



TTI  
SUCCESS  
INSIGHTS®

## 12 Driving Forces®

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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.*

样本 is most comfortable working in an aesthetically pleasing environment. She feels a high level of satisfaction when she is able to create rapport and tranquility with others. She will thrive in a role where she can experience self-realization and gratification. She will research a subject if it's something 样本 is passionate about. 样本 may prefer a summary rather than the full-length version. She will view and use knowledge as a needed resource or a means to an end. She prefers to work behind the scenes to get things done. As long as 样本's beliefs are not threatened, she will allow others to set the tone and direction of her work. 样本 may have an interest in improving the working conditions for others. She may look at the process for faults before blaming an individual. She tends to dissect other systems and/or traditions and may be creative when applying them. She may use productivity as a measure of her success with activities and tasks.

样本 will focus on the importance of appearance as well as functionality. She is able to see the overall situation and strive for harmony. She is focused on handling practical matters over the pursuit of knowledge. She is comfortable in situations when she can rely on past experiences. 样本 feels comfortable as part of a work group or team. She will complete tasks and projects without the desire for public recognition. She is inclined to help others if they are willing to work toward achieving positive results. She is generous with her time, talent and resources for those who need help. 样本 may be able to pick and choose the traditions to which she will adopt. She may see value in following and implementing systems in certain situations. She evaluates situations and may look for the potential return on investment. She tends to be less focused on a return versus the success of the project.



## General Characteristics

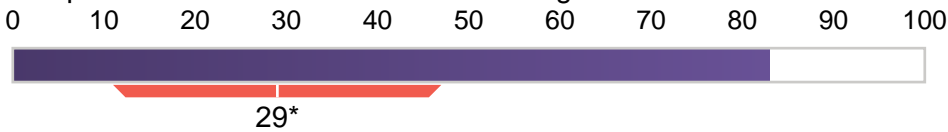
样本 may evaluate situations based on their utility and economic return. She may overlook traditions or boundaries to complete a task. In certain situations, 样本 may default to the people side of policies. She sees collaboration of the team as more important than the individual team members. 样本 will learn based on her perception of what's important from the situation. She is more concerned with the application of ideas than the details behind it. She aspires to create unity and balance in her work environment. She will have a strong interest in creating a positive experience for all.



# Primary Driving Forces Cluster

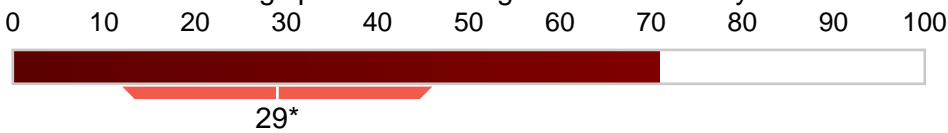
Your top driving forces create a cluster of drivers that move you to action. If you focus on the cluster rather than a single driver you can create combinations of factors that are very specific to you. The closer the scores are to each other the more you can pull from each driver. Think about the driver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



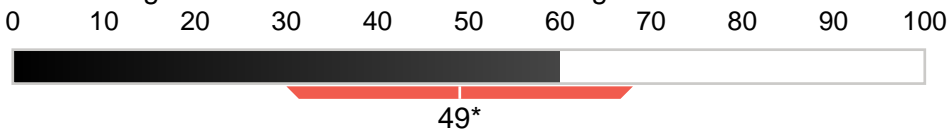
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**2. Instinctive** - People who are driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.



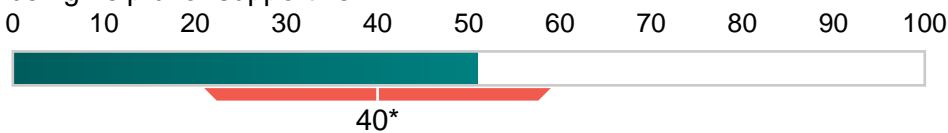
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**3. Collaborative** - People who are driven by being in a supporting role and contributing with little need for individual recognition.



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



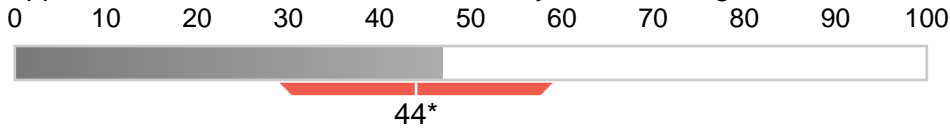
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# Situational Driving Forces Cluster

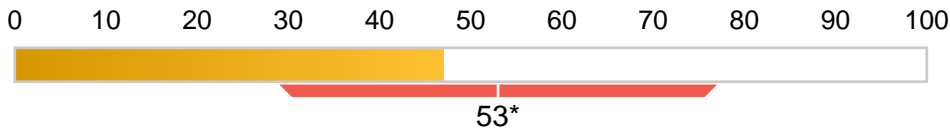
Your middle driving forces create a cluster of drivers that come in to play on a situational basis. While not as significant as your primary drivers, they can influence your actions in certain scenarios.

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



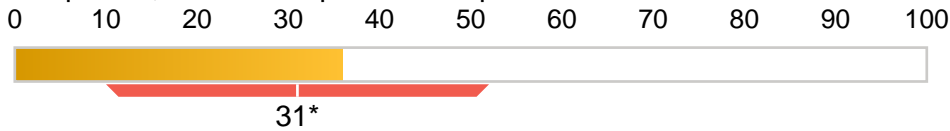
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**6. Resourceful** - People who are driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.



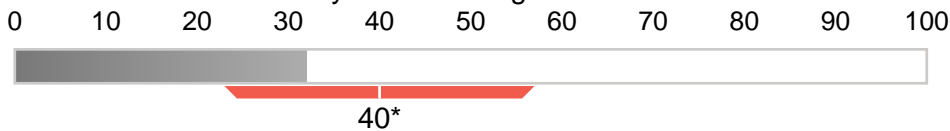
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**7. Selfless** - People who are driven by completing tasks for the sake of completion, with little expectation of personal return.



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



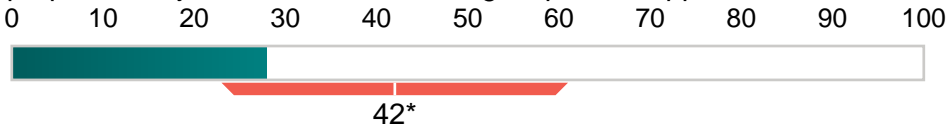
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# Indifferent Driving Forces Cluster

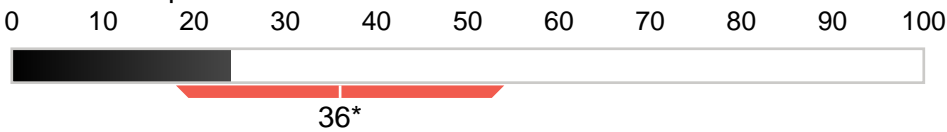
You may feel indifferent toward some or all of the drivers in this cluster. However, the remaining factors may cause an adverse reaction when interacting with people who have one or more of these as a primary driving force.

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



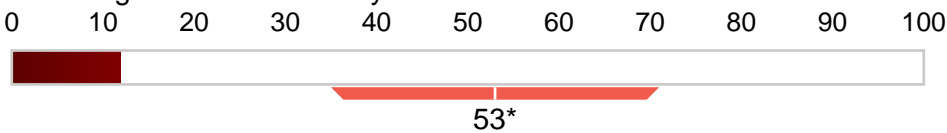
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**10. Commanding** - People who are driven by status, recognition and control over personal freedom.



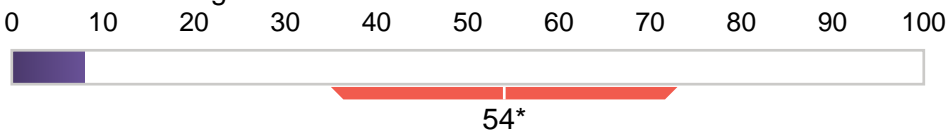
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**11. Intellectual** - People who are driven by opportunities to learn, acquire knowledge and the discovery of truth.



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**12. Objective** - People who are driven by the functionality and objectivity of their surroundings.



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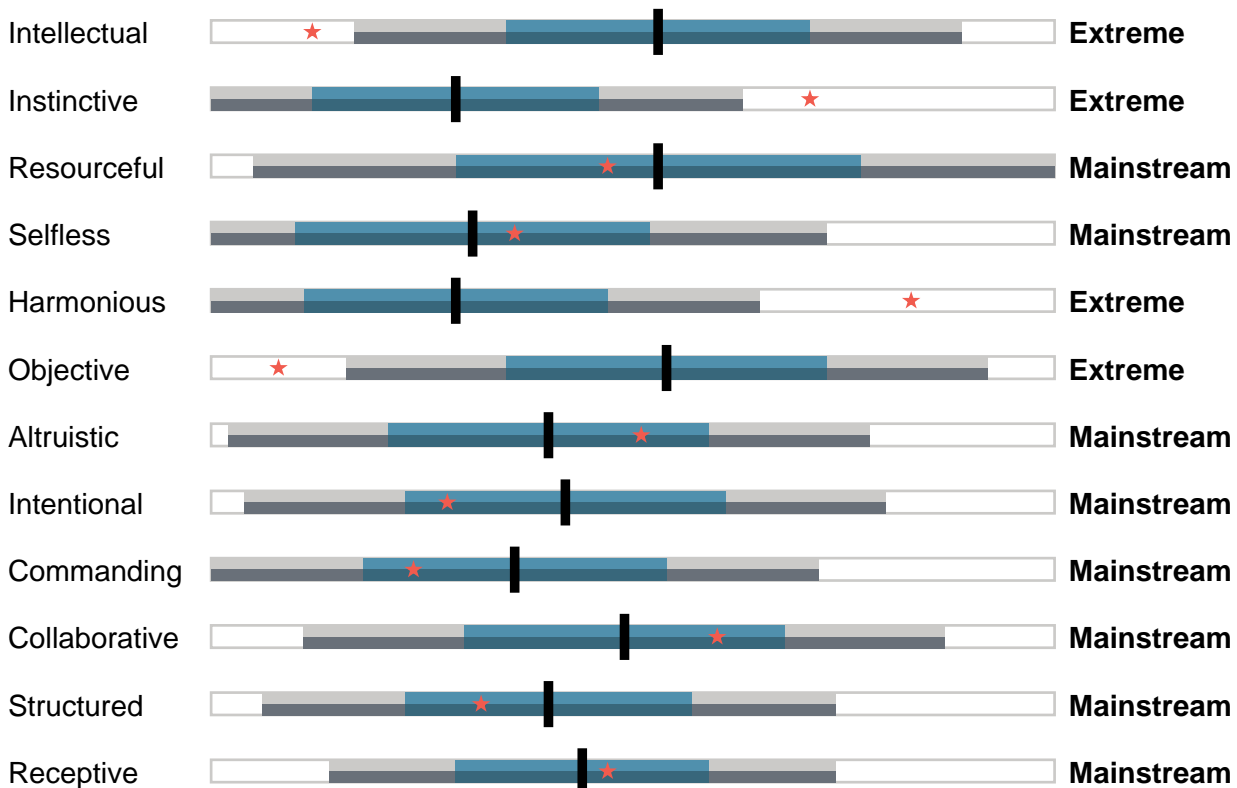


# Areas for Awareness

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 - Chinese Norm 2014



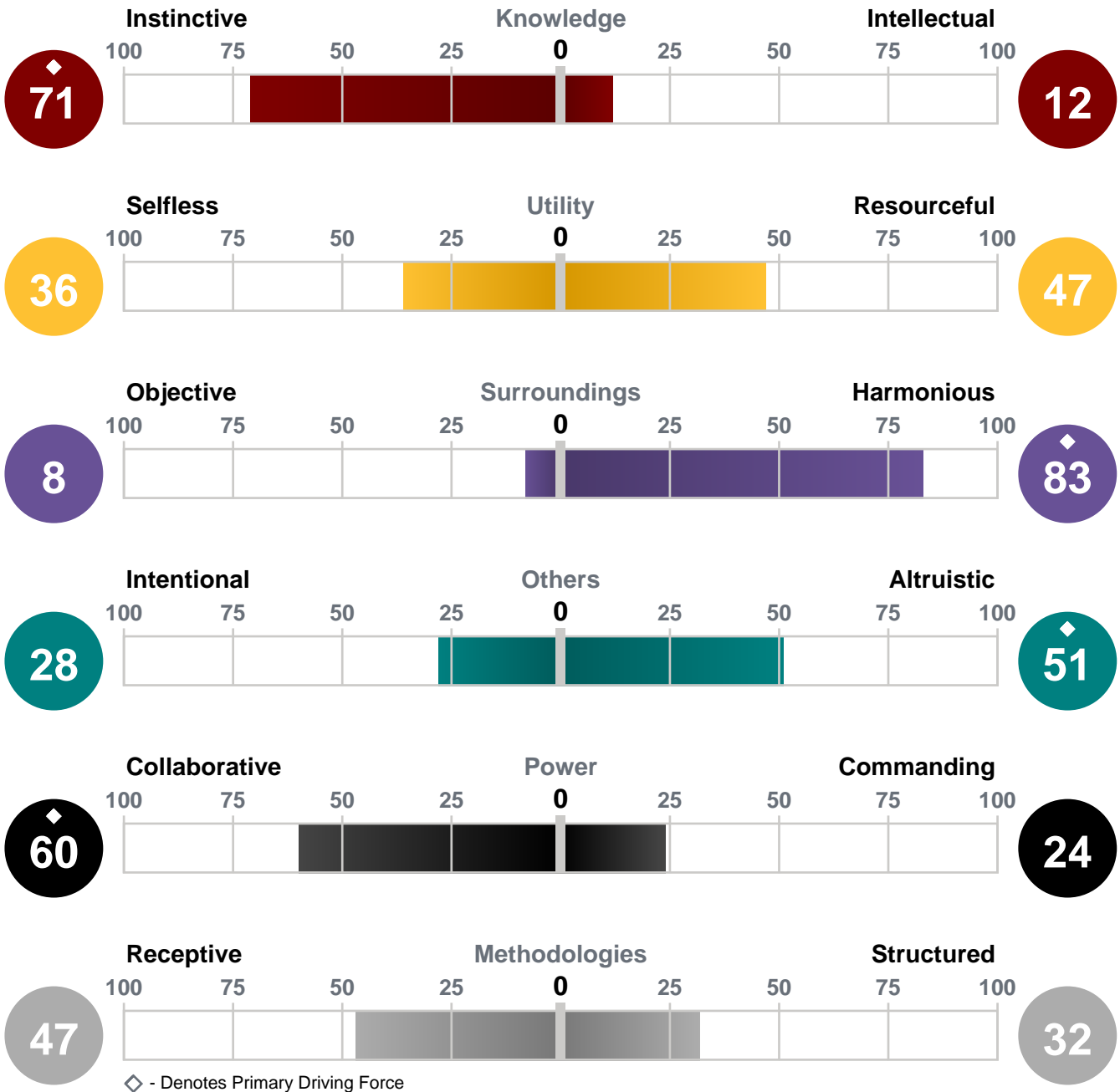
■ - 1st Standard Deviation - \* 68% of the population falls within the shaded area. ■ - national mean ★ - your score  
 ■ - 2nd Standard Deviation  
 □ - 3rd Standard Deviation

**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



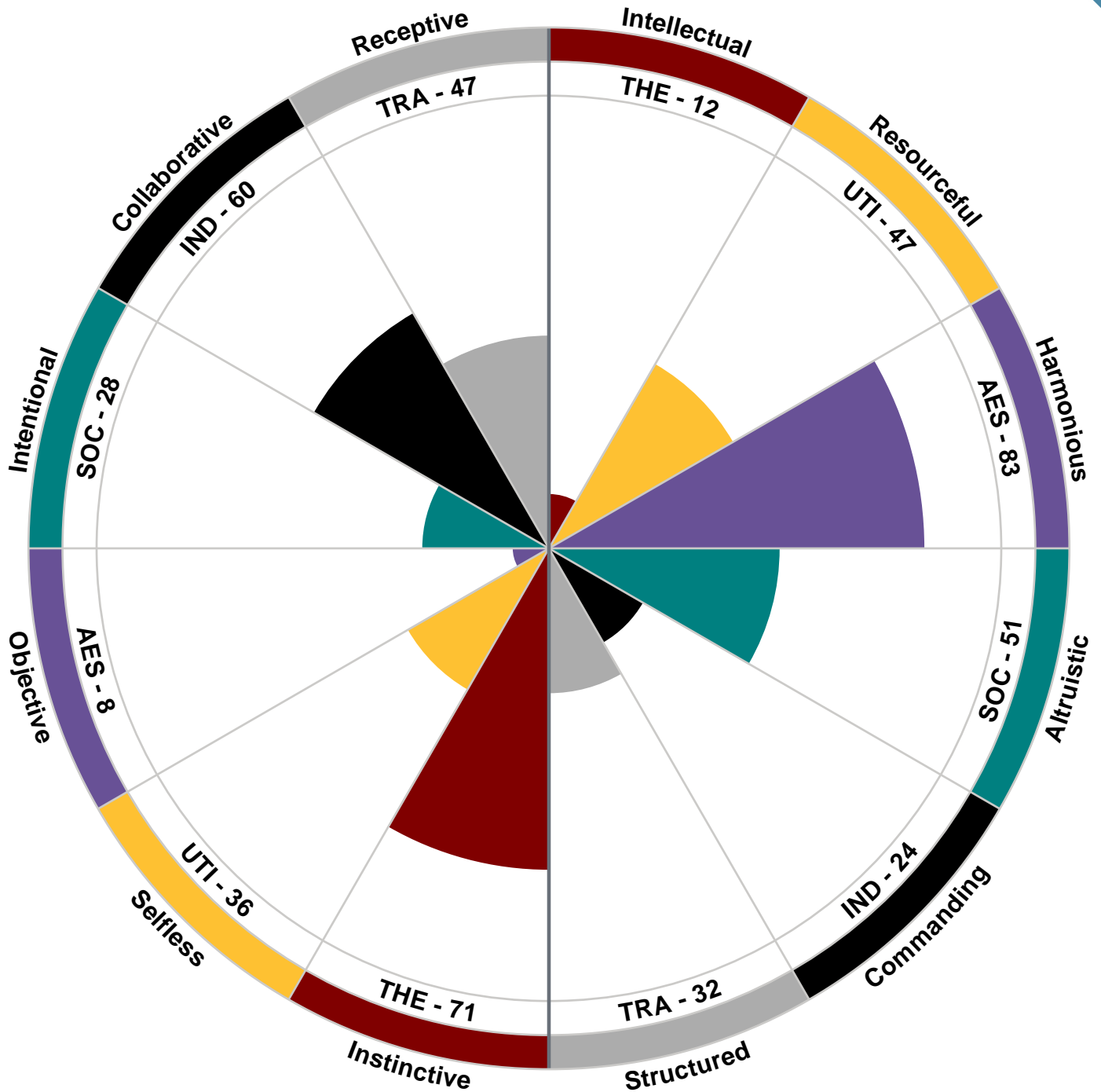


# Driving Forces Graph





# Driving Forces Wheel





# Descriptors Wheel

