REALISTIC

KEY MOTIVATOR
ACTION

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

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

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

SOCIAL
KEY MOTIVATOR
HELPING OTHERS

ENTERPRISING
KEY MOTIVATORS
PERSUADE, MANAGE, LEAD

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

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

CONVENTIONAL
KEY MOTIVATORS
MANAGE + ORGANIZE INFORMATION

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