TTI SUCCESS INSIGHTS®

12 Driving Forces®

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VP of Samples
TTI
08.19.2021

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Understanding Your Driving Forces

Eduard Spranger first defined six primary types or categories to define human motivation and drive. These six types are Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

With TTISI's additional insights into Spranger's original work, the 12 Driving Forces® came to life. The 12 Driving Forces® are established by looking at each motivator on a continuum and describing both ends. All of the twelve descriptors are based on six keywords, one for each continuum. The six keywords are Knowledge, Utility, Surroundings, Others, Power and Methodologies.

You will learn how to explain, clarify and amplify some of the driving forces in your life. This report will empower you to build on your unique strengths, which you bring to work and life. You will learn how your passions from 12 Driving Forces® frame your perspectives and provide the most accurate understanding of you as a unique person.

Please pay careful attention to your top four driving forces, as they highlight what most powerfully moves you to action. As you examine the next tier of four driving forces, you'll recognize they may have a strong pull for you, but only in certain situations. Finally, when reviewing the bottom four driving forces, you will identify your varying levels of indifference or total avoidance.

Once you have reviewed this report you will have a better grasp of one of the key areas in the Science of Self™ and will:

- Identify and understand your unique Driving Forces

- Understand and appreciate the Driving Forces of others

- Establish methods to recognize and understand how your Driving Forces interact with others to improve communication

Driving Characteristics

Based on your responses, the report has generated statements to provide a broad understanding of WHY YOU DO WHAT YOU DO. These statements identify the motivation that you bring to the job. However, you could have a potential Me-Me conflict when two driving forces seem to conflict with each other. Use the general characteristics to gain a better understanding of your driving forces.

Samantha is motivated by increasing productivity and efficiency. She is driven by a long list of wants and will work hard to achieve them. She is driven to be very diligent and resourceful. She views people as a resource to achieve results. Samantha can buffer the feelings of others to drive business. She sees the world as a toolset to accomplish her goals. She will challenge the status quo to keep momentum moving. She is always looking for new ways to accomplish routine tasks. When Samantha feels strongly about a situation, she will apply the "end justifies the means" concept. She wants to control her own destiny and impact the destiny of others. If knowledge of a specific subject is not of interest, or is not required for success, Samantha will have a tendency to rely on her intuition or practical information in this area. She may prefer pleasant experiences for herself and others.

Samantha will focus on creating processes to ensure efficiency going forward. She is driven to maximize opportunities in order to create financial flexibility. She follows a philosophy of "it's not personal, it's just business." She will help develop an individual if she sees opportunities for future return. Samantha can be an out-of-the-box thinker. Given the choice, Samantha would choose to experience new opportunities. She can go to extremes to win or control the situation. She has the desire to create a winning strategy. In those areas where Samantha has a special interest she will be good at integrating past knowledge to solve current problems. If Samantha is truly interested in a specific subject, or if knowledge of specific subject matter is required for success, then she will take the initiative to learn about that subject in great depth. At times Samantha will look for opportunities to tie beauty and harmony into the experiences of others. She may look at the totality of a situation to ensure a rewarding interaction.

Driving Characteristics

Samantha may look for ways to create a positive customer experience. She will seek knowledge based on her needs in individual situations. She is driven by public recognition. She likes to set her own plan to guide and direct her actions. Samantha believes it's important to keep emotions out of business decisions. She will not normally allow herself to be directed by others unless it will enhance her own self-interest. She has a strong desire to build resources for the future. She will be creative when resources are scarce.

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Strengths & Weaknesses

The following section will give you a general understanding of the strengths and weaknesses of Samantha's top four Driving Forces, otherwise known as the Primary Driving Forces Cluster. Remember, an overextension of a strength can be perceived as a weakness to others.

Potential Strengths

✔ Samantha configures resources to maximize output.

✔ She tends to focus on the return on investment.

✔ She tends to maximize efficiency and productivity.

✔ She will help others when others are willing to work hard.

✔ Samantha will seek to develop or help others when she can see future opportunities.

✔ She will adopt aspects of systems if she sees a benefit.

✔ She strives to advance her position.

Potential Weaknesses

🚫 Samantha tends to view people and resources as tools to achieve an outcome.

🚫 She may view material possessions and money as a scorecard.

🚫 She may be perceived as a workaholic.

🚫 She may create scenarios that benefit herself more than others.

🚫 Samantha may expect something in return each time she helps or serves others.

🚫 She resists overly structured ways of thinking and approaches.

🚫 She can be driven by the desire to achieve status and recognition.

Energizers & Stressors

The following section will give you a general understanding of the energizers and stressors of Samantha's top four Driving Forces, otherwise known as the Primary Driving Forces Cluster. Remember, an overextension of an energizer can be perceived as a stressor to others.

⚡ Potential Energizers

✔ Samantha tries to eliminate waste.

✔ She strives to obtain practical results.

✔ She likes to be compensated based on performance.

✔ She is energized by purposeful people.

✔ Samantha likes to develop internal advocates.

✔ She likes to question unnecessary protocols.

✔ She likes to create and control her destiny.

⚠ Potential Stressors

🚫 Samantha does not like when resources are used inefficiently.

🚫 She gets frustrated when processes are redundant.

🚫 She is stressed when others ignore the return on investment.

🚫 She does not act without personal benefit.

🚫 Samantha does not like to make emotion-based decisions.

🚫 She is stressed when she must support the status quo.

🚫 She does not like a small workspace.

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Primary Driving Forces Cluster

Your top driving forces create a cluster of drivers that move you to action. If you focus on the cluster rather than a single driver you can create combinations of factors that are very specific to you. The closer the scores are to each other the more you can pull from each driver. Think about the driver that you can relate to most and then see how your other primary drivers can support or complement to create your unique driving force.

1. Resourceful - People who are driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

100

42*
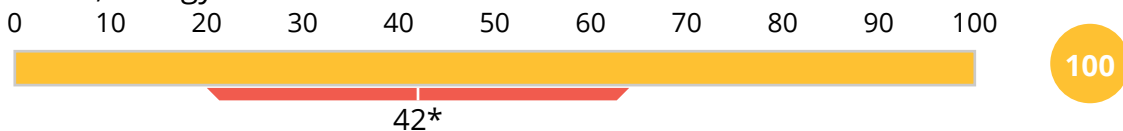
2. Intentional - People who are driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

97

49*
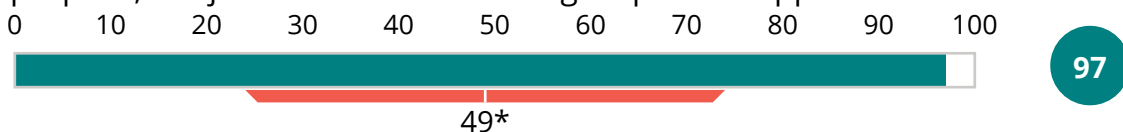
3. Receptive - People who are driven by new ideas, methods and opportunities that fall outside a defined system for living.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

85

47*
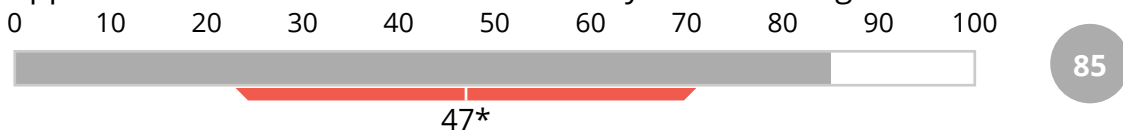
4. Commanding - People who are driven by status, recognition and control over personal freedom.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

76

49*

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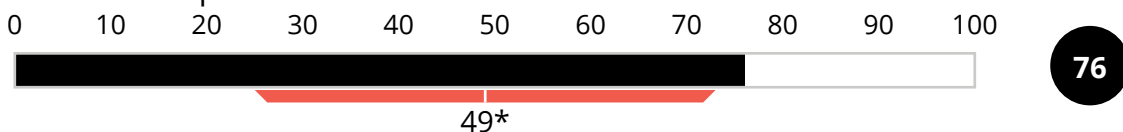
# Situational Driving Forces Cluster

Your middle driving forces create a cluster of drivers that come in to play on a situational basis. While not as significant as your primary drivers, they can influence your actions in certain scenarios.

5. Intellectual - People who are driven by opportunities to learn, acquire knowledge and the discovery of truth.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

39

53*
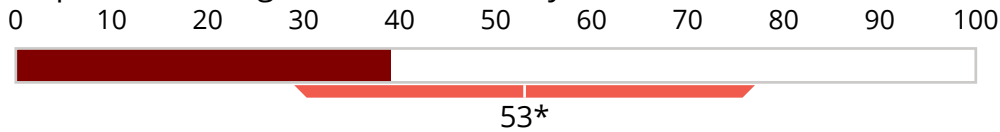
6. Harmonious - People who are driven by the experience, subjective viewpoints and balance in their surroundings.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

35

36*
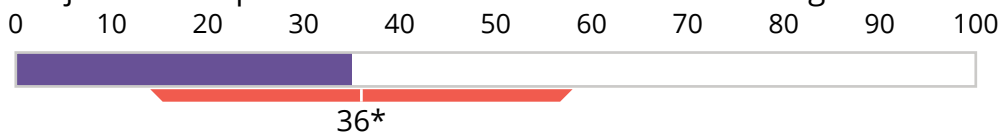
7. Objective - People who are driven by the functionality and objectivity of their surroundings.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

33

49*
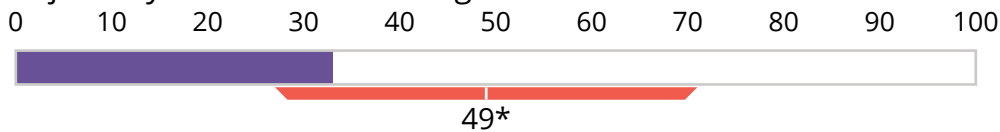
8. Instinctive - People who are driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.

| 0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 |

29

29*

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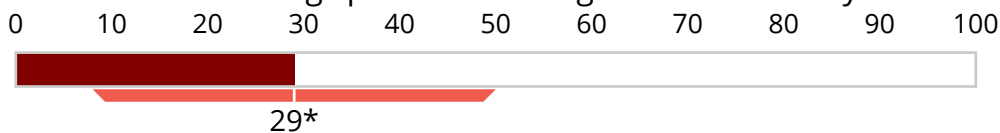
Indifferent Driving Forces Cluster

You may feel indifferent toward some or all of the drivers in this cluster. However, the remaining factors may cause an adverse reaction when interacting with people who have one or more of these as a primary driving force.

9. Collaborative - People who are driven by being in a supporting role and contributing with little need for individual recognition.

0   10   20   30   40   50   60   70   80   90   100

35*
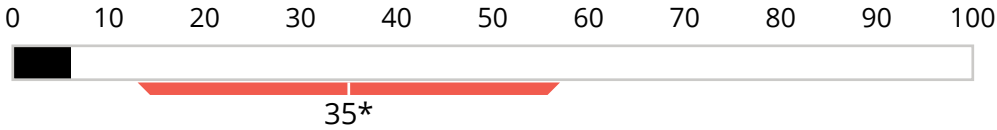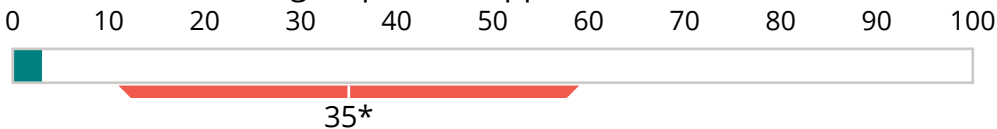
6

10. Altruistic - People who are driven to assist others for the satisfaction of being helpful or supportive.

0   10   20   30   40   50   60   70   80   90   100

35*

0

11. Structured - People who are driven by traditional approaches, proven methods and a defined system for living.

0   10   20   30   40   50   60   70   80   90   100

36*

0
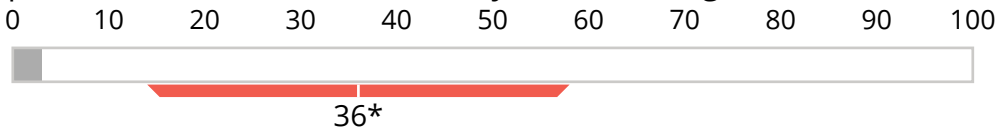
12. Selfless - People who are driven by completing tasks for the sake of completion, with little expectation of personal return.

0   10   20   30   40   50   60   70   80   90   100

40*

0

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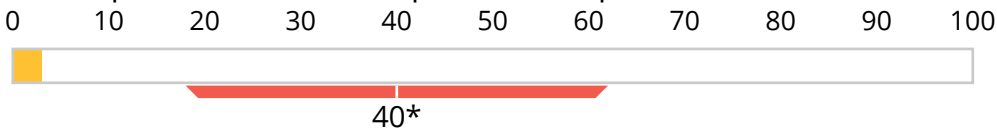
Areas for Awareness

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar driving forces, you will fit in with the group and be energized. However, when surrounded by people whose driving forces are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict.

This section reveals areas where your driving forces may be outside the mainstream and could lead to conflict. The further above the mean and outside th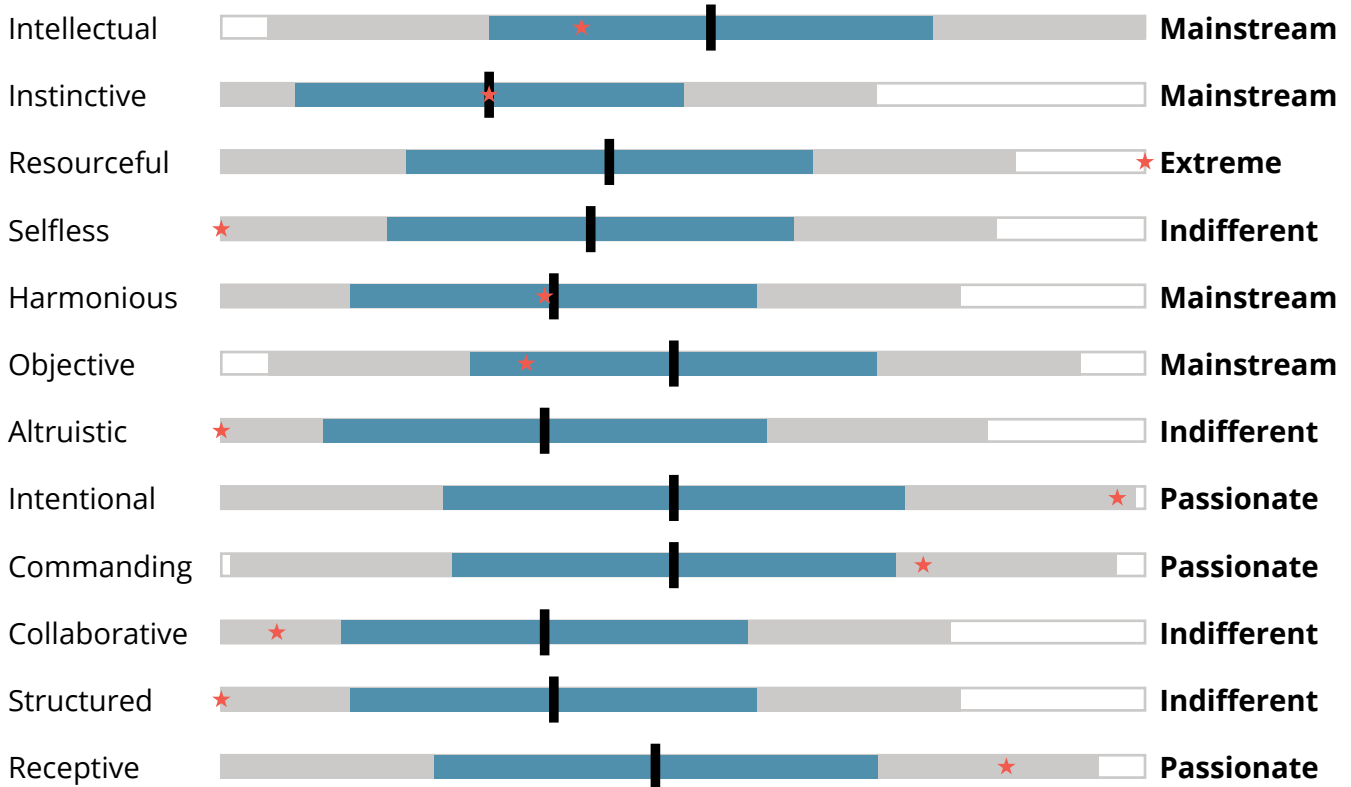e mainstream you are, the more people will notice your passion about that driving force. The further below the mean and outside the mainstream you are, the more people will notice your avoidance or indifference regarding that driving force. The shaded area for each driving force represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

Norms & Comparisons Table - Norm 2021

Driving Force		Category
Intellectual		**Mainstream**
Instinctive		**Mainstream**
Resourceful		**Extreme**
Selfless		**Indifferent**
Harmonious		**Mainstream**
Objective		**Mainstream**
Altruistic		**Indifferent**
Intentional		**Passionate**
Commanding		**Passionate**
Collaborative		**Indifferent**
Structured		**Indifferent**
Receptive		**Passionate**

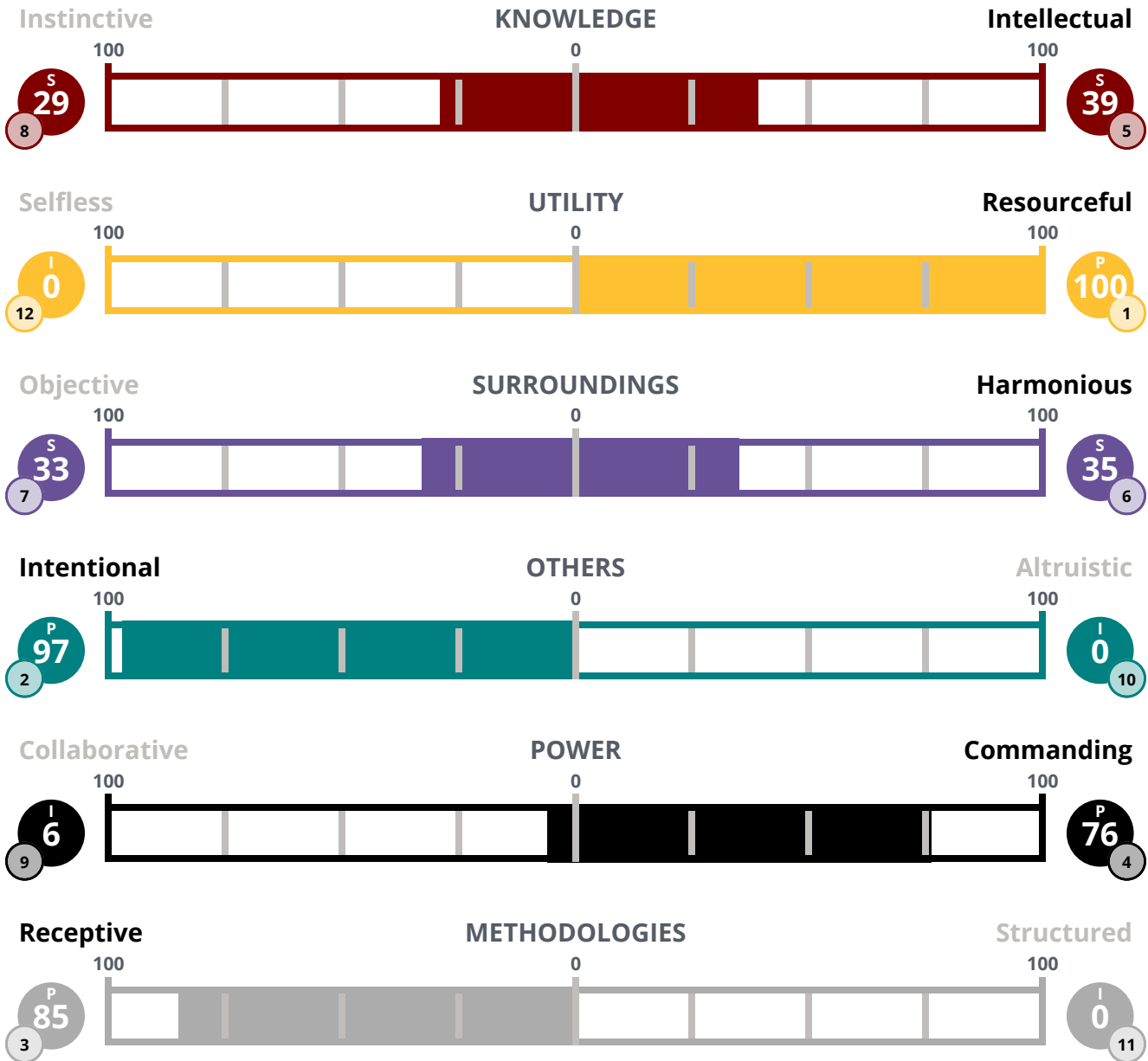■ - 1st Standard Deviation - * 68% of the population falls within the shaded area.   ▮ - national mean   ★ - your score
■ - 2nd Standard Deviation
□ - 3rd Standard Deviation

Mainstream - one standard deviation of the national mean
Passionate - two standard deviations above the national mean
Indifferent - two standard deviations below the national mean
Extreme - three standard deviations from the national mean

Driving Forces Graph

The 12 Driving Forces® Continuum is a visual representation of what motivates Samantha and the level of intensity for each category. The letter "P" indicates an individual's primary cluster. These four factors are critical to Samantha's motivation and engagement regardless of the situation.

Instinctive — KNOWLEDGE — **Intellectual**
100 — 0 — 100
S 29 (8) · S 39 (5)

Selfless — UTILITY — **Resourceful**
100 — 0 — 100
I 0 (12) · P 100 (1)

Objective — SURROUNDINGS — **Harmonious**
100 — 0 — 100
S 33 (7) · S 35 (6)

Intentional — OTHERS — **Altruistic**
100 — 0 — 100
P 97 (2) · I 0 (10)

Collaborative — POWER — **Commanding**
100 — 0 — 100
I 6 (9) · P 76 (4)

Receptive — METHODOLOGIES — **Structured**
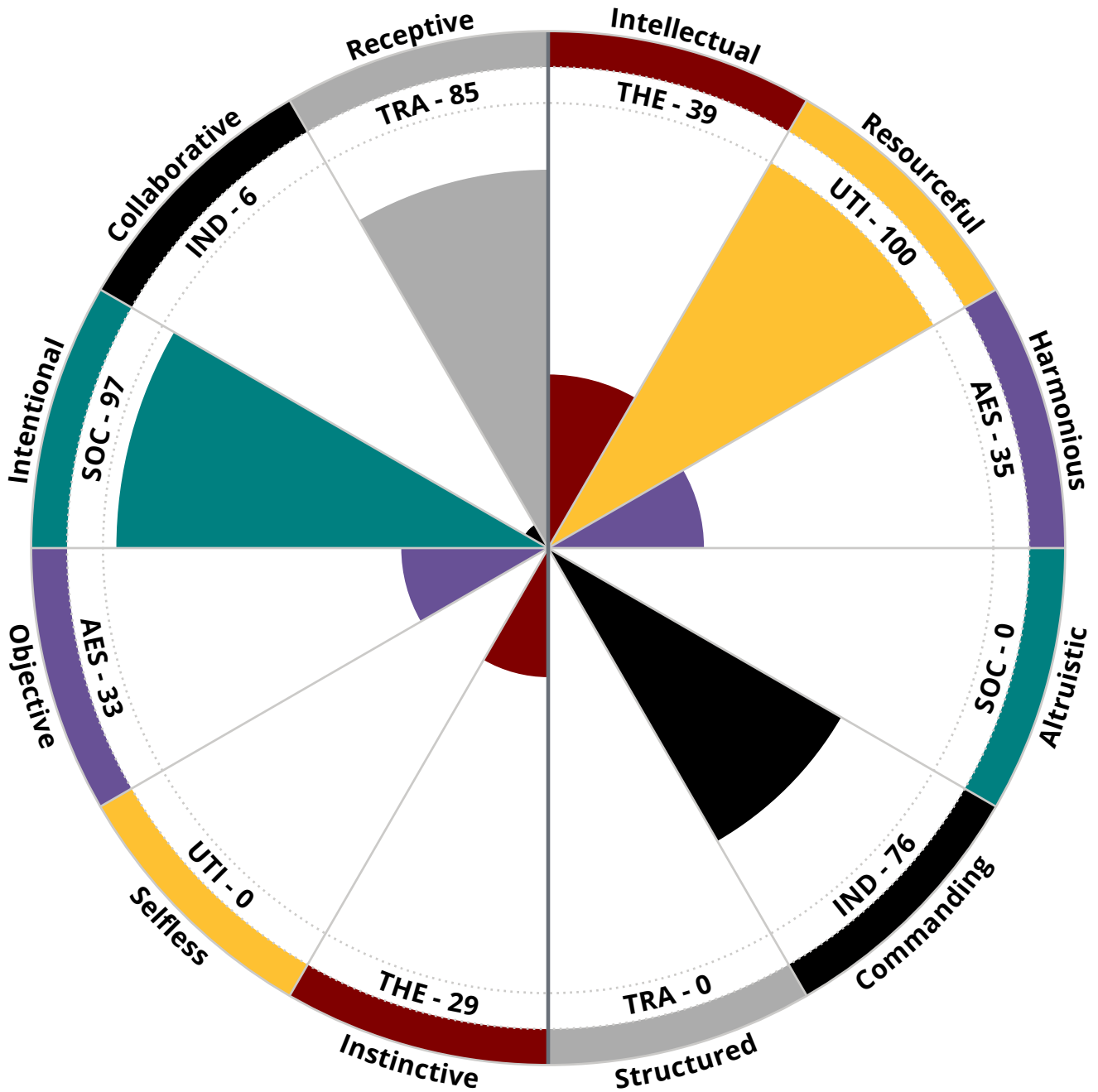100 — 0 — 100
P 85 (3) · I 0 (11)

Legend:
- P — Primary, Situational, or Indifferent
- 76 — Driving Forces Score
- 3 — Driving Forces Rank
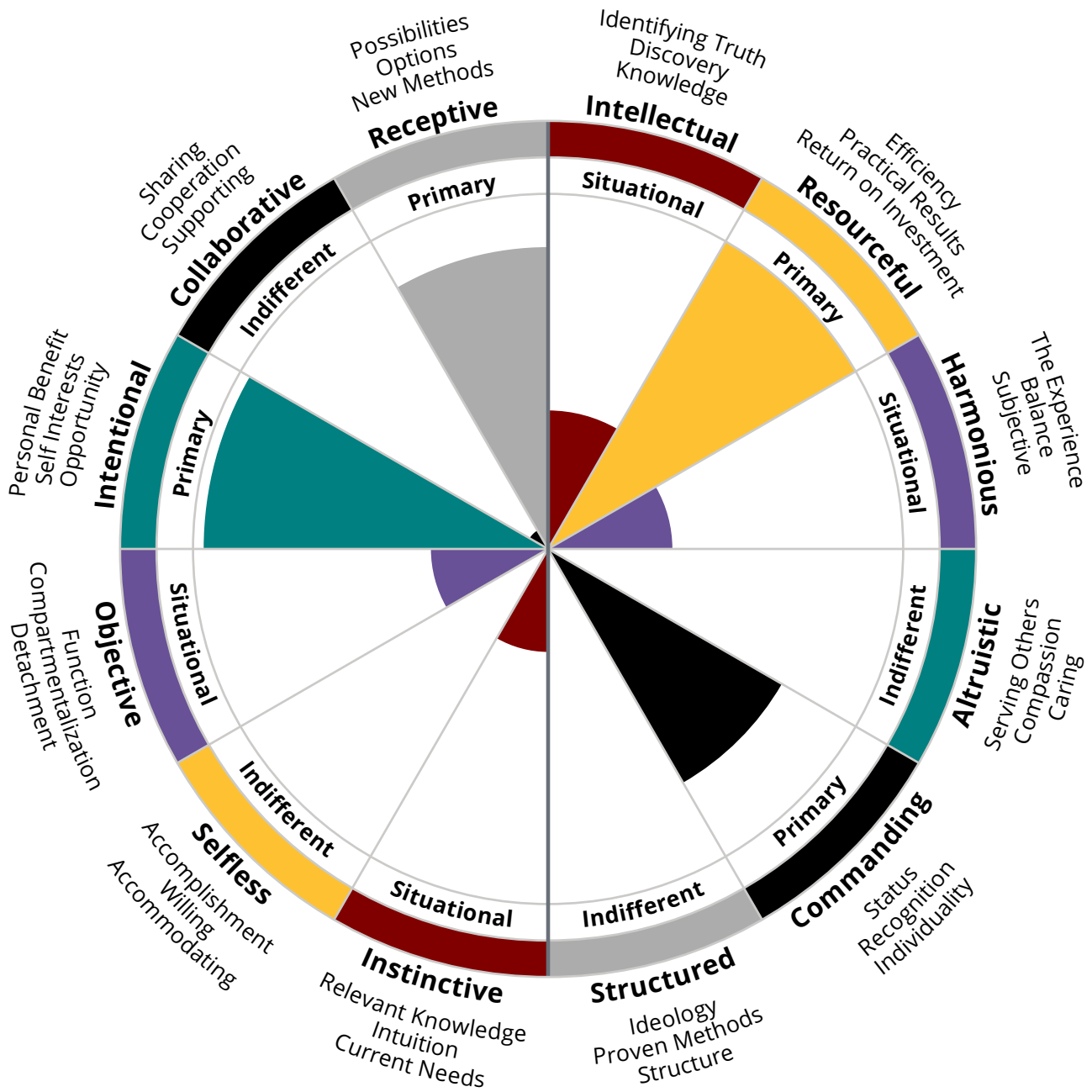
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Driving Forces Wheel

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Descriptors Wheel

Possibilities
Options
New Methods
Receptive

Identifying Truth
Discovery
Knowledge
Intellectual

Sharing
Cooperation
Supporting
Collaborative

Efficiency
Practical Results
Return on Investment
Resourceful

Primary

Situational

Situational

Primary

Indifferent

Personal Benefit
Self Interests
Opportunity
Intentional

The Experience
Balance
Subjective
Harmonious

Primary

Situational

Serving Others
Compassion
Caring
Altruistic

Function
Compartmentalization
Detachment
Objective

Situational

Indifferent

Status
Recognition
Individuality
Commanding

Indifferent

Primary

Accomplishment
Willing
Accommodating
Selfless

Ideology
Proven Methods
Structure
Structured

Situational

Indifferent

Relevant Knowledge
Intuition
Current Needs
Instinctive

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