life is to order and systematize knowledge: knowledge for the sake of knowledge.

1. He will usually have the data to support his convictions.
2. John has the potential to become an expert in his chosen field.
3. John is very good at integrating past knowledge to solve present problems.
4. A comfortable job for John is one that challenges his knowledge.
5. John is comfortable around people who share his interest for knowledge and especially those people with similar convictions.
6. He may have difficulty putting down a good book.



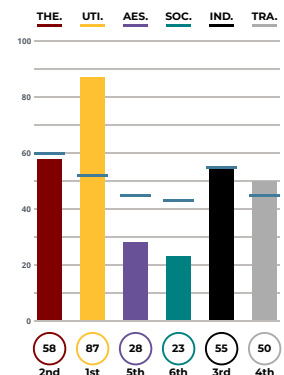
John Doe

Individualistic



The primary interest for this motivator is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power drive. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.

1. The amount of control he attempts will increase if he has strong feelings about the issues involved with the situation. If, however, he has little interest in the issues involved, he will not see the need for exercising control.
2. John can be assertive in meeting his needs.
3. At times John can be very competitive.
4. He will evaluate each situation individually and determine how much or how little control he will want to exercise.



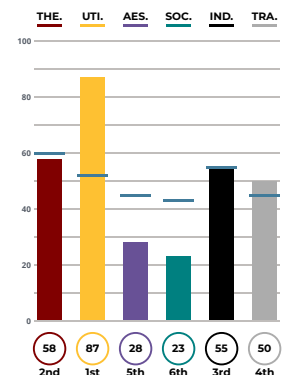
John Doe

Traditional



The highest interest for this motivator may be called "unity," "order," or "tradition." Individuals with high scores for this motivator seek a system for living. This system can be found in such things as conservatism or any authority that has defined rules, regulations and principles for living.

1. John lets his conscience be his guide.
2. John needs to be able to pick and choose the traditions and set of beliefs to which he will adhere.
3. He will have strong beliefs within a system that he feels most comfortable with, and he will not be as strong in his beliefs or approach if he lacks that interest level.
4. John at times will evaluate others based on his rules for living.



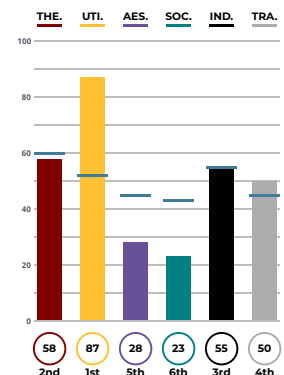
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Aesthetic



A higher Aesthetic score indicates a relative interest in "form and harmony." Each experience is judged from the standpoint of grace, symmetry or fitness. Life may be regarded as a procession of events, and each is enjoyed for its own sake. A high score here does not necessarily mean that the incumbent has talents in creative artistry. It indicates a primary interest in the artistic episodes of life.

1. Intellectually, John can see the need for beauty but has difficulty buying the finer things in life.
2. Unpleasant surroundings will not stifle his creativity.
3. He is a very practical person who is not sensitive to being in harmony with his surroundings.
4. John is not necessarily worried about form and beauty in his environment.
5. He wants to take a practical approach to events.
6. John's passion in life will be found in one or two of the other motivators discussed in this report.
7. The utility of "something" is more important than its beauty, form and harmony.

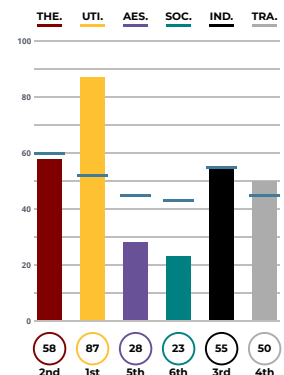


Social



Those who score very high for this motivator have an inherent love of people. The social person prizes other people and is, therefore, kind, sympathetic and unselfish. They are likely to find the Theoretical, Utilitarian and Aesthetic attitudes cold and inhuman. Compared to the Individualistic motivator, the Social person regards helping others as the only suitable form for human relationships. Research indicates that in its purest form, the Social interest is selfless.

1. He will be firm in his decisions and not be swayed by unfortunate circumstances.
2. John is willing to help others if they are working as hard as possible to achieve their goals.
3. Believing that hard work and persistence are within everyone's reach — he feels things must be earned, not given.
4. John's passion in life will be found in one or two of the other dimensions discussed in this report.
5. John will be torn if helping others proves to be detrimental to him.
6. He will not normally allow himself to be directed by others unless it will enhance his own self-interest.



Attitudes - Norms & Comparisons

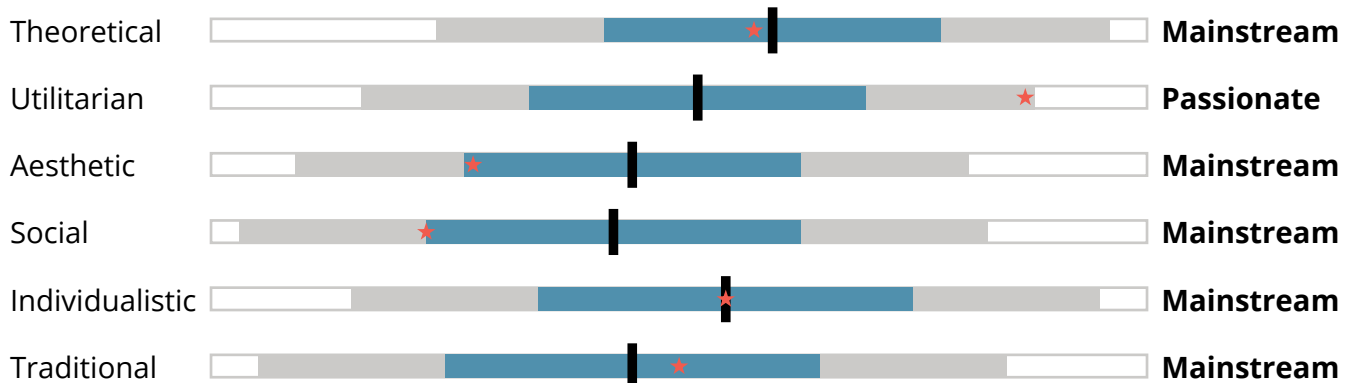


For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energized. However, when surrounded by people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

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your attitudes may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that attitude. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that attitude. The shaded area for each attitude represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

Norms & Comparisons Table - Norm 2021



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

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

Attitudes - Norms & Comparisons



Areas in which you have strong feelings or passions compared to others:

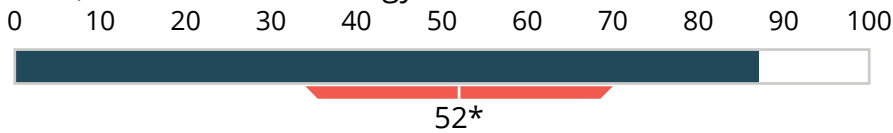
- You strive for efficiency and practicality in all areas of your life, seeking to gain a return on your investment of time, talent and resources. Others may feel you always have a string attached and are always trying to gain a personal advantage. They may feel you should give just for the sake of giving.

Motivators Hierarchy

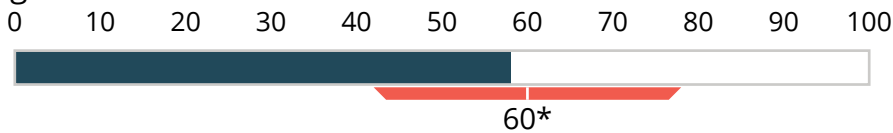


Your drive to succeed in anything you do is determined by your underlying motivators. You will feel energized and successful at work when your job supports your personal motivators. They are listed below from the highest to the lowest.

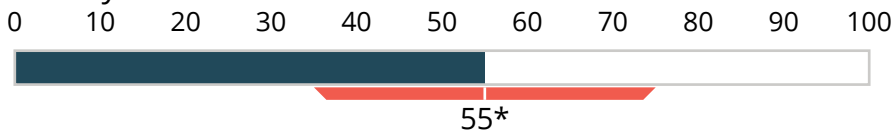
1. Utilitarian/Economic - Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.



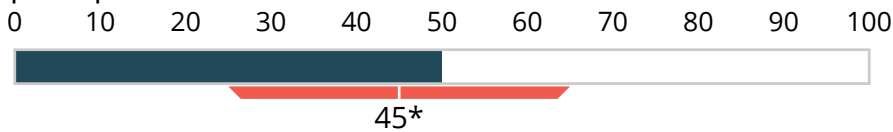
2. Theoretical - Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.



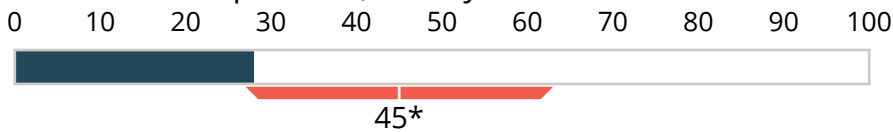
3. Individualistic/Political - Rewards those who value personal recognition, freedom, and control over their own destiny and others.



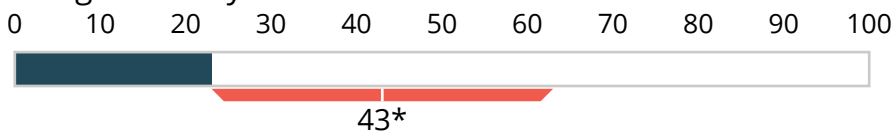
4. Traditional/Regulatory - Rewards those who value traditions inherent in social structure, rules, regulations and principles.



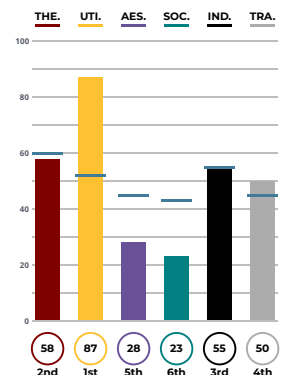
5. Aesthetic - Rewards those who value balance in their lives, creative self-expression, beauty and nature.



6. Social - Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.



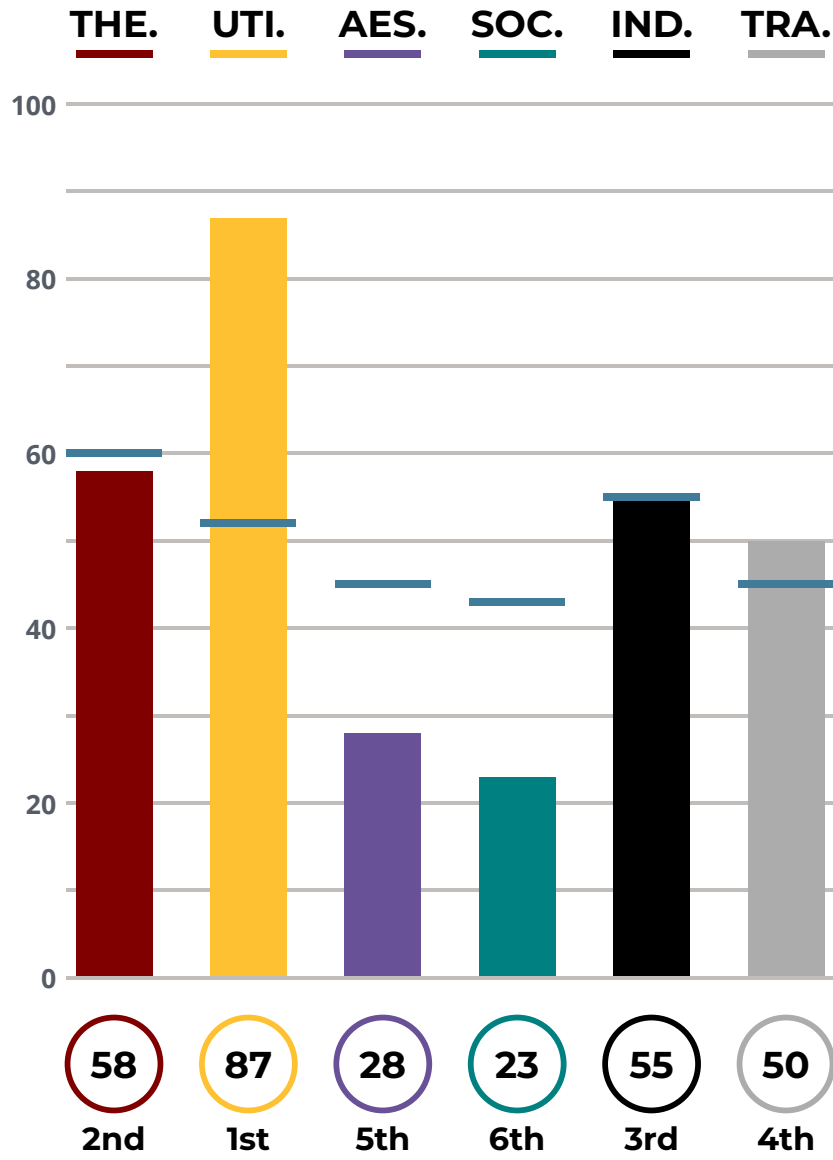
* 68% of the population falls within the shaded area.



Motivation Insights® Graph



The Motivators Graph is a visual representation of what motivates John and the level of intensity for each category. These categories include: Theoretical, Utilitarian, Aesthetic, Social, Individualistic, and Traditional.



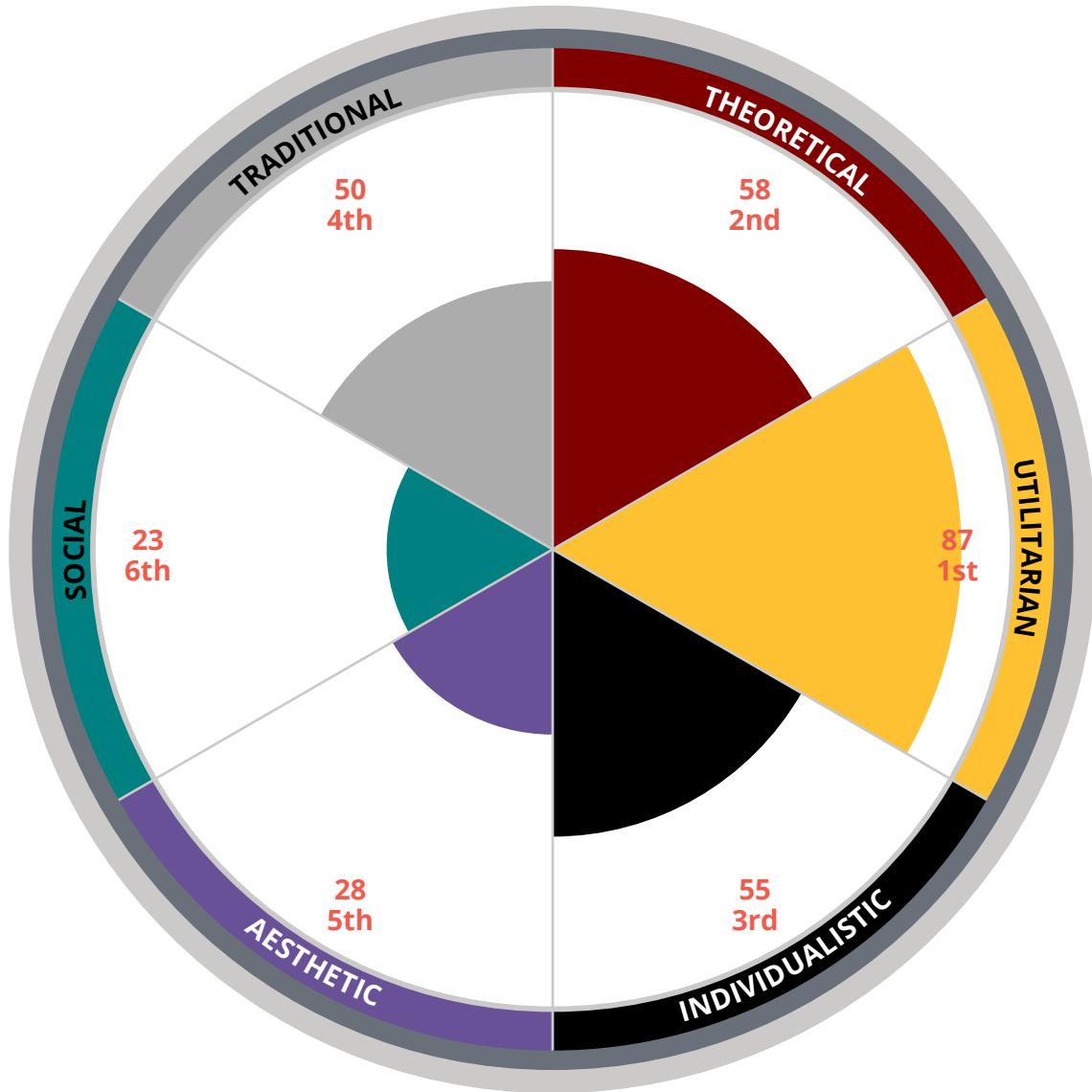
— national mean
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John Doe

Motivators Wheel™



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