



The 9 Work Motivators

BUILDER		seeks money, material satisfactions, above average living
DIRECTOR		seeks power, influence, control of people/resources
EXPERT		seeks expertise, mastery, specialisation
FRIEND		seeks belonging, friendship, fulfilling relationships
DEFENDER		seeks security, predictability, stability
STAR		seeks recognition, respect, social esteem
SEARCHER		seeks meaning, making a difference, providing worthwhile things
CREATOR		seeks innovation, identification with new, expressing creative potential
SPIRIT		seeks freedom, independence, making own decisions