

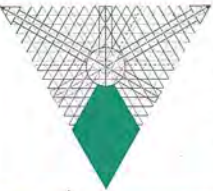
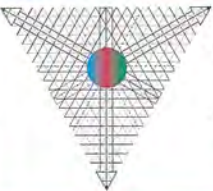





The 7 Motivational Value Systems™

| Motivational Value System | Valued Relating Style | Rewarding Environment |
|---|--|---|
| Blue: Altruistic–Nurturing  <ul style="list-style-type: none"> • Concern for the protection, growth, and welfare of others | Being open and responsive to the needs of others... Seeking ways to bring help to others... Trying to make life easier for others... Trying to avoid being a burden to others... Ensuring others reach their potential... Ensuring others are valued... Defending the rights of others | Open, friendly, helpful, considerate, supportive, enhancing, trusting, socially sensitive, sincere, loyal, compassionate, respectful, humanitarian... Being needed... Being appreciated |
| Red: Assertive–Directing  <ul style="list-style-type: none"> • Concern for task accomplishment • Concern for organization of people, time, money and any other resources to achieve desired results | Competing for authority, responsibility and positions of leadership... Exercising persuasion... Being alert to opportunity... Claiming the right to earned rewards... Striving for immediate action... Accepting challenges... Accepting risk-taking as necessary and desirable... Demonstrating competitiveness | Progressive, innovative, evocative, challenging, fast-moving, stimulating, competitive, creative... New levels of opportunity... Potential for personal advancement and development... Personal material rewards available... Potential for winning... Verbally stimulating... Self-projection |
| Green: Analytic–Autonomizing  <ul style="list-style-type: none"> • Concern for assurance that things have been properly thought out • Concern for meaningful order being established and maintained | Being objective... Being right... Being principled... Being in control of one's emotions... Being practical... Being cautious and thorough... Being fair... Being resolute... Being serious... Being their own "judge and jury"... Being their "own person"... Thinking things through before acting | Clarity, logic, precision, utility, durability, efficiency, reliability, organized... Self-reliance, individualism, self-dependence... Effective use of resources... Individual decision making... Clear, supportable, authentic criteria for decision making... Time to explore options... Opportunity for economy... Researched recommendations |
| Hub: Flexible–Cohering  <ul style="list-style-type: none"> • Concern for flexibility • Concern for the welfare of the group • Concern for the members of the group and for belonging in the group | Being curious about what others think and feel... Being open minded and willing to adapt... Experiments with different ways of acting... Proud to be a "member"... Likes to know a lot of people... Likes to be known by a lot of people... Likes to be known as flexible | Friendly, involving, sociable, democratic, playful, changing, flexible... Encouraging interaction... Being heard and listening... Sensitivity to feelings... Consensus-building |
| Red-Blue: Assertive–Nurturing  <ul style="list-style-type: none"> • Concern for the protection, growth, and welfare of others through task accomplishment and leadership | Actively seeking opportunities to help others... Persuading others to ensure maximum growth and development of others... Being open to proposals for creating welfare and security for others... Creating enthusiasm and support in tackling obstacles to success | Openness, mentoring, enthusiastic, friendliness, sincerity, trust, compassion... Respect for others... Supporting the underdog... Positive, progressive initiatives for the growth and development of others |
| Red-Green: Judicious–Competing  <ul style="list-style-type: none"> • Concern for intelligent assertiveness, justice, leadership, order, and fairness in competition | Providing rational leadership that can assess risks and opportunities... Being decisive and proactive when all the facts are in... Challenging opposition through thoughtful process and strategy | Strategic, determined, planning... Complex, challenging tasks requiring expertise... Environment that offers recognition for achievement... Availability of technical resources... Opportunities to lead and to develop winning strategies |
| Blue-Green: Cautious–Supporting  <ul style="list-style-type: none"> • Concern for affirming and developing self-sufficiency in self and others • Concern for thoughtful helpfulness with regard for justice | Building effective processes and resources to protect or enhance welfare of others... Offering assistance for greater self-sufficiency and independence... Supporting activities that lead to growth... Fighting for principles that are fair | Conscientious, patient, congenial... Environment that respects individuals, fairness, and resources... Opportunities to encourage growth, independence, and bring forth the best in others... Tasks that require thoughtful analysis to aid those in need |