

VALUES (Motivators)

1. Theoretical

- Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.

2. Economic/Utilitarian

- Rewards those who value practical accomplishments, results and rewards for their investments of time, resources or energy.

3. Aesthetic

- Rewards those who value balance in their lives, creative self-expression, beauty and nature.

4. Social

- Rewards those who value opportunities to be of service to others and contribute to the progress and well being of society.

5. Political/Individualistic

- Rewards those who value personal recognition, freedom and control over their own destiny and the destiny of others.

6. Regulatory/Traditional

- Rewards those who value traditions inherent in social structures, rules, regulations and principles.