



TTI
SUCCESS
INSIGHTS®

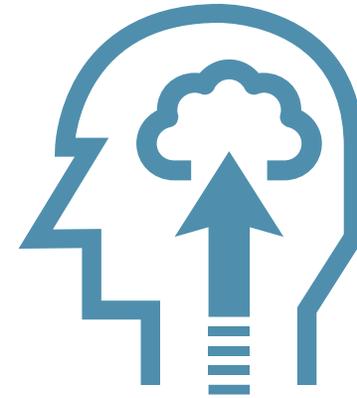
Pursuing a Passion or Punching a Clock?

A Guide to the 12 DRIVING FORCES® in All of Us

What is the secret to finding ultimate satisfaction, both personally and professionally?

**IT'S DISCOVERING
AND UNDERSTANDING
YOUR DRIVING FORCES.**

WHAT IS A DRIVING FORCE?



It's what makes a person get out of bed, excited for the day. It's the hidden force that energizes you to tackle your career with enthusiasm and ambition. It's a drive we feel internally compelled to fulfill. It is why we do what we do. It's so innate within each of us, however most of us never learn how to define it and harness it.

When your Driving Forces are satisfied, you feel engaged, rewarded and energized.

People who are passionate about what they're doing perform at a much higher level.

Organizations with higher than average levels of employee engagement realize:



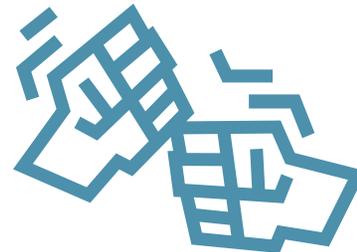
27%

**HIGHER
PROFITS**



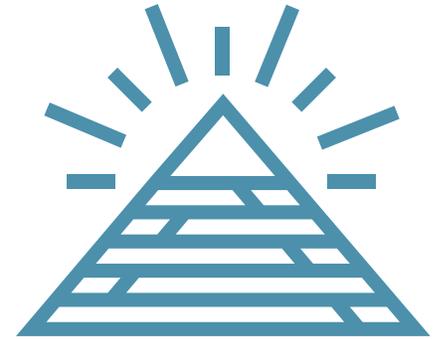
50%

**HIGHER
SALES**



50%

**HIGHER CUSTOMER
LOYALTY LEVELS**



38%

**ABOVE AVERAGE
PRODUCTIVITY**

Source: Gallup, State of the American Workforce Report, 2013

Backed by 30 years of research, **TTI Success Insights** is proud to present **12 Driving Forces**. These are based on both ends of the six motivators that Eduard Spranger referred to as categories. Driving Forces exist in everyone in your organization from the receptionist to the CEO. Moreover, the level to which the forces are satisfied can be directly proportional to how engaged and productive your employees are, impacting the profitability of your organization.

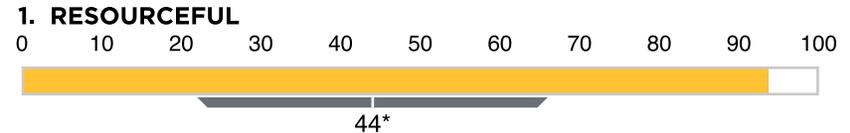
What drives a sales and marketing team can stand in stark contrast to the research and development or accounting teams. And that's not a bad thing — it's just who we are. There are certain Driving Forces within each of us that drive our actions.

PRIMARY, SITUATIONAL & INDIFFERENT CLUSTERS

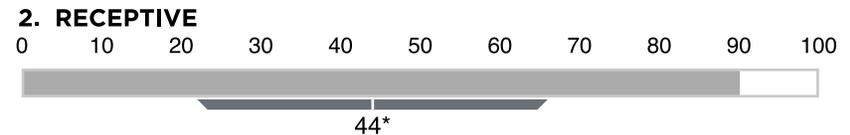
Our top four drivers, the **Primary Driving Forces Cluster**, reveal our purpose and influence the majority of our actions. These individual forces create a unique cluster that work together to drive the person.

Our drivers that rank toward the middle of the pack, the **Situational Driving Forces Cluster**, only come in to play on a case-by-case basis. While not as significant as our primary drivers, they influence our actions in certain scenarios.

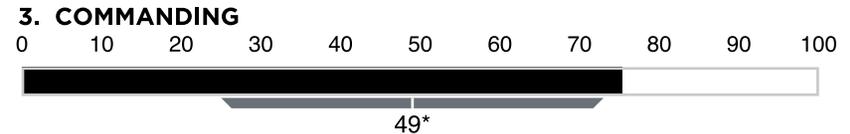
Finally, the **Indifferent Driving Forces Cluster** may cause us to feel apathetic or may create a negative reaction when we interact with people who have one or more of these as a primary driving force.



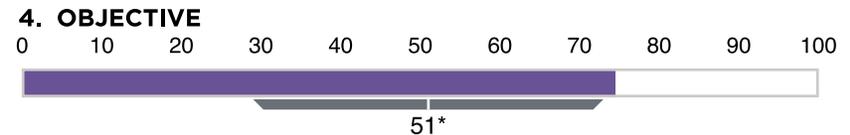
93



90



82



74

The following pages begin to identify these Driving Forces and how they can be satisfied by what we do.



KNOWLEDGE

Instinctive

What they love to do: Use past experience, intuition and real-time research to solve an immediate need.

Keys for interaction: Focus on ways to quickly discover and apply specific information while integrating past experience as it applies to current situations.



KNOWLEDGE

Intellectual

What they love to do: Acquire knowledge, discover truth and find opportunities to learn.

Keys for interaction: Engage them in a thought-provoking conversation focused on opportunities to learn and advance their understanding.



UTILITY

Selfless

What they love to do: Check items off their list regardless how much time and effort it takes to complete the task.

Keys for interaction: Provide freedom to complete a task list without focusing on parameters and deadlines.



UTILITY

Resourceful

What they love to do: Find ways to maximize productivity and focus on getting a return for their time, talent or resources invested.

Keys for interaction: Demonstrate efficiency and practicality while emphasizing how a use of resources could conserve time and materials.



SURROUNDINGS

Objective

What they love to do: Create a functionality to produce desired outcomes in their surroundings.

Keys for interaction: Compartmentalize conversations to a specific topic while taking emotions out of business interactions.



SURROUNDINGS

Harmonious

What they love to do: Create balance in their surroundings while embracing the experience.

Keys for interaction: Give them the ability to freely express their thoughts and ideas to create harmony.



Intentional

What they love to do: Form purposeful strategic relationships.

Keys for interaction: Highlight opportunities to connect with hard working people that may lead to future benefit.

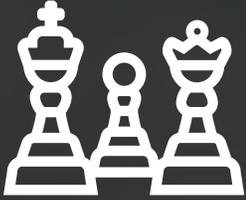




Altruistic

What they love to do: Respond to people in need.

Keys for interaction: Promote the idea of benefiting others and helping them achieve their potential.

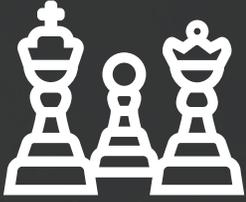


POWER

Collaborative

What they love to do: Contribute to the success of the group or the organization's mission.

Keys for interaction: Emphasize importance of teamwork while privately recognizing their contributions.



POWER

Commanding

What they love to do: Advance their status and position while controlling their own destiny.

Keys for interaction: Showcase opportunities for controlling personal freedom and leaving a lasting legacy.

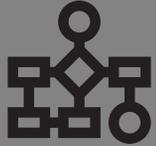


METHODOLOGIES

Receptive

What they love to do: Challenge the status quo and find new ways to complete routine tasks.

Keys for interaction: Provide the ability to create new approaches by exploring possibilities and creative opportunities.



METHODOLOGIES

Structured

What they love to do: Work diligently to advance a cause they believe in.

Keys for interaction: Maintain the status quo while honoring their beliefs and protecting existing traditions.

Now that you have a better understanding of the 12 Driving Forces, discover how you can apply them in the workforce to maximize communication, engagement, and most of all, satisfy the passion within each person.

**To learn more about
TTI Success Insights'
12 Driving Forces, call
800.869.6908 today.**

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