





Motivational Descriptions – Please rank yours

Description of Motivational Maps 9 motivators		Please number motivators 1 – 9 1 = most important
	BUILDER (W) Seeks money, material satisfactions, above average living standards.	
	CREATOR (S) Seeks innovation, identification with new, expressing creative potential.	
	DEFENDER (R) Seeks security, predictability, stability.	
	DIRECTOR (W) Seeks power, influence, control of people/resources.	
	EXPERT (W) Seeks expertise, mastery, specialisation.	
	FRIEND (R) Seeks belonging, friendship, fulfilling relationships.	
	SEARCHER (S) Seeks meaning, making a difference, providing worthwhile things.	
	SPIRIT (S) Seeks freedom, independence, making own decisions.	
	STAR (R) Seeks recognition, respect, social esteem.	

Personal Motivation Audit

Name: _____

Company: _____

Motivational Maps Results	Current Score (out of 10)	Actions to be taken
Motivation No. 1 (x3)		
Motivation No. 2		
Motivation No. 3		
Total:		