



TTI  
SUCCESS  
INSIGHTS®

## 12 Driving Forces®

John James  
Customer Service Manager  
ABC Corp.  
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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 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



## General 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.*

John will focus on the functionality over harmony of a situation. He can divide the personal and professional relationships within the same person. He will thrive in an environment filled with chaos. He will look for faults in a process before blaming an individual. John has the desire to be empathetic toward those in need. He has the ability to instinctively notice and respond to people in need. He will view and use knowledge as a needed resource or a means to an end. He is comfortable starting a project before gathering all the necessary information. John sees value in following and implementing systems. Following proven procedures is more important than quick fixes. He will evaluate each situation to determine how much control to apply. He evaluates situations and may look for the potential return on investment.

John isolates personal issues to focus on professional productivity. He tends to have a realistic view of everyday life. He is inclined to help other people in the organization, even if it's not in his best interest. He may sacrifice personal gain in a situation if the outcome is detrimental to others. John may prefer a summary rather than the full-length version. He is comfortable performing tasks before conducting a great deal of research. He will evaluate others based on how they follow systems and rules. He tends to use a systematic approach in formulating a plan of action. John may strive to maintain individuality in certain group settings. In certain situations John may go to extremes to win or control the outcome. He may evaluate situations based on their utility and economic return. He tends to give freely of time, talent and resources, but may want a return on his investment.

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## General Characteristics

John may see money as less important than what it will buy. If John does not have strong feelings about a situation he does not see the need to exert control. He tends to be very helpful when working with others who share the same interests. He will learn based on his perception of what's important from the situation. If he thinks it will harm the relationship, John will avoid confrontation. He will strive to eliminate conflict in the workplace. He won't get distracted by the form and beauty in his environment. He will compartmentalize issues to keep the momentum moving forward.



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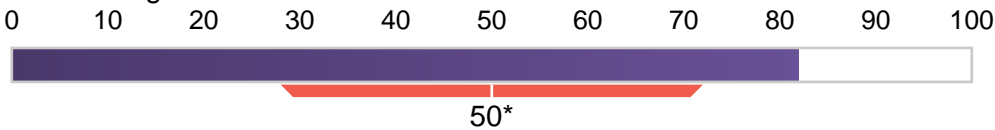
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# Primary Driving Forces Cluster

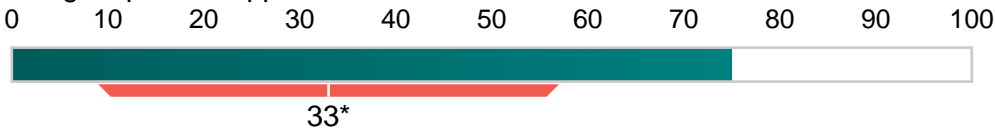
Your top driving forces create a cluster of drivers that move you to action. If you focus on the cluster rather than a single driver you can create combinations of factors that are very specific to you. The closer the scores are to each other the more you can pull from each driver. Think about the driver 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. Objective** - People who are driven by the functionality and objectivity of their surroundings.



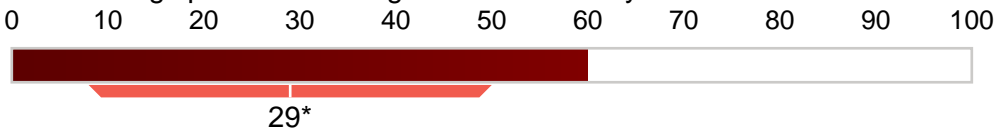
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**2. Altruistic** - People who are driven to assist others for the satisfaction of being helpful or supportive.



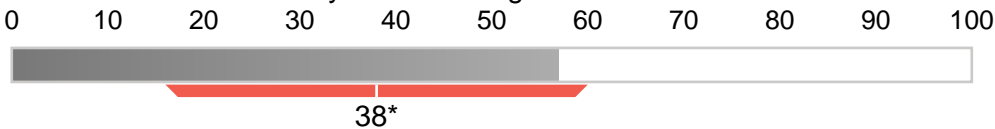
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**3. Instinctive** - People who are driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.



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



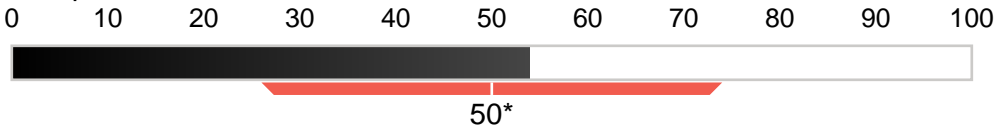
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# Situational Driving Forces Cluster

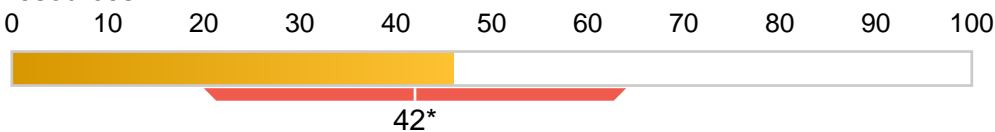
Your middle driving forces create a cluster of drivers that come in to play on a situational basis. While not as significant as your primary drivers, they can influence your actions in certain scenarios.

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



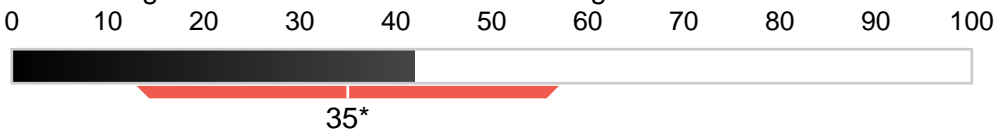
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**6. Resourceful** - People who are driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.



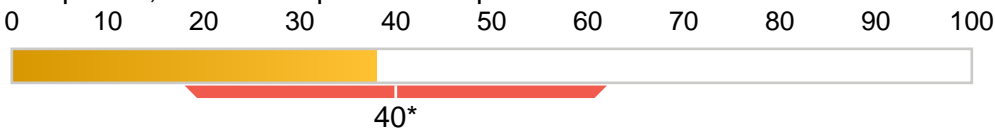
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**7. Collaborative** - People who are driven by being in a supporting role and contributing with little need for individual recognition.



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



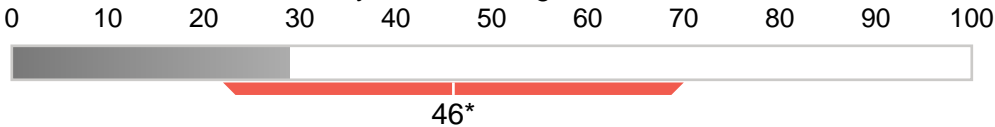
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# Indifferent Driving Forces Cluster

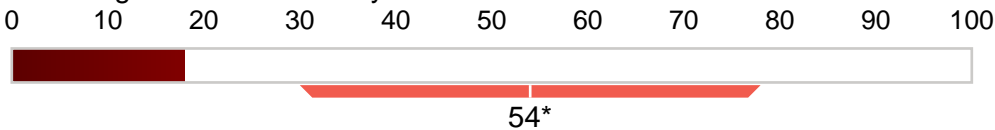
You may feel indifferent toward some or all of the drivers in this cluster. However, the remaining factors may cause an adverse reaction when interacting with people who have one or more of these as a primary driving force.

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



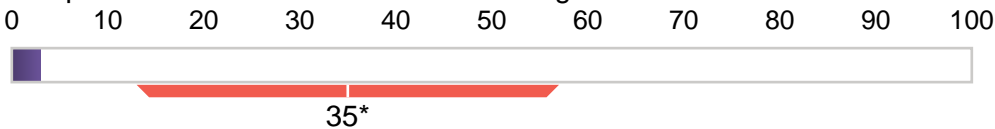
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**10. Intellectual** - People who are driven by opportunities to learn, acquire knowledge and the discovery of truth.



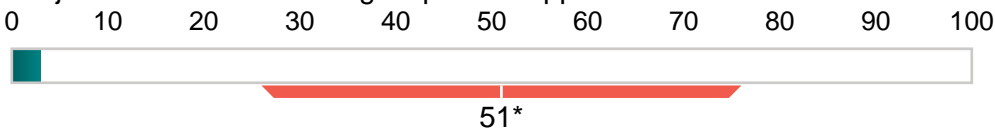
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**11. Harmonious** - People who are driven by the experience, subjective viewpoints and balance in their surroundings.



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



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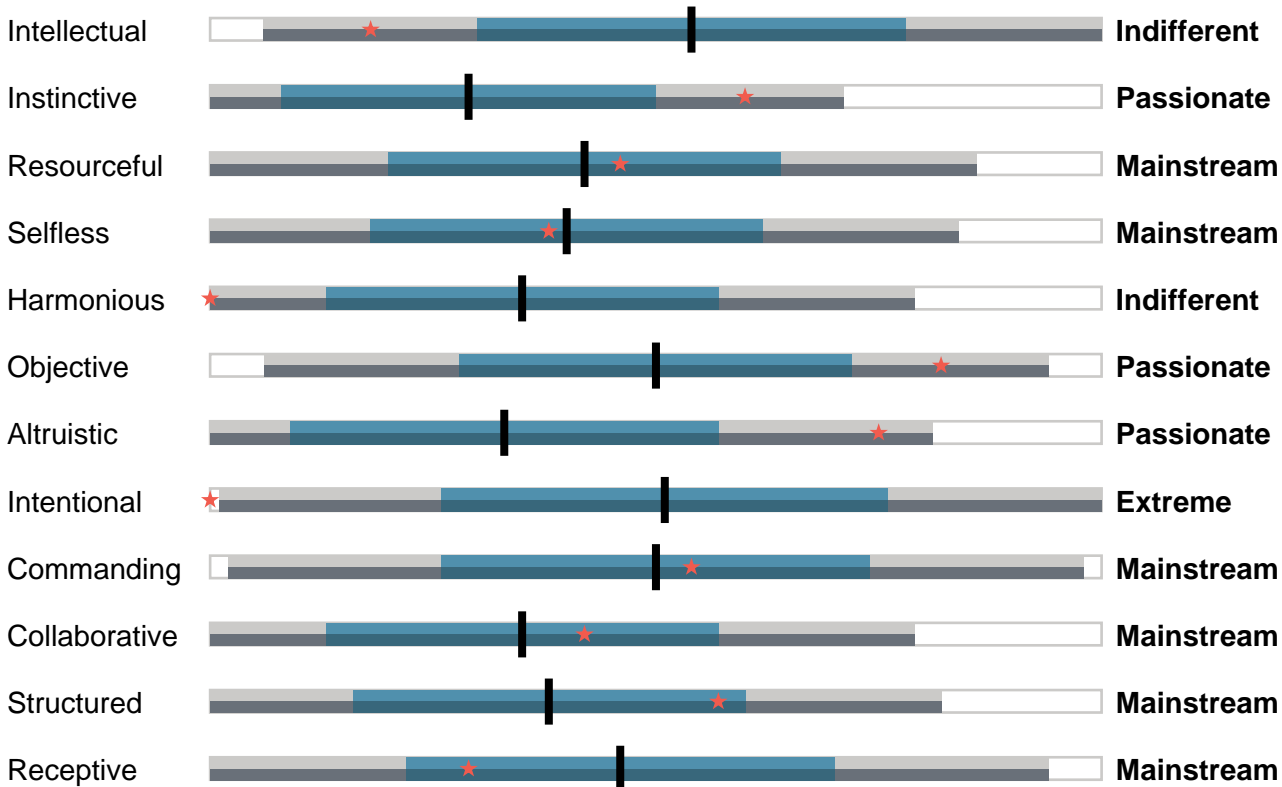


# Areas for Awareness

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 the 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 2017



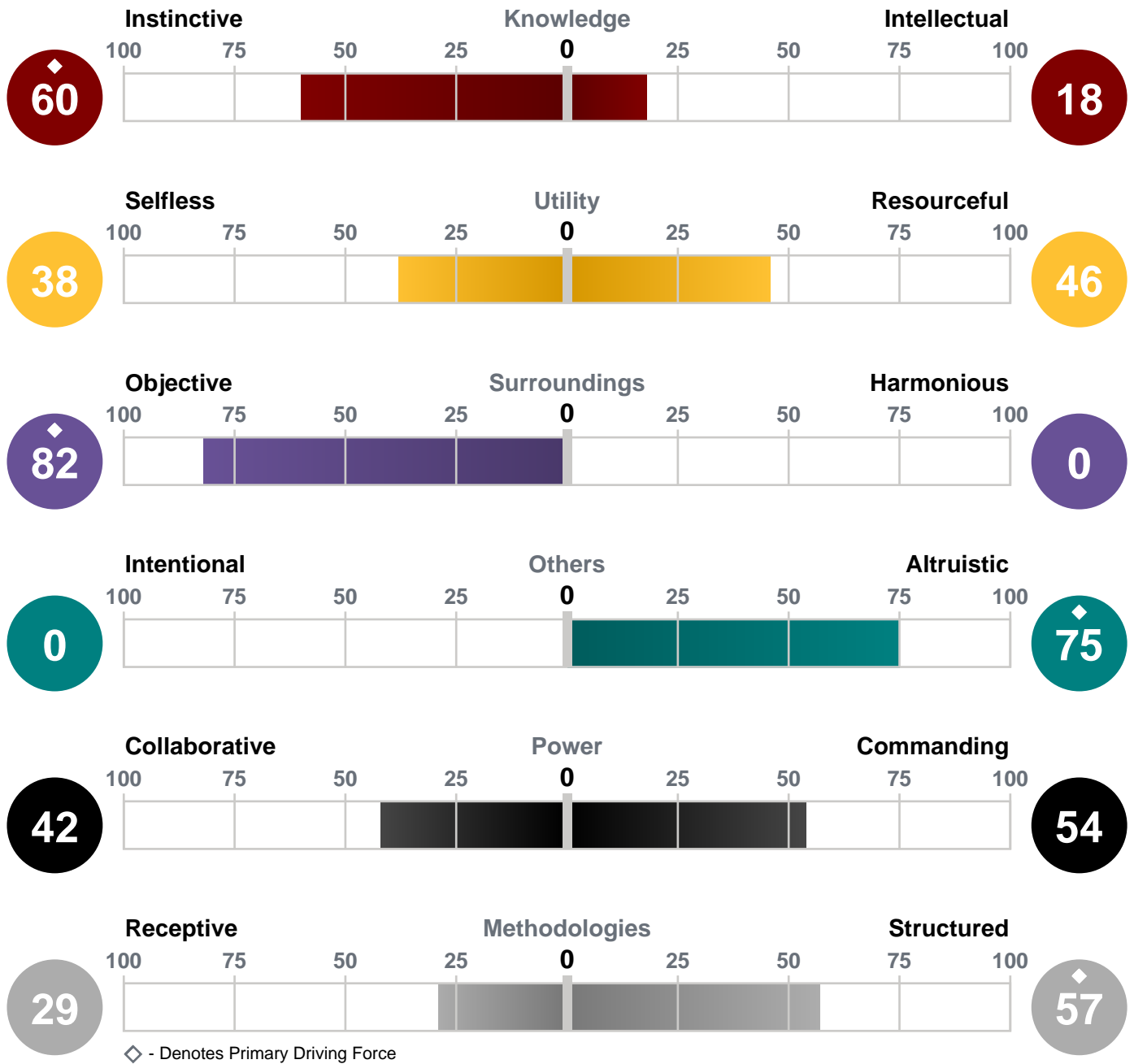
■ - 1st Standard Deviation - \* 68% of the population falls within the shaded area. ■ - national mean ★ - your score  
 ■ - 2nd Standard Deviation  
 □ - 3rd Standard Deviation

**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



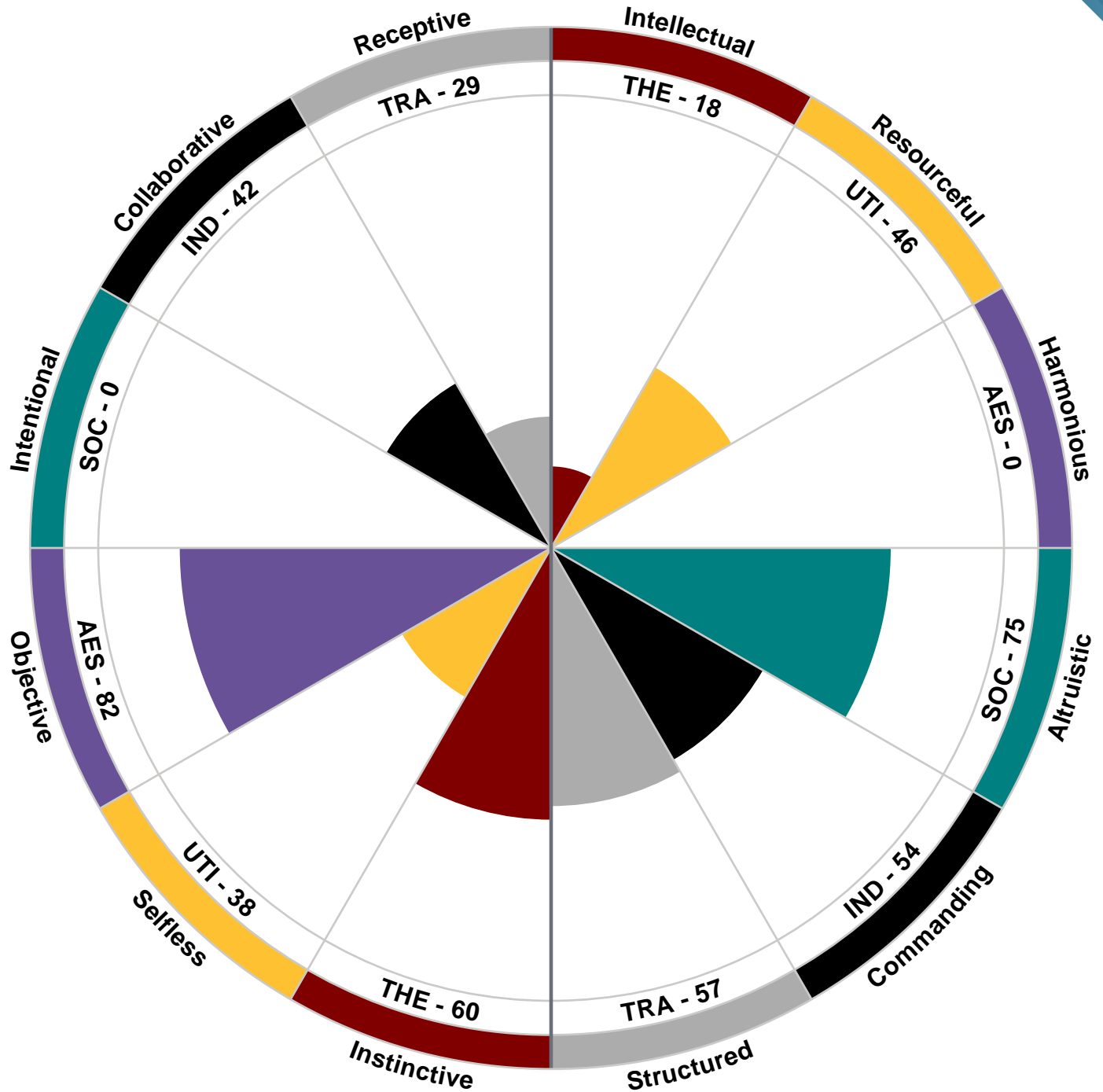


# Driving Forces Graph





# Driving Forces Wheel





# Descriptors Wheel

