

MOTIVATIONAL PROFILES

SAMPLE REPORT

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‘Motivation’ is derived from the Latin word ‘Movere’ which means “To Move”. This term refers to the driving force that all people have. Different people have different types of motivation. Given below are 7 different motives (intentions) that play an important role in our lives and careers.

1. Characteristics of those with high Need for Achievement

- ▶ The desire to excel, do better than before
- ▶ The desire to set standards and achieve them
- ▶ The desire to do better than others
- ▶ They take challenges, which they are confident of achieving with their own efforts
- ▶ High drive and activity level, constantly struggling to achieve something that they could call their own achievement
- ▶ Achievement motivation is needed everywhere

People with high need for achievement can be good in jobs where there is scope to achieve excellence, make a mark, set standards, take personal responsibility and where targets are set and deadlines have to be met. Achievement motivation is needed everywhere.

2. Characteristics of those with high Need for Independence

Those having high need for independence are suitable for roles where they can work according to their own wish, use their creativity, have freedom to experiment new things. Roles suitable for such kind of people are advertising, own business, web site designing, interior designing, work related to art & culture etc.

- ▶ They like to have the freedom to do work according to their wishes.
- ▶ They take their own independent decisions, related to their career or any other important decision, which means they do not have to take anybody’s approval.
- ▶ They prefer doing things without having to depend on others.
- ▶ They don’t like to be answerable to anybody.

3. Characteristics of those with high Need for Extension

- ▶ They are motivated by their concern to stretch themselves to serve larger goals, beyond self. They like activities where they can be of help or use to others and are concerned with larger issues of society.
- ▶ They are willing to sacrifice personal goals for the sake of others (team, society, country) and they enjoy “giving” rather than “receiving”.

People having high need for extension will be happy in organizations that work for larger causes like Social service organizations, NGOs, charity organizations, organizations working for the betterment of the society, orphanages etc. Human serving professions like medicine, nursing, HR, social workers, extension officers require this motive

4. Characteristics of those with high Need for Power

- ▶ This motive refers to influencing the thinking of other people.
- ▶ They like to win arguments with others and they would like to be in situations where people notice them.
- ▶ They would like to be the leader of a group.
- ▶ They like winning over other teams in any competitive situation.
- ▶ They like situations where they have an opportunity to dominate over others.

Those who have high need for power will do good in roles, which give them impressive designations (implying a lot of power) and which gives them an opportunity to win over the other person and get known for the same. These may include positions like CEO, MD, Financial officer, lawyer etc. All managerial roles require some amount of power.

5. Characteristics of those with high Need for Affiliation

People with high need for affiliation may do well in roles where warmth and affection is expressed and received, where they can meet people, interact with them, assist them etc. Such kind of roles may be like public relation officers, front office assistants, marketing, sales, counselor, teachers etc.

- ▶ The desire to maintain relationships, be with friends and loved ones.
- ▶ The desire to get affection
- ▶ The desire to have friends
- ▶ The desire to restore or maintain relationships and avoid disappointing people with whom they have a relationship.
- ▶ They increase their level of closeness with people they are already close with & continuously expand their network.

6. Characteristics of those with high Need for Control

- ▶ They like setting rules, norms and give directions to others
- ▶ They like to control others behavior, they enjoy reminding others what is desirable and undesirable
- ▶ They like to take tasks where they can discipline others

People having high need to control can perform roles where there is full autonomy and control. Some of the roles may be civil servant, administrative officer, police, traffic police, vigilance, customs etc. all enforcement related jobs.

7. Characteristics of those with high Need for Dependence

- ▶ They have a high concern for getting direction for action, they do work according to the rules & regulations set and they do things, which please others.
- ▶ Lack of initiative when action is called for is characteristic of a strong dependent

Those having high need for dependence, will do well in bureaucratic organizations where control dominates the climate. Posts like assistants, data entry operators, telephone operators etc. where routine work is done and rules are well set and orders given suit them well.

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YOUR SCORES

Achievement	Independence	Extension	Power (Influence)	Affiliation	Control	Dependence
8	17	20	24	28	20	23

Lower the score more preferred the motive or stronger the drive.

For success in any field, Achievement motive is of great importance and low ranking on this motive is highly desirable.

INTERPRETATION AND INFERENCES FROM THE PSYCHOMETRIC EXERCISE

- ▶ The participant ranked Achievement motive as the most preferred motive followed by Independence
- ▶ The participant ranked Affiliation as the least important
- ▶ From the ranking and scores, it was evident that the participant has a high drive and activity level and is likely to complete any task undertaken as soon as possible
- ▶ He may also like to get the appreciation and acknowledgment that he deserves
- ▶ He seems to put in a lot of energy to achieve goals and takes calculated risks. He may seek advice and look for feedback to improve himself. He may not like to do things to please others
- ▶ He gives importance to the freedom to do work and prefers taking independent decisions. However, he is fine with working within the boundaries of the existing rules & regulations set

WHAT THE PARTICIPANT MAY LIKE TO WATCH OUT FOR?

- ▶ A high Achievement motive is a positive factor to have. However, as there is a big gap between achievement and affiliation, the participant may want to ensure that team members and other stakeholders are taken along and not alienated. The need to build and sustain relationships is essential to reach greater heights.
- ▶ Being a high achiever, the participant can also be more conscious and sensitive to view setbacks positively.

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