










		Hot Buttons	Opportunities for Manager	Opportunities for Self
Searcher		Meaning & Make a Difference	Praise & Regular Feedback	Demand Quality Feedback
Spirit		Freedom & Independence	Autonomy & Empowerment	Renew your vision
Creator		Innovation & Change	Rewards for innovation	Problem solve through innovation
Expert		Expertise & Mastery	Training & Development	Seek training & learning
Builder		Money & Material Satisfaction	£££'s & Material Perks	Re-set your goals
Director		Power & Influence	Responsibility & Influence	Request more responsibility
Star		Recognition & Respect	Awards & Status	Work on visibility
Friend		Belonging & Friendship	Support & Involvement	Be a friend
Defender		Security & Predictability	Communications & Continuity	Seek clarification

SELF / PERSONAL DEVELOPMENT MOTIVATORS



Searcher

The Searcher needs to be doing meaningful work, to have a purpose, to be making a difference and to be helping others.



Creator

The Creator thrives on new opportunities to innovate and to develop. The creative type. A great Change Agent – risk friendly



Spirit

The Spirit seeks freedom and independence, and so hates to be micro managed. Wants to set their own priorities, prioritise own time and make their own decisions.

ACHIEVEMENT or WORK MOTIVATORS



Builder

The Builder is motivated by money and material satisfactions. Enjoys a target to hit so can earn more. Highly Competitive. Requires an above average standard of living.



Director

The Director likes to have all the power, be in control of people and resources and loves to be the one making all the decisions. Enjoys being delegated to :- more responsibility & more work.



Expert

The Expert wants to be master of their trade or profession. To be a specialist. Loves to attend training courses and learn all they can about their subject. Seeks mastery and specialisation.

RELATIONSHIP / BELONGING MOTIVATORS



Friend

The Friend comes to work because their friends are there. They like to belong, to be part of a community, part of a team, to be sociable and well liked. Seeks friendship and fulfilling relationships.



Defender

The Defender wants stability, security and safety. Enjoys predictability and dislikes change and surprises.



Star

The Star is good at their job and wants everyone to know about it. To be recognised for their achievements, especially receiving recognition from their peers. Seeks respect and social esteem.