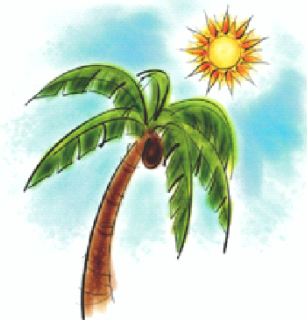


The Maui Analysis Group

“The Science of Success!”



Toll Free: 800-496-2170 Access Code 77

Hawaii Direct: 808-575-5116

success@mauianalysis.com

The Workplace Driver Index

“The (7) Seven Workplace Drivers”

Discover the strength of your internal drivers that contribute to and influence your actions.

John Uæ]|^

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The Workplace Driver Index is a combination of the research of Dr. Eduard Spranger and Gordon Allport into what drives and motivates individuals in the workplace. This research discovered that the priority and relative strength of these (7) seven drivers contribute to and influence the decision making process that guides an individual's unique application of their capacities, skills and abilities in the workplace environment.

Understanding Your Report

The 7 Workplace Driver Report show us HOW WE PRIORITIZE OUR PURSUITS. We tend to view options that reflect our higher scoring drivers as important and subordinate other options that do not.

Think of the 7 Workplace Drivers as insightful measures that reflect, contribute and influence our overall decision making pattern by revealing each driver's relative weight or influence i.e., we are often forced to satisfy one driver at the expense of another. In fact, there is a type of workplace driver synergy or interactive dynamic that can occur that can either amplify or mitigate the impact of a specific driver. For example, *a very high economic driver and very low altruistic driver may cause a person's actions to reflect a strong amplification of the higher scoring driver.*

This report presents the relative framework and hierarchy of the 7 basic workplace drivers/motivators that we feel compelled to satisfy as we attempt to make "our good, better, and best decisions." The strength of each workplace driver provides an indicator of the energy and effort we are likely to expend in order to accomplish our assigned goal(s) and objective(s) in a way that *also satisfies our strongest workplace drivers while subordinating our lower scoring one(s).*

In short, we will move toward (*approach, prioritize and pursue*) options/choices i.e., people, places, projects and things that reflect our stronger workplace drivers while subordinating our lower scoring ones. The relative scores of the lower drivers can either amplify or mitigate the intensity of that pursuit.

This report measures your relative strength of the 7 Human Workplace Drivers. They are:

- **Aesthetic** - a drive for balance, harmony and form.
- **Economic** - a drive for economic or practical returns.
- **Individualistic** - a drive to stand out as independent and unique.
- **Political** - a drive to be in control or have influence.
- **Altruistic** - a drive for humanitarian efforts or to help others altruistically.
- **Regulatory** - a drive to establish order, routine and structure.
- **Theoretical** - a drive for knowledge, learning and understanding.

The Key Elements of the Workplace Drivers Index

This Workplace Driver Index examines seven independent and unique aspects of internal drive and motivation. Most other workplace motivator/driver instruments examine only six drivers by *combining the Individualistic and Political into a single measurement*. The Bus Concept workplace driver index remains true to the original research of the two most significant scientists in this field. The Individualistic driver reflects the desire for *independence and uniqueness* while the Political driver reflects the desire for *personal power and control*. We believe presenting these two measurements separately will enhance your understanding of how your workplace drivers work *FOR* you and sometimes, *AGAINST* you as you pursue your goals and objectives.

Also, we've been able to incorporate the click & drag technology for ranking the various statements in the instrument. This advance makes taking the survey more intuitive, natural and in the end more reflective of what you see in your mind. Finally, the Workplace Driver Index contains a contemporary list of statements to make your choices more relevant in today's modern business environment.

Understanding the relative strength of your 7 Workplace Drivers will assist you to understand why you place your attention on some things and why some other things are not so important to you. It will also assist you to understand and appreciate that people are different and that being different is not "more or less than..." it's just different." If you are a team leader, understanding the primary motivators of your team members will enable you to design your teams more effectively. If you are team member, you will recognize the areas of a project that will interest you as well as the ones that will not.

Volunteering for duties or requesting components that resonate and align with your stronger motivators will make your efforts more enjoyable and likely improve the team's overall results. If your role requires you to work in an area of lower motivation, you will know that you need to create a structure to keep yourself on track and on timetable as this is something that does not naturally attract and motivate you.

A closer look at the (7) Seven Workplace Drivers

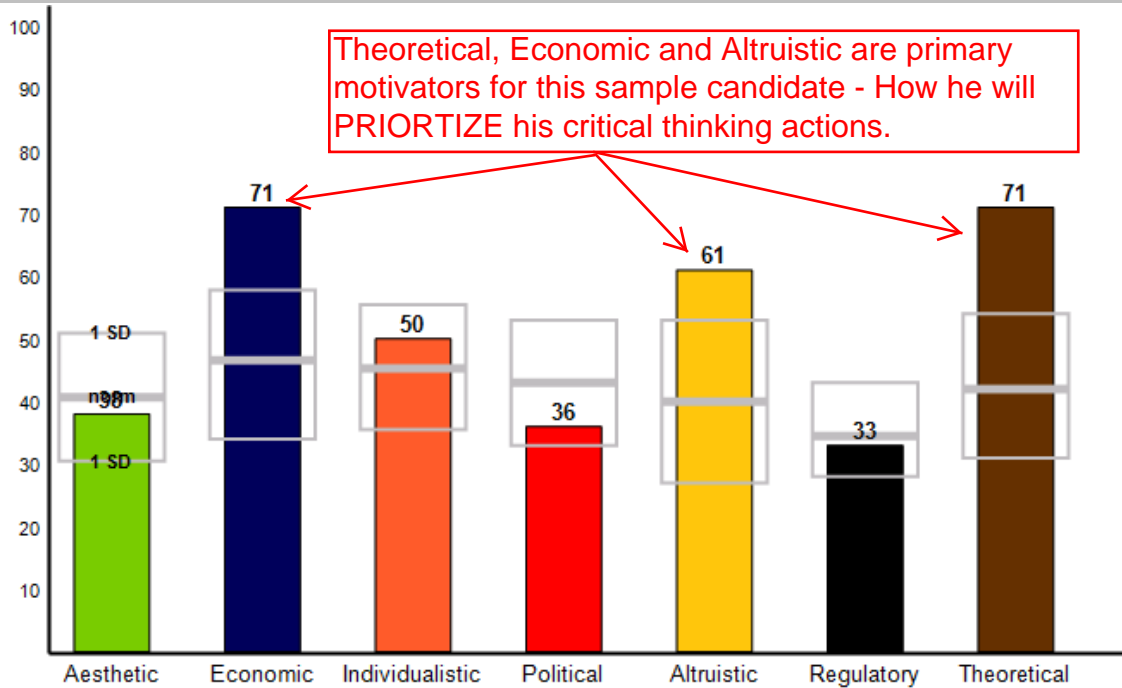
Workplace Drivers/Motivators contribute to and exert influence on behaviors. They can be considered somewhat of a hidden contributor because they are not always readily observable. Understanding the hierarchy and relative strength of your workplace drivers will help you to understand WHY you prefer to do what you do.

Superior performance is supported when one's workplace drivers are satisfied by what they do. If your duties align with your drivers you will likely exhibit more passion, reduced fatigue, more inspiration and increased enthusiasm for your workplace efforts.

| Workplace Driver: | Will manifest as some degree of "drive or attraction" for: |
|--------------------------|---|
| Aesthetic | Form, Harmony, Beauty, Balance |
| Economic | Money, Practical results, Return |
| Individualistic | Independence, Uniqueness |
| Political | Control, Power, Influence |
| Altruistic | Altruism, Service, Helping others |
| Regulatory | Structure, Order, Routine |
| Theoretical | Knowledge, Understanding |

Executive Summary of John's Workplace Drivers

| | |
|--------------------------------|--|
| Average Aesthetic | Is able to appreciate the benefit for balance and harmony without losing sight of the practical side of things. |
| → High Economic | A high drive for economic gain helps provide motivation through long projects and assignments. |
| Average Individualistic | Not an extremist, and able to balance the needs of both others and self. |
| ← Average Political | Flexible, able to take or leave the power or clout that comes with the job title or assignment. |
| → High Altruistic | A high desire to help others learn, grow, and develop. |
| ← Average Regulatory | Able to balance and understand the need to have structure and order, but not paralyzed without it. |
| → Very High Theoretical | Passionate about learning for its own sake. Continually in learning mode and bringing a very high degree of technical or knowledge base credibility. |



Please Note: 68% of the General Business Population falls within 1 Standard Deviation [1 SD] of the Norm.

