Discover What Moves You
Your Motivations reveal who you are at the deepest level, and what makes you come truly alive.
The TRUMOTIVATE Experience

Your life is full of stories that reflect the truest expressions of yourself. What you know about yourself changes and expands over time. What remains constant are the underlying motivations that subconsciously fuel our stories.

One of the greatest benefits of your TRUMOTIVATE individual report is that you’ll understand what makes you authentic and different.

Your Top 5 Motivations work together to create a sweet spot. When you operate within this intersection, you gain confidence in your abilities and in the value you bring — and you feel prepared to take on any challenge.

Through the many ways you can apply your motivations, true self-knowledge will guide you to the right experiences.
What to Know About Motivations:

• Your top motivations are hard-wired, constantly at play and endure over time.

• Your motivations affect how you show up in life, in your community, and in your work.

• Your motivations point to why you feel highly motivated to do some things and less motivated to do others.

• Motivations don’t define you, however they influence your behaviors and decisions more than you might think.

How To Use Your Top Motivations:

• Motivations can help you determine job fit, find satisfaction in your work, and achieve higher levels of productivity and accomplishment.

• Motivations can signal what makes you a unique contributor in a career or in your community, giving you an advantage you can apply to your life and work.

• TRUMOTIVATE reveals your truest self and work roles that you’ll thrive in. This report is a tool that can help you articulate and give meaning to something that isn’t always so easily seen or understood.

Let’s get started....
TRUMOTIVATE Report at a glance:

**Part 1**
UNDERSTANDING YOUR MOTIVATIONS

- Your Top 5 Motivations
- Understanding Your Results
- Your Motivation Rankings
- Matching Motivations to Career Roles
- Your Stories Summarized

**Part 2**
TAKING ACTION

- Why Your Top 5 Motivations Matter
- Explore Career Matches Using O*NET
- What’s Next in My Exploration
- 27 Core Motivation Definitions
Your Stories and Motivations
YOUR TOP 5

Be Central
Advance
Bring Control
Be Unique
Achieve Potential

Your Truest MOTIVATIONS Revealed
Here are your top 5 core motivations - each explained in detail in the following pages.
Be Central

You are motivated to be a key person who holds things together and gives them meaning and/or direction.
Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.

Reliable
You desire to be the “go to” person.

Trustworthy
You feel a sense of satisfaction when needed or called upon at critical times.

Hub of the wheel
You gravitate toward positions near or at the working core of the organization.

Key
You like to be key for people, especially by helping them navigate through difficulties.
**Contribution**

These are ways your motivations contribute in this world:

- You go above and beyond
- You build momentum
- Play a critical role in organizational success
- You take on roles and risk that others shy away from
Be Central

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.

Ideal Work Environments

- Companies where there is a heavy orientation around project work
- Leading work that is team focused for best results
- Opportunity to lead projects and give direction to people and tasks
- A place where one can be key and stand out in their work.

Challenging Work Environments

- Where you are one of many doing the same things
- Authoritative or "flat" organizations
- Where everything is collaborative: work and decision making
Advance

You love the experience of making progress as you accomplish a series of goals.
Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.

**Take the next steps**
You are motivated by moving from one step to the next logical step forward.

**The path is clear**
You concentrate on what holds potential for advancing toward goals.

**Improvement focused**
You are driven to accelerate improvements.

**Push momentum**
You provide movement through problems and processes.
Contribution

These are ways your motivations contribute in this world.

- You bring new ideas and possibilities to the world.
- Create new trends and movements.
- You get things rolling and build momentum.
- Figure out the way forward when things are stuck and stale.
MOTIVATION 2

Advance

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.

Ideal Work Environments

- A place where you grow and go to the next level
- A company that is innovating and cutting edge with products/services
- Where there is a vision for the future
- A culture that is goal driven and forward moving

Challenging Work Environments

- Company that sees itself as timeless and unchanging
- A place where upward and forward movement is not rewarded
- A culture where products and services are commoditized
MOTIVATION 3

Bring Control

You are motivated to be in charge of your own destiny, areas and activities.
Leadership style
You maintain an assertive leadership style.

Authority
You have an authority and a capability to guide people and plans into action.

Independence
You highly regard your independence.

Bring the order
You bring control and order to your environment and domain.
MOTIVATION 3
Bring Control

Contribution
These are ways your motivations contribute in this world.

- You guide people/groups through uncertainty or lack of direction
- Bring needed authority and clarity when it is badly needed
- Take responsibility and providing direction in the face of crisis
- Put your life and reputation on the line for the good of others
Bring Control

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.

Ideal Work Environments

- A company that requires strong leadership and directness in leading teams
- A role that requires precision and mastery over every element of the work
- An organization that allows for independence and definition around what you are in charge of or over

Challenging Work Environments

- A company where leadership is dispersed and shared
- An organization where dotted lines of relationship and personal influencing are necessary for decision and direction
Be Unique

You seek to distinguish yourself by displaying some talent, quality or aspect that is distinctive and special.
Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.

Self-expression
You like to put your personal stamp on things.

Extraordinary
You even do ordinary differently. You look for ways to put a different spin on old ideas.

Non-conformist
You seek to stand out and not fit into the status quo.

One of a kind
You aren’t OK with the off-the-shelf solution. You look for that diamond in the rough.
Contribution

These are ways your motivations contribute in this world.

- **Innovator**
- **Unafraid to go against the grain**
- **You see beauty where others don’t**
- **You have cutting edge ideas**
In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.

Ideal Work Environments
- Autonomy/Flexibility
- Room to be creative or innovative
- Opportunities to stand out
- Value new, novel, and different

Challenging Work Environments
- Highly structured
- High Volume
- Process Oriented
- One of many people
Achieve Potential

You are motivated to identify and bring to fruition undeveloped resources and possibilities.
Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.

Don’t judge by the cover
You can see beyond the surface qualities to one’s underlying potential.

Searching for value
You are motivated when you find value in places others have overlooked.

Bring out the best
Your energy is focused around drawing out and realizing possibilities.

Shed light
You enjoy bringing discoveries to light and seeing them used by others.
Contribution

These are ways your motivations contribute in this world.

- Helping others become all that they were created to be.
- Perceiving and uncovering what is hidden or unknown to others.
- Seeing in others what they can’t see themselves.
- Dreaming that is based in reality and probability.
Achieve Potential

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.

Ideal Work Environments

- A company that is in early stages with much promise
- An organization that promotes possibility thinking and ambition
- A role that allows one to explore, uncover and discover
- Work culture that “brings out the best in people”
- Mentoring, personal and professional growth are highly valued and executed

Challenging Work Environments

- A mature company with a well-established business model and market
- A role that focuses on refining, re-engineering or repositioning what already exists
- An organization that is scaling through acquisition, cost strategies, or distribution strategies
Understanding your results

You are one of a kind

The odds of someone else sharing your top 5 from the 27 possibilities is extremely unlikely. The odds would be astronomical if someone shared them in order! So, that makes you unique, special and complex.

All 27 of your rankings tell you something

Your top motivations describe what you “Love to do”, while your middle describe what you “Can do”, and finally the bottom motivations are “What you have to do”.

Even your lowest rankings

A lower ranked motivation does not mean that you can’t or won’t engage in that motivation, some even do them very well, but lower ranking motivations do not bring as much joy or passion, as ones that are ranked higher.
Sample - Results

- Be Central
- Advance
- Bring Control
- Be Unique
- Achieve Potential
- Demonstrate Learning
- Collaborate
- Make an Impact
- Finish
- Influence
- Make the Grade
- Develop
- Experience the Ideal
- Master
- Do It Right
- Comprehend and Express
- Evoke Recognition
- Gain Ownership
- Organize
- Overcome
- Excel
- Explore
- Make it Work
- Meet Needs
- Meet the Challenge
- Establish
- Improve

All motivation definitions at end of report.
Your Stories

Name your story:
details here

What I did along the way:
details here

What was most satisfying about the story?
details here
Your Stories

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What I did along the way:
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What was most satisfying about the story?
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Hello, life goals.

Remember how much satisfaction you felt when you experienced those moments you described in the exercise? Wouldn’t it be amazing if your life was FILLED with stories like that?

It happens whenever you proclaim your uniqueness to the world. It’s impossible to mess that up. You can feel good about your stories. They help you create meaning in the work you do and connect with others.

There are countless ways that the underlying motivations within your stories encourage excellence. They help you develop new ideas and create fresh avenues for problem-solving.

Ultimately, this means you don’t have to choose between your passion and a paying job. You can find (or create) work that inspires you and supports the kind of world you want to live in.
Motivation in Your World and Work & What’s Next
Exploring Your Top Motivations and Career Roles.

To help you explore careers that align well with your motivations, this report mapped your results to the largest and most current career database available today, the O*NET.

On the following page you will find possibilities by Career Clusters - occupations in fields of work with commonalities and similar skills. TRUMOTIVATE provides recommendations in each Career Cluster based on alignment with your motivational results. Each occupation listed is hyper-linked to more detail about that career, including similar occupations for further exploration.

Your top 5 motivations can be used together in different combinations in order to ‘fit’ various roles and careers. Good news, no one combination fits just one possibility. Your ability to find career alignment with your motivations can appear in many different areas of interest!

If a recommendation doesn’t feel like a natural fit for you, focus on the occupations that grab your attention. These are provided to help you think about the possibilities and broaden your options.
Top Careers by Career Cluster

Select a career to explore more about that occupation.

Motivations
- Be Central
- Advance
- Bring Control
- Be Unique
- Achieve Potential

Education, Community & Social Service, Legal, Protective
- Instructional Designers and Technologists
- Educational, Guidance, School, and Vocational Counselors
- Directors, Religious Activities and Education

Business, Financial, Sales, Management
- Logisticians and Project Management Specialists
- Treasurers and Controllers
- Agents and Business Managers of Artists, Performers, and Athletes

Computer, Mathematical, Architecture and Engineering
- Video Game Designers
- Information Technology Project Managers
- Environmental Engineers

Art, Design, Entertainment, Media
- Fashion or Interior Designers
- Music Directors and Music Composers
- Producers

Healthcare, Life, Physical, and Social Science
- Industrial-Organizational Psychologists
- Recreation and Fitness Workers
- Physical Medicine and Rehabilitation Physicians
Why do your Top 5 Motivations matter?

Because you matter. You can take pride in the unique way you're wired.

Motivations make you better. When properly understood motivations make a major contribution to defining your purpose and how you’re seen and remembered by others.

Research shows people who have strong motivational fit to a role perform at higher levels, report more joy and satisfaction in their work, and contribute more meaningfully to the organization’s mission.

When your motivations don’t align with the requirements of a specific role, you can become bored, frustrated, and ineffective resulting in a feeling of unhappiness and lack of purpose.

Find Work That Inspires You
What’s next in my exploration?

1. Share your Top 5
   Send your report on to someone you trust and get their feedback.

2. Find an advisor
   Talk to a coach, parent, pastor, friend or mentor who will assist you in your exploration.

3. Get career advice
   Set an appointment to visit a career or counseling office.

4. Visit trumotivate.com/resources
   Check out workbooks, books, videos and other resources.
## Core Motivation Definitions

<table>
<thead>
<tr>
<th>Core Motivation</th>
<th>Definition</th>
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<td>Achieve Potential</td>
<td>You are motivated to identify and bring to fruition undeveloped resources and possibilities.</td>
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<td>Advance</td>
<td>You love the experience of making progress as you accomplish a series of goals.</td>
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<td>Be Central</td>
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<td>You seek to distinguish yourself by displaying some talent, quality or aspect that is distinctive and special.</td>
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<td>Bring Control</td>
<td>You are motivated to be in charge of your destiny, areas and activities.</td>
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<td>Comprehend and Express</td>
<td>You are motivated to understand, define, and then communicate your insights.</td>
</tr>
<tr>
<td>Collaborate</td>
<td>You enjoy being closely involved with others in contributing to common goals and vision.</td>
</tr>
<tr>
<td>Demonstrate Learning</td>
<td>You are motivated to learn how to do something new and show that you can do it.</td>
</tr>
<tr>
<td>Develop</td>
<td>You are motivated by the process of building and developing from start to finish.</td>
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<td>Do It Right</td>
<td>You consistently set up or follow certain standards, procedures and principles.</td>
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<tr>
<td>Evoke Recognition</td>
<td>You are motivated to capture the interest and attention of others.</td>
</tr>
<tr>
<td>Experience the Ideal</td>
<td>You are motivated to give concrete expression to certain concepts, visions, or values that are important to you.</td>
</tr>
<tr>
<td>Establish</td>
<td>You are motivated to lay secure foundations and to be foundational.</td>
</tr>
<tr>
<td>Explore</td>
<td>You are motivated to press beyond the existing limits of your knowledge and experience to discover what is unknown to you.</td>
</tr>
<tr>
<td>Excel</td>
<td>You are motivated to give your absolute best as you exceed performance and expectation.</td>
</tr>
<tr>
<td>Finish</td>
<td>You are motivated when you can look at a final or finished product and know that you have met the objective you set out to accomplish.</td>
</tr>
<tr>
<td>Gain Ownership</td>
<td>You are motivated to acquire what you want and exercise ownership or control over what is yours.</td>
</tr>
<tr>
<td>Improve</td>
<td>You consistently seek to make things better and improve them.</td>
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<td><strong>Influence</strong></td>
<td>You are motivated to influence someone’s thoughts, feelings or behaviors.</td>
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<tr>
<td><strong>Make An Impact</strong></td>
<td>You seek to shape and make an impact in the world around you.</td>
</tr>
<tr>
<td><strong>Make It Work</strong></td>
<td>You are motivated to fix something that is broken or functioning improperly.</td>
</tr>
<tr>
<td><strong>Make The Grade</strong></td>
<td>You are motivated to measure up to standards and thereby gain acceptance into a group or team.</td>
</tr>
<tr>
<td><strong>Master</strong></td>
<td>You are motivated to gain complete command of a skill, subject, procedure, technique or process.</td>
</tr>
<tr>
<td><strong>Meet Needs</strong></td>
<td>You identify and serve needs, requirements and expectations.</td>
</tr>
<tr>
<td><strong>Meet The Challenge</strong></td>
<td>Your sense of achievement comes in looking back over challenges you have met.</td>
</tr>
<tr>
<td><strong>Organize</strong></td>
<td>You want to set up a smooth-running operation.</td>
</tr>
<tr>
<td><strong>Overcome</strong></td>
<td>You focus on persevering through difficulties, oppositions or disadvantages.</td>
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