

Motivational DNA Profile Tool

This diagnostic consists of twenty-one pairs of statements that will determine your primary motivational type. Choose the statement in each pair that best describes you as you have been throughout most of your life. Circle the letter next to the statement that you have selected. It is best not to overanalyze your choices. You will get more accurate results if you answer spontaneously rather than over thinking your answers.

1.	I am a supportive, friendly person who seeks intimacy with others.	C
	I am an achievement-oriented person who seeks to excel.	A
2.	I tend to be spontaneous and adventurous.	F
	I tend to be methodical and cautious.	D
3.	I want to be rewarded for excellent work.	D
	I need to do work that is important to me.	B
4.	I can come across as being unsure of myself.	C
	I can come across as being too sure of myself.	A
5.	I like it when my life is fast-paced, intense, and exciting.	F
	I like it when my life is unhurried, stable and peaceful.	D
6.	I prefer public recognition to private recognition.	E
	I prefer private recognition to public recognition.	B
7.	I am careful and try to prepare for unforeseen problems.	D
	I am creative and prefer to improvise as problems come up.	F
8.	Most of the time, I enjoy taking the lead.	A
	Most of the time, I prefer letting someone else lead.	C
9.	I have pursued work that had considerable potential for financial success and personal recognition.	D
	I am willing to forgo financial reward and personal recognition if it means doing work that makes a significant positive difference.	B
10.	Basically, I am laid-back, open and agreeable.	C
	Basically, I am hard-driving, assertive and confident.	A
11.	Acquiring the finer things in life is extremely important to me.	E
	Acquiring the finer things in life is not very important to me.	B
12.	I have tended to be focused and disciplined.	D
	I have tended to be impulsive and daring.	F
13.	I make things happen.	A
	Whatever will be, will be.	C

14.	I don't like dealing with details.	F
	I enjoy managing details.	D
15.	Leaving a legacy of contribution to mankind is important to me.	B
	Acquiring wealth and respect is important to me.	E
16.	I'd rather fit in than stand out.	C
	I'd rather stand out than fit in.	A
17.	I'm interested in maintaining my stability and peace of mind.	D
	I'm interested in challenging myself by doing new things.	F
18.	When considering a new job, pay and perks are a primary issue.	E
	When considering a new job, the work itself is a primary issue.	B
19.	I like to challenge the status quo and shake things up.	A
	I like to comfort people and calm them down.	C
20.	What others think of me is very important.	B
	As long as I am true to myself, what others think is not important.	E
21.	Coming up with new ideas and getting people excited about them is one of my major strengths.	F
	Implementing ideas and ensuring procedures are followed is one of my major strengths.	D

Calculating your Motivational DNA

Do you have more A's or C's circled? _____ (Circle the italicized word below that applied to you.)
If you have more A's circled, you are a <i>Producer</i> . If you have more C's circled, you are a <i>Connector</i> .
Do you have more D's or F's circled? _____ (Circle the italicized word below that applied to you.)
If you have more D's circled, you are a <i>Stabilizer</i> . If you have more F's circled, you are a <i>Variable</i> .
Do you have more B's or E's circled? _____ (Circle the italicized word below that applied to you.)
If you have more B's circled, you are an <i>Internal</i> . If you have more E's circled, you are an <i>External</i> .

Take the first letter of each of the circled words above and place them here. This is your Motivational DNA type.

P or C	S or V	I or E

Motivational DNA Types – “What does it all mean?”

PSI – The Director (*Production/Stability/Internal*) – Directors are strategic thinkers who have the ability to move projects forward. They have an eye for detail and energy for execution. Directors are practical and responsible. They are bottom-line people who like to get to the point. Directors are task-oriented and great problem solvers. They are good with schedules, systems, and organization. They focus on achievement and value results. Directors excel in organizations that allow them some autonomy. They know that they bring value to their companies and they need to feel genuinely appreciated for their contributions. Directors are mission-minded and want their work to make a positive contribution. **Motivators:** Freedom from unnecessary constraints, an ability to manage their own time, recognition from their colleagues and peers, an opportunity for personal growth, organized structure, and receiving specific, positive feedback. **De-Motivators:** Fuzzy goals, coworkers who don't pull their own weight, “groupthink,” and the inability to manage their own time and find their own solutions.

PVI – The Visionary (*Production/Variety/Internal*) – Visionaries are persistent, energetic and confident. They are able to organize people and projects. They exhibit strong leadership potential and react quickly to crisis. Creative thinkers, Visionaries have the ability to craft a vision and get others excited about it. They enjoy working on multiple projects at the same time and like to be involved in exploring alternative concepts. Farsighted and imaginative, Visionaries are good at finding original solutions to difficult problems. Visionaries enjoy change and thrive under pressure. They have the ability to master new skills. Visionaries enjoy challenge and desire personal growth. Visionaries want to know that their work matters and desire to “go where no man has gone before.” **Motivators:** An inspiring work environment, the opportunity to originate and initiate ideas, peer respect, credit for work done, and a strong sense of mission. **De-Motivators:** Rigid structure, monotonous routine, delays, time-consuming details, and bureaucracy.

PSE – The Chief (*Production/Stability/External*) – Chiefs have a strong desire for tangible results combined with a need for precision. Chiefs are determined and strong-minded. They are independent and able to work unsupervised with good results. Chiefs can make quick decisions, but prefer to do so when they first have all the facts. They enjoy having the authority to chart their own course. They have considerable organizational ability and are able to develop systems and procedures easily. Chiefs feel validated and esteemed by tangible benefits. They methodically work toward goals that offer significant, concrete rewards. They are “mission accomplished” people with a need to achieve specific objectives. **Motivators:** Autonomy, public recognition, special privileges, freedom from unnecessary controls, the ability to structure their environment to their liking, time to think, the power to act, and acknowledgement of their special skills and achievements. **De-Motivators:** Rigidity or control from supervisors or authority figures, inefficient systems, and ineffective people.

Motivational DNA Types – “What does it all mean?” (*Continued*)

PVE – The Champion (*Production/Variety/External*) – Champions enjoy a challenge and love to win. They are charming and enthusiastic leaders. Champions are natural persuaders. They don't mind being the center of attention and are good at working with others while advancing their own ideas. Champions tend to be engaging and charismatic. They are skilled at getting things done in spite of seemingly insurmountable obstacles. In fact, obstacles just make tasks more interesting for a Champion. They are quick decision makers and can be impatient with those who are not. As solid negotiators, Champions are willing to compromise to get the job done. Champions have an innate ability to get others to follow their lead. **Motivators:** Challenging assignments, the authority to make decisions, profitability, and freedom from supervision and excessive control, opportunities for advancement, deadlines, calculated risk, and popularity. **De-Motivators:** Strict controls, inability to manage their own time and projects, protracted analysis, and deliberation without meaningful action.

CSI – The Supporter (*Connection/Stability/Internal*) – Supporters are practical, dependable and loyal. They are both people oriented and detail-oriented. Supporters are natural supervisors. They thrive on helping others excel in their positions and will fight for the underdog. Methodical in their work, they like to have the facts before they act. They respect authority and organizational structure. Caring and careful with people and projects, Supporters are skillful at implementing procedures. They possess a strong work ethic. Having a clearly defined goal to work toward is important to them, and they follow through on objectives with conscientiousness. Physiological pay is of primary importance to them. They need to feel good about what they are doing and sense that their work makes a positive contribution. **Motivators:** Facts and information, peer respect, sincere appreciation, private recognition, specific positive feedback, and inspiring work environment, coworkers they enjoy, clearly defined objectives, a sense of accomplishment, and time to reflect and plan. **De-Motivators:** Hype and hyperbole, infringement on personal or family time, perceived inequity, and demand for rapid change.

CVI – The Relater (*Connection/Variety/Internal*) – Relaters are caring and creative. They relish life and cherish relationships. Relaters are outgoing, friendly, and well liked. They are resourceful and inventive, with an ability to compromise to get the job done. They are team players who bring out the best in others. Warm and enthusiastic, they balance concern for others with a zeal for personal growth. Relaters are personal and practical in their approach to problem solving. They have an innate ability to create win-win solutions. Relaters value what is really important and desire to make a positive contribution to society. Blending loyalty with adventure, Relaters are fun friends and devoted partners. **Motivators:** Genuine appreciation for a job done well, opportunities for personal growth, fun coworkers, teamwork, new experiences, and an inspiring work environment. **De-Motivators:** Isolation, rigid routine, pressure-cooker deadlines, quenching creativity, disapproval, and conflict.

Motivational DNA Types – “What does it all mean?” (*Continued*)

CSE – The Refiner (Connection/Stability/External) – Refiners are systematic thinkers who value precision. They have the ability to see the big picture while still focusing on they details. Refiners are conscientious and disciplined. They are supportive and respectful of others. Personal and practical, Refiners tend to be family-oriented. They are deeply loyal and have a well-defined sense of right and wrong. They prefer a “democratic” style of leadership and expect others to play according to the rules. Refiners are dependable and diligent. Fair pay and sincere appreciation for their work make them feel valued. They are deliberate in their decision making and want to ensure that their choices do not adversely affect others. **Motivators:** Having all the facts as well as enough time to analyze them, competent team members, recognition by superiors, special privileges, freedom from controls, and genuine respect. **De-Motivators:** High-pressure deadlines, too many cooks in the kitchen, rapid change, infringement on personal or family time and perceived inequity.

CVE – The Explorer (Connection/Variety/External) – Explorers are animated and spontaneous, with a love for adventure. They are perceptive, insightful, and very good at reading people. Warm, considerate, and thoughtful, Explorers light up in social situations. Explorers bring out the best in others by encouraging and appreciating them. They are creative problem solvers and are skilled at finding unique solutions. Explores foster cooperation and are good at getting others to collaborate. They value hard work-but they want their work to be fun and rewarding. Explorers like jobs that give them the opportunity to learn new skills and meet new people. **Motivators:** Stimulating relationships, opportunities for personal growth and advancement within the organization, freedom to do things their way, esteem, good compensation and bonuses. **De-Motivators:** Routine, bureaucracy, isolation, disapproval, and the quenching of creativity.