

# Human Motivation Summary – Most Frequently Occurring Motives



MOTIVE	THOUGHTS	CHARACTERISTICS	RESULTS IN LIFE
<p><b>Power</b></p> <p>Focus: influence &amp; impact, influence relationships</p>	<p>A concern with <b>influence and influence relationships</b>, expressed in fantasy by powerful actions, arousing strong emotions in others, being concerned about one's reputation, prestige or position.</p>	<ul style="list-style-type: none"> <li>• Very high EQ (Emotional Quotient/Intelligence)</li> <li>• Moderate risk takers in influence situations; high (or low) risk takers in task situations</li> <li>• Aware of and seek, or avoid, symbols of power</li> <li>• Seen as "natural leaders" by others</li> <li>• Verbal, facile</li> <li>• Avoid or do not accurately register quantitative feedback</li> <li>• Prefer qualitative feedback</li> <li>• Change more readily over time</li> <li>• Can persist in a goal over lengthy periods without feedback or with negative feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Successful leaders</li> <li>• Top performing sales people for long-term sales</li> <li>• More likely to achieve fame (authors, thought-leaders, artists, architects)</li> <li>• Win more elections</li> <li>• More likely to seek helping roles with positional authority</li> <li>• Higher rates of: alcoholism, substance abuse, homelessness, divorce, criminal behavior</li> </ul>
<p><b>Affiliation</b></p> <p>Focus: Being liked and accepted</p>	<p>A concern with <b>friendship</b>, expressed in fantasy by wanting to be liked, to be accepted or to participate in social situations.</p>	<ul style="list-style-type: none"> <li>• Prefer to work in groups</li> <li>• Prefer group incentives</li> <li>• Have many more friends</li> <li>• Have high EQ (Emotional Quotient/Intelligence)</li> <li>• Uncomfortable in leadership roles</li> <li>• Enjoy social settings/situations</li> <li>• See feedback as personal – an evaluation of liking/non-liking</li> </ul>	<ul style="list-style-type: none"> <li>• More successful in the helping professions – social worker, psychologist</li> <li>• Have better interpersonal relationships (less divorce, children better adjusted, more children)</li> <li>• Live longer, healthier lives than others</li> <li>• Seen as unfair in leadership roles</li> <li>• Less likely to do better economically than parents, siblings</li> <li>• Value team/organization members</li> </ul>
<p><b>Achievement</b></p> <p>Focus: Competition with the self or others; efficiency</p>	<p>A concern with <b>excellence or doing things well and efficiently</b>, expressed in fantasy by competing with the self, with the performance of others, doing something unique or advancing one's career.</p>	<ul style="list-style-type: none"> <li>• Prefer individual work</li> <li>• Respond to individual incentives</li> <li>• Prefer moderate risks in tasks/goals</li> <li>• Often find people difficult or obstacles (poor EQ)</li> <li>• In leadership positions often authoritarian or pace-setting</li> <li>• Seek and need hard, quantitative feedback</li> <li>• Move more readily for opportunity</li> <li>• Prefer regular, quantitative feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Top performing sales people for short-term sales</li> <li>• Successful entrepreneurs</li> <li>• Usually among the highest performers at entry level</li> <li>• More trouble interpersonally (more trouble with colleagues, bosses, subordinates)</li> <li>• More likely to do better economically than parents, siblings</li> <li>• Less successful/happy in leadership positions</li> </ul>