



# MOTIVATION CODE

YOUR MOTIVATIONAL BLUEPRINT



# THIS IS WHAT MOVES YOU

This is what drives you—what gets you out of bed in the morning. Based on your achievement stories, we've mapped your Motivation Code to help you gain new insights into why you do what you do, and how you can leverage those top motivations to be more productive, collaborate more effectively, be a better leader, and deepen your sense of meaning and purpose in your work.

## HERE'S WHAT YOU'LL FIND IN THIS REPORT:

PART ONE:

**Your Motivation Code: In-Depth Analysis**

PART TWO:

**Your 4-Step M\_CODE Development Plan**

PART THREE:

Your Achievement Stories

PART FOUR:

Motivational Profile (By Rank)

PART FIVE:

*Appendix A: Family & Theme Descriptions*

*Appendix B: The Power of Your Motivation Code*

*Appendix C: How You Responded*

To the right you'll find your top five motivations. The first two sections of this report are essential for understanding them. The remaining sections contain exercises to help you dive more deeply into your Motivation Code and apply it in life and work.

## YOUR TOP MOTIVATIONS:

1



**EXPERIENCE  
THE IDEAL**

2



**MAKE AN  
IMPACT**

3



**SERVE**

4



**ACHIEVE  
POTENTIAL**

5



**MEET THE  
CHALLENGE**

# YOUR MOTIVATION CODE: IN-DEPTH ANALYSIS

Below is a detailed description of your top five motivations. As you read about them, think about how each of these motivational themes plays out in your life and work.



## EXPERIENCE THE IDEAL

You are motivated to give concrete expression to certain concepts, visions or values that are important to you. You want to live out your ideas and ideals and to measure up to a self-image or role you adopt or are cast in. These intangibles may take a variety of forms. Perhaps, your political beliefs, moral and spiritual values, philosophical outlook, or your attitudes toward work are what you seek to live out with intensity and purpose. It is likely that your life-style, occupation, place of residence, the people with whom you want to associate and the nature of your relationships with others reflect these concepts. In general, you want your life to reflect as closely as possible the way you think it should be lived and your actions to reflect the kind of person you think you ought to be. The process of striving to realize these ideals may be what gives you satisfaction and pleasure. It is important for you to concentrate on functioning in a role, assignment, or responsibility that involves you in a process of transforming what is intangible or abstract into some concrete form or expression.

## MOTIVATIONAL POLARITIES +/-

### POSITIVE ATTRIBUTES

- > imaginative, creative and highly conceptual
- > committed to what they believe in, motivated and driven to express themselves
- > emphasis upon integrity and living out their truth or ideals
- > enjoying seeing work take form, thoughts develop, and ideas gain substance

### SHADOW SIDE ATTRIBUTES

- > idealism or romanticism leading to frequent disappointments
- > their driving concept or idea may not be grounded in practical reality
- > acting as day dreamers or 'operating with their heads in the clouds'
- > only wanting to work on their own ideas and ensure they are right

# YOUR MOTIVATION CODE: IN-DEPTH ANALYSIS

(continued)



## MAKE AN IMPACT

You seek to make an impact or personal mark upon the world around you. You want to stand back from your efforts and know that you have made a distinct impression on materials, activities, people, or organizations. You may be stirred to action by the potential of a lump of clay, an empty canvas, or a blank piece of paper. A room full of eager students or a group of new recruits to be moulded and taught might stimulate your energy and enthusiasm. You might get involved with a misguided person who needs to move in a new direction. A team that needs leading or a gathering of people to fire up with enthusiasm for a plan or a cause could be a focus for your efforts. Planning and organizing social events, professional seminars, or recreational programs may be ways you express your desire to have an impact. Perhaps, you enjoy setting policies or regulations for an organization or developing administrative or production systems. In general, you gravitate toward involvements that call on you to create, develop, produce, or influence in a way that allows you to imprint your distinctive signature on people, things, or activities.

## MOTIVATIONAL POLARITIES +/-

### POSITIVE ATTRIBUTES

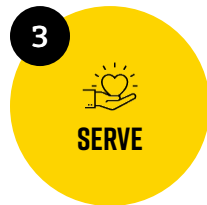
- > change agents and key influencers
- > making a difference to people's lives
- > bringing about positive development growth in teams and organisations
- > making things happen, driving towards results that have a tangible impact

### SHADOW SIDE ATTRIBUTES

- > having to be in control and to do it their way
- > trying to make a difference when it's not needed or appropriate
- > needing complete freedom, railing against authority
- > not aware of context or relationships and therefore "over impacting"

# YOUR MOTIVATION CODE: IN-DEPTH ANALYSIS

(continued)



## SERVE

You are motivated to identify and fulfil needs, requirements, and expectations. You are quick to act, for instance, when people need advice, information, or emotional support, or when action must be taken in the face of unforeseen developments. Upon entering a job, project, or new assignment, you make an effort to learn what is required and expected of you. The specific requirements of your work, as well as the spoken or implied expectations of your boss and co-workers tend to be ongoing. There is obviously a limit to how much you can take on at once; however, filling needs and requirements in a variety of areas is characteristic of the way you are motivated and the way you will overextend yourself. Regardless, you tend to want to be called upon to handle whatever comes up. Your sense of satisfaction and achievement comes in getting a job done right down to the last detail or in serving others by meeting their needs.

## MOTIVATIONAL POLARITIES +/-

### POSITIVE ATTRIBUTES:

- > caring, kind, responsible, loyal
- > willing to go the extra mile, to be dedicated and deliver results of a high standard
- > making a difference to people's lives by providing support and practical help
- > living up to the job expectations, ensuring they produce results and fully satisfy the requirements

### SHADOW SIDE ATTRIBUTES:

- > having to know exactly what's expected of them at all times
- > attending to everybody else's needs and not their own
- > suffering from the 'martyr syndrome' and not being able to say 'no'
- > becoming overwhelmed by the demands they take on, or which are put upon them

# YOUR MOTIVATION CODE: IN-DEPTH ANALYSIS

(continued)



## ACHIEVE POTENTIAL

Identifying and realizing potential is a constant focus of your activities. Hidden, undeveloped, or unnoticed resources or possibilities are what interest you. You enjoy finding something valuable, useful, appealing or needed in sources that others have overlooked or where most people would never think to look. You explore people, places, situations, ideas, objects, or processes in search of promising qualities, characteristics, or talents. Once you have identified potential in something or someone, you strive to unearth it, to bring it to realization, and to make it known. You may wish to exploit your discovery for profit, or for the benefit of science, society, your community, or the organization you work for. Perhaps, the success and happiness of some person upon whom you focus your attention is your only concern. Regardless, you are motivated to extract and achieve potential. Your satisfaction and sense of achievement comes when you are able to bring your discovery to light and see it used, recognized, or enjoyed by others.

## MOTIVATIONAL POLARITIES +/-

### POSITIVE ATTRIBUTES:

- > seeing hidden potential and developing it
- > visionaries and 'starters' of new enterprises
- > gravitating to developmental function e.g. business market development and management development
- > often perceived to be full of faith

### SHADOW SIDE ATTRIBUTES:

- > attracted by potential all the time, without evaluating the possibilities realistically
- > excessively future focused, having difficulty staying in the present, in the 'now'
- > overestimating the potential of ideas and abilities
- > presenting the truth in ways that border on dishonest, always with a spin to their potential advantage

# YOUR MOTIVATION CODE: IN-DEPTH ANALYSIS

(continued)



## MEET THE CHALLENGE

Your sense of achievement comes in looking back over a challenge you have met or a test you have passed. You come alive under the pressure of specific demands. You stretch yourself to succeed in the face of tight deadlines, problems, competitive situations, or tests of skill, understanding, or endurance. You may set the challenge yourself; it may come to you as an assignment; it might arise in the course of activities on the job. Regardless of its source, you enjoy focusing your energies and abilities on meeting the demands the challenge makes upon you. Being involved from the time the challenge first arises down to the moment it is finally conquered is important to you. As you leave each demand or difficulty behind you, you feel stimulated to press on. You must, however, have a sense that you are making continuing progress toward the goal. Getting side tracked by unrelated matters or thrown off by a change in plans or assignments is likely to annoy you.

## MOTIVATIONAL POLARITIES +/-

### POSITIVE ATTRIBUTES:

- > focusing on the challenge ahead with determination and dedication
- > rising to the occasion and task
- > working under pressure, often to tight deadlines
- > proving themselves, stretching their abilities in order to achieve specific results

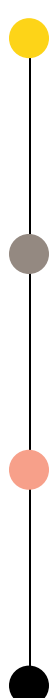
### SHADOW SIDE ATTRIBUTES:

- > putting things off until the last minute, waiting until the pressure builds up
- > needing pressure and risk to create a challenge adrenaline rush
- > pushing themselves too far beyond their existing abilities and skill level
- > living with a high degree of stress by constantly taking on fresh challenges

# APPLICATION

Now that you've discovered your Motivation Code, you might be wondering, "What next?" We suggest that you complete the exercises on the following pages to help you think through how to apply your new knowledge in your daily life.

Knowledge of your Motivation Code is interesting and valuable by itself, but this understanding becomes even more valuable when applied to real-life issues and concerns. On the following pages, you'll find four application exercises to work through on your own or with the help of a Motivation Code practitioner. These exercises will help you gain deeper self-awareness of how your motivations drive you. They will also empower you to apply that knowledge in your daily life.



EXERCISE: 1  
**OWN YOUR  
MOTIVATION CODE**

EXERCISE: 2  
**CREATE YOUR  
MOTIVATION STATEMENT**

EXERCISE: 3  
**IDENTIFY YOUR  
MOTIVATIONAL ENERGY**

EXERCISE: 4  
**DEAL WITH  
THE SHADOW SIDE**



## ● EXERCISE: I OWN YOUR MOTIVATION CODE

1. Please take out a green, yellow and red highlighter.
2. Review your Motivation Code report and the explanation of your top five motivations.

Use the green highlighter to mark those statements in the explanation that accurately describe your actions and motivations.

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Use the yellow highlighter to mark the statements that moderately resonate with you.

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Use the red highlighter to mark the statements that do not apply to your motivation.

*Although all of your top themes are significant to you, some capture your motivational drive especially well. At this point, choose three themes among the five that particularly resonate with you. It's important to do this because the rest of the Application Exercises depend on this selection.*

*If you are working with a Motivation Code practitioner, please send a copy of your highlighted report to them so that they can help*

*you understand how your motivations drive your decisions and behavior.*

## ● EXERCISE: 2

# CREATE YOUR MOTIVATION STATEMENT

Your top motivations can be understood separately, but in practice they are tightly integrated and affect one another. In this exercise, you will create a single statement that pulls together the three motivations you selected from Exercise 1.

### Your Top Three Motivations

Write your top three motivations below.

### Words That Resonate

Using Exercise 1, choose words from the descriptions of your motivations you highlighted in green and write them in below.

#1 MOTIVATION	
#2 MOTIVATION	
#3 MOTIVATION	

 Now, create your own integrated motivation statement:

I am fundamentally  
motivated to

	INSERT WORDS FROM #1
as I	
	INSERT WORDS FROM #2
and	
	INSERT WORDS FROM #3

## ● EXERCISE: 3

# IDENTIFY YOUR MOTIVATIONAL ENERGY

Use the first column in this chart to write down activities you're highly motivated to do, and those for which your motivational energy is low.

Then, go to your Motivational Profile (By Rank) of your report that shows the ranking of your Motivation Code themes. In column two write down those themes that correspond to the energizing and draining activities.



### Activities & Your Motivational Energy



### M\_CODE Themes

#### ENERGIZING

What activities do you do that are part of your work, personal relationships or leisure activities that energize you?

Which of your top themes account for your interest in these activities?

#### DRAINING

What activities do you do that are part of your work, personal relationships or leisure activities that drain you of energy?

Which themes connect with your experience of low energy or motivation?

*If you are working with a Motivation Code practitioner, print, scan and e-mail to them prior to your Impact Session.*

## ● EXERCISE: 4

# IDENTIFY THE SHADOW SIDE

Each motivational theme has very positive attributes, but also has a potential “shadow side”—a negative manifestation of that motivation—that can arise if the motivation is not properly managed. The shadow side typically happens when people misuse their motivations or neglect responsibilities that are deemed irrelevant when operating within a particular motivation.

Identifying these shadow side attributes is the first step toward managing them well. In the left hand column write the top three motivations you selected from Exercise 1.

Next, re-read the shadow side attributes in the descriptions of your top three themes. Then, in the right hand column capture some ways that you might be expressing them in unhealthy or ineffective ways.



Your Top Motivations



What are the shadow side issues you face associated with these motivations?

#1 MOTIVATION	
#2 MOTIVATION	
#3 MOTIVATION	

# STORY #1

## **Instance/activity that provided you deep satisfaction**

Productive conversations on facebook about controversial topics

## **What got you involved**

Awareness that part of my community lacked knowledge and insight; commitment to justice.

## **What you actually did**

Curated, created and posted material, asked clarifying questions, responded to others, remained calm, showed patience with beligerent others.

## **What about the activity was particularly enjoyable or satisfying to you?**

Seeing \"seekers\" appreciate the validation of their emerging understandings; demonstrating the reasonableness of my position

# STORY #2

## Instance/activity that provided you deep satisfaction

Visiting mom before her divorce.

## What got you involved

Love for mom, sense that I could encourage her.

## What you actually did

Drove to Hudson, made plans with mom, took her to special places, had heart-to-heart conversations, protected my schedule to give my undivided attention to mom, took her for breakfast, took her to Como Park Conserve, etc.

## What about the activity was particularly enjoyable or satisfying to you?

Caring for Mom, offering her comfort, encouragement, perspective.

# STORY #3

## **Instance/activity that provided you deep satisfaction**

Dozing with the Dinos

## **What got you involved**

Looking for a fun activity for our family to grow together.

## **What you actually did**

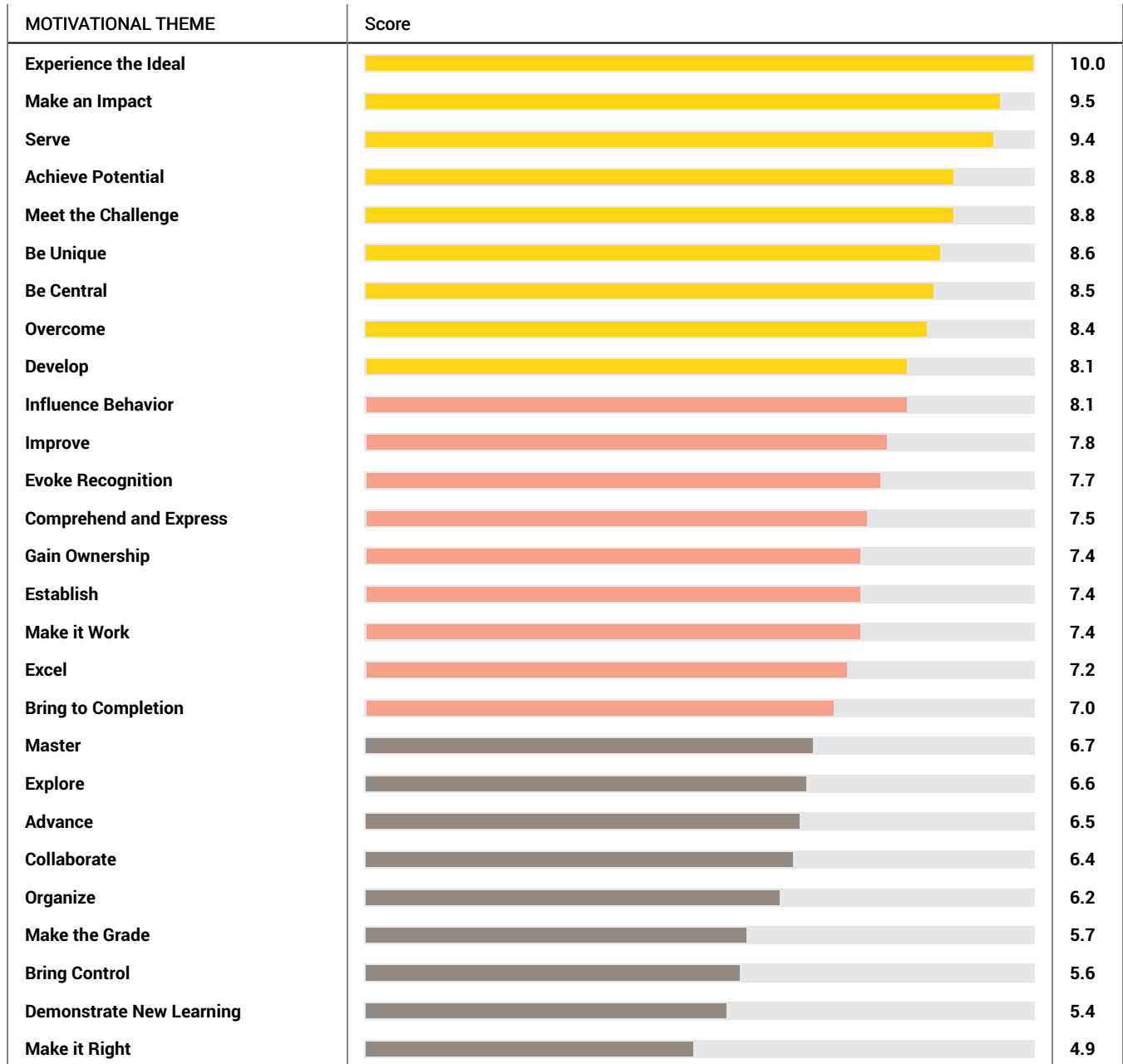
Planned a special overnight with/for my family, packed bedding and snacks, spent time with the family, negotiated different kids\'s desires, had a fun night!

## **What about the activity was particularly enjoyable or satisfying to you?**

Seeing my kids enjoying themselves, learning, growing.



# MOTIVATIONAL PROFILE (BY THEME)



## UNDERSTANDING YOUR M\_CODE SCORES

MEAN SCORES (SCALED FROM 1-10)

1 = NOT SATISFYING 10 = MOST SATISFYING

THEME RANKING



TOP



MIDDLE



BOTTOM

# APPENDIX A

## FAMILY & THEME DESCRIPTIONS

### Family: THE VISIONARY

You are motivated to make an impact according to what is possible or ideal. You craft a vision that represents what could be and then strive to bring that vision to concrete expression.



**Experience  
the Ideal**

You are motivated to give concrete expression to certain concepts, visions or values that are important to you.



**Make an  
Impact**

You seek to make an impact or personal mark upon the world around you.



**Achieve  
Potential**

Identifying and realizing potential is a constant focus of your activities.

### Family: THE ACHIEVER

You are driven to move forward and persevere to complete challenging objectives



**Meet the  
Challenge**

Your sense of achievement comes in looking back over a challenge you have met or a test you have passed.



**Overcome**

Your motivation focuses on overcoming and winning out over difficulties, disadvantages, or opposition.



**Bring to  
Completion**

Your motivation is satisfied when you can look at a finished product or final result and know that your work is done and that you have met the objective you set out to accomplish.



**Advance**

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

# APPENDIX A

## FAMILY & THEME DESCRIPTIONS

### Family: THE KEY CONTRIBUTOR

You are driven to highlight your personal and often outstanding contribution. Clear about differences between yourself and others, you tend to be competitive and want to control outcomes.



**Be Unique**

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



**Be Central**

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



**Evoke  
Recognition**

You are motivated to capture the attention and interest of others.



**Gain  
Ownership**

The nature of your motivation is expressed through efforts to acquire what you want and to exercise ownership or control over what is yours.



**Excel**

You want to excel or, at the very least, to do your absolute best as you exceed the performance or expectations of those around you.



**Bring Control**

You want to be in charge and in control of your own destiny.

### Family: THE TEAM PLAYER

You pay close attention to others, especially in group contexts, and want to be involved with and contribute to them. You take care of people, work to meet expectations, and influence the behavior of others.



**Serve**

You are motivated to identify and fulfil needs, requirements, and expectations.



**Influence  
Behavior**

You are motivated to gain a reaction or response from people that indicates you have influenced their thinking, feelings and behaviour.



**Collaborate**

You enjoy being involved in efforts in which people work together for a common purpose.



**Make the  
Grade**

You are motivated to make the grade and gain acceptance into a group in which you want to be a member or participant.

# APPENDIX A

## FAMILY & THEME DESCRIPTIONS

### Family: THE OPTIMIZER

You are motivated to set up an operation on firm foundations and/or ensure that systems function well. You want to fix problems and make improvements.



**Develop**

You are motivated to build and develop.



**Improve**

You are happiest when you are using your abilities to improve something: a machine, a process, the efficiency or profitability of an operation, the design of a product, the skills of a fellow worker.



**Establish**

Your achievements also reveal a motivation to establish and to be established.



**Make it Work**

Your motivation focuses on fixing something that has broken down or is functioning poorly.



**Organize**

You want to set up and maintain a smooth-running operation.



**Make it Right**

You are motivated to do things the "right" way.

### Family: THE LEARNER

You are motivated to explore and learn new things, gain mastery, and demonstrate your knowledge.



**Comprehend and Express**

Your motivation focuses on understanding, defining, and then communicating your insights.



**Master**

Your motivation is satisfied when you are able to gain complete command of a skill, subject, procedure, technique, or process.



**Explore**

Pressing beyond the existing limits of your knowledge and/or experience, you explore what is unknown and perhaps mysterious to you.



**Demonstrate New Learning**

You are motivated to learn how to do something new and to show that you can do it.

## APPENDIX B

# THE POWER OF YOUR MOTIVATION CODE

**What drives you is truly unique.**

By leveraging over 50 years of empirical research using SIMA® (System for Identifying Motivated Abilities), we have discovered that every person has a distinct pattern of motivation that is:

### ENDURING

Your pattern emerges early and remains constant throughout life. Values and lifestyle can and do change, but the fundamental character of your unique motivational pattern does not.

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### IRRESISTIBLE

Regardless of environment or circumstance, your pattern will express itself somewhere in your life. Use of your pattern is the essence of meaningful life and work to you.

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### EXPLANATORY

Your motivational pattern can help you understand why you perform as you do and where you find joy and frustration.

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### INSATIABLE

You will never satisfy your motivation in a final way, regardless of how often you have had a chance to express it or how many achievements you have accomplished.

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## APPENDIX B

# THE POWER OF YOUR MOTIVATION CODE

## The Pattern in Your Stories

We have been working with people's achievement stories' for over fifty years. We have found that there is a unique structure in each person's story, and a common pattern in each person's achievements.

The top motivations in your M\_CODE Report are at the very heart of your pattern. They reveal:

### WHAT DRIVES YOU

The core purpose—sometimes conscious but often sub-conscious—of your natural actions, preferences, and decisions.

### WHAT MAKES YOU TICK

Why you get immersed in some activities but fail to engage in others.

### WHAT MAKES YOU COME ALIVE

The results that you consistently strive to fulfill in your work and relationships.

### Your Top, Middle, and Bottom Motivational Themes

Here's how to understand the differences between what we call your top, middle, and bottom themes:

#### TOP THEMES

These themes, especially the top three, energize and engage you. They are life giving.

#### MIDDLE THEMES

These themes only mildly engage you. You might draw on them to get the job done, but they are not life giving.

#### BOTTOM THEMES

These themes do not motivate you and you might perform them at a low level if required. Engaging in these themes tends to sap your energy.

# APPENDIX C

## HOW YOU RESPONDED

