



## 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**



## ENTERPRISING

**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**