

The 12 Driving Forces

The graphic below illustrates the original 6 motivators with their associated keyword and definitions for the 12 Driving Forces.

DRIVING FORCE	Keyword	DRIVING FORCE
INSTINCTIVE Driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.	KNOWLEDGE	INTELLECTUAL Driven by opportunities to learn, acquire knowledge and the discovery of truth.
SELFLESS Driven by completing tasks for the sake of completion, with little expectation of personal return.		RESOURCEFUL Driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.
OBJECTIVE Driven by the functionality and objectivity of their surroundings.	SURROUNDINGS	HARMONIOUS Driven by the experience, subjective viewpoints and balance in their surroundings.
INTENTIONAL Driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.		ALTRUISTIC Driven to assist others for the satisfaction of being helpful and supportive.
COLLABORATIVE Driven by being in a supporting role and contributing with little need for individual recognition.	POWER	COMMANDING Driven by status, recognition and control over personal freedom.
RECEPTIVE Driven by new ideas, methods and opportunities that fall outside a defined system for living.		STRUCTURED Driven by traditional approaches, proven methods and a defined system for living.
	METHODOLOGIES	