



REALISTIC

KEY MOTIVATOR
ACTION

THE THINKERS

Inquisitive | Scientific | Analytical
Cautious | **Observant** | Scholarly | Logical
Independent | Curious | **Intellectual**
Introspective | Precise | **Complex** | Wise

SEEK AND STORE KNOWLEDGE

Problem-solvers | Researchers | Numbers, data,
computers, and technology
INTEREST = DEPTH
Logic games | Museums | Documentaries

QUESTION ASKERS – **BUT WHY?**

Autonomous | Evaluate problems | Need a **CHALLENGE**



ARTISTIC

KEY MOTIVATORS
**CREATE +
EXPRESS**

THE DOERS

Practical | Straightforward | Systematic
Athletic | **Independent** | Concrete | Reserved
Hardworking | Frank | **Self-controlled**
Ambitious | Stable | **Structured** | Hands-on

WORK WITH YOUR HANDS

Tinker-ers | Love to build and construct | Repair,
maintain, and mend things
Inventive | **Problem-solving**
Machines | Tools | Equipment | Outdoors | Plants

MEASURABLE & TANGIBLE GOALS

Physical, hard work | Not afraid to get dirty | **SWEAT**



INVESTIGATIVE

KEY MOTIVATORS
**SOLVE + ANALYZE
PROBLEMS**

THE CREATORS

Innovative | Original | Flexible
Expressive | **Creative** | Storytellers | Feelers
Talented | Passionate | **Idealistic**
Complicated | Impulsive | **Sensitive** | Unconventional

DREAMERS AND VISIONARIES

Performers | Attention to detail | Readers, writers,
and designers
Imaginative | **Nonconforming**
Crafting | Music | Photography | Theatre | Film & Art

INSPIRATION IS A CREATIVE FUEL

Deal with **ambiguity** | Express yourself | Unstructured
settings

THE HELPERS

Empathetic | Insightful | Friendly
Kind | Collaborative | Understanding | Sociable
Good Listener | Generous | Equality
Patient | Extroverted | Accepting | Caring

FEEL RESPONSIBLE FOR OTHERS

Teachers | Connectors | Training, helping,
developing, and serving others

Like feeling part of a group

WANT TO MAKE A DIFFERENCE

Improve their community and others | Talk about **ideas**
and **conflicts**



ENTERPRIISING

KEY MOTIVATORS

**PERSUADE,
MANAGE, LEAD**

THE ORGANIZERS

Dependable | Persistent | Practical
Careful | Responsible | Detailed | Efficient
Scheduled | Reliable | Detail-oriented
Precise | Traditional | Systematic | Methodical

THE DEVIL IS IN THE DETAILS

Time-managers | Planners | Data, administration,
and being prepared

COLLECT AND SAVE

Reading | Organizing | Scheduling | Tracking

STRIVE FOR PRODUCTIVITY AND EFFICIENCY

List-makers | Follow-through | Policies and procedures



SOCIAL

KEY MOTIVATOR

**HELPING
OTHERS**

THE PERSUADERS

Enthusiastic | Popular | Talkative
Impulsive | Risk-takers | Ambitious | Promoting
Fast-paced | Adventure | Competitive
Sociable | Confident | Influential | Persuasive

BUILD NEW PRODUCTS & SERVICES

Decision-makers | Manage and scale growth | Plan,
market, strategize, and sell

Energetic | Make connections

Power | Status | Leadership | Success

BORN NETWORKERS

Take-charge attitude | Work hard and climb the
ladder



CONVENTIONAL

KEY MOTIVATORS

**MANAGE +
ORGANIZE
INFORMATION**