*DEMO REPORT -- NOT FOR RESALE*

# Work Attitude Motivators

The iWAM Personal Profile lists the 48 motivational and attitudinal patterns (iWAM scales) in decreasing order according to their relative percentage scores, i.e. how one relates to the standard group in each pattern.
The report shows:
- the Pattern Codes,
- the iWAM Pattern titles,
- the relative percentage values (R%),
- the motivational language which works to motivate people,
- a brief explanation of what the given iWAM scale measures and describes what a high score on that scale implies.
Where the percentage is higher than 70%, the definition applies, where the percentage is below 30% it does not apply or often the opposite might hold true.
Note: the data for this person has been modified based on Interview findings

**To motivate this person, use the following language:**
<> Where the percentage is higher than 70%, **use** the words that follow.
<> Where the percentage is lower than 30%, **avoid** the words that follow.

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|---|---|---|---|---|
| Co3 | **Convinced by Reading** | 173% | **read. go through the documents** | **Needs to read something to be convinced; willing to read documents** |
| N1 | **Assertiveness** | 169% | **tell others what to do. set the rules** | **Wants to tell others that they ought to follow the rules this person uses** |
| So1 | **Sameness** | 166% | **same. in common. similar. alike** | **Prefers that things remain the same (preserving the status quo)** |
| OF7M | **Individual Environment** | 150% | **alone. private. self-sufficient. independent** | **Tends to want to work or to be alone (low contact)** |
| WA3 | **Structure** | 146% | **organize. relationship between the parts. structure. the plan** | **Motivated to organize the resources and identify relationships in work** |
| Co8 | **Convinced after a Period of Time** | 137% | **take time. enough time. over time.** *take the time needed* | **Needs information to be constant for a period of time to be convinced** |
| N2 | **Indifference** | 132% | **indifference** | **Someone who scores high will not be very concerned with rules** |
| OF2M | **Problem Solving** | 129% | **problems. errors. concerns. uneasy** | **Wants to find/solve problems and/or focus on what could go wrong** |
| OF4M | **Follow Procedures** | 124% | **follow procedures. do it the right way** | **Motivated to follow specified procedures; wants the steps to follow** |
| OF3M | **External Reference** | 118% | **feedback. receiving advice & guidance** | **Needs input/advice/feedback from or decisions made by someone else** |
| Co2 | **Convinced by Hearing** | 112% | **hear. sounds like. listen** | **Needs to hear something to be convinced (from others/audio sources)** |
| Mo2 | **Affiliation** | 110% | **belong. friendship. in the group. be a member** | **Wants to be part of the group; cares about how other feel about them** |
| OF6P | **Affective Communication** | 104% | *(provide non-verbal interaction)* | **Responds to people and their communication with nonverbal signals** |
| IF6 | **Focus on Place** | 90% | **place. position. location (where)** | **Concerned with geographic location, office environment, positions etc.** |
| OF8P | **Sole Responsibility** | 88% | **sole responsibility. in charge** | **Tend to want sole responsibility for the work they manage or perform** |
| TP1 | **Past** | 83% | **past. history. evidence** | **Concentrates on, learns from, and uses past experience** |

# iWAM Profile Communication Report

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| | | | | |
|---|---|---|---|---|
| IF7 | **Focus on Time** | 82% | **time. schedule. deadline. on-time. the clock (when)** | **Wants to keep schedules and meet deadlines; likes to manage time** |
| OF1M | **Reflecting & Patience** | 79% | **patience. wait. all in good time** | **Tendency to be patient and to take time; analyzes and reacts** |
| IF5 | **Focus on Money** | 79% | **budget. money. finance (how much)** | **Concerned with or wants to work with money and budgets** |
| OF1P | **Initiation** | 72% | **initiate. start. just do it. begin** | **Reflects tendency to initiate, to start things; has proactive approach** |
| IF8 | **Focus on Activity** | 69% | activity. tasks. actions. lively (what) | Wants specific activities; likes to be active, productive, and to feel busy |
| OF5M | **Depth Orientation** | 69% | specific. detail. precise. exact. sequence | Has narrower focus in a situation; tends to want to focus on details |
| OF5P | **Breadth** | 61% | big picture. overview. global | Likes to work with the big picture; think in large "chunks" of information |
| IF3 | **Focus on Systems** | 58% | systems. processes. flow (whether) | Wants to work with systems, processes, and their inter-relationships |
| IF4 | **Focus on Information** | 54% | information. data. facts. sources (why) | Motivated to work with information or facts; always wants to know more |
| IF2 | **Focus on Tools** | 52% | tools. instruments. things (how) | Wants to work with tangible tools, applications, software, etc. |
| Mo1 | **Power** | 50% | in command. control. authority. direct. influence. prestige | Motivated by having power, authority, and control over people/things |
| OF8M | **Shared Responsibility** | 48% | share. with others. together. team | Wants to share responsibility with others; may want to work in teams |
| Co6 | **Convinced Automatically** | 44% | assume. automatic. take for granted. decide fast | Needs only partial information, quickly projects the rest and decides |
| OF6M | **Neutral Communication** | 41% | *(communicate only with the content)* | Wants to focus on the content of the communication (words/message) |
| Co7 | **Convinced by Consistency** | 35% | consistent. ongoing. over and over. each time | Needs consistent information, continuous proofs to be convinced |
| Mo3 | **Achievement** | 35% | achieve. success. challenge. competence. competition | Continuously wants to achieve, excel, be recognized for achievement |
| Co4 | **Convinced by Doing** | 24% | do. actions. do with | Needs to do, perform, try; to experience something to be convinced |
| TP3 | **Future** | 15% | future. plan. foresight | Concentrates on the future, possible scenarios; "visionary" or "dreamer" |
| WA1 | **Use** | 11% | take action. do. get on with it. comfort | Motivated to do the task; "let's just do it" orientation |
| N4 | **Tolerance** | -8% | tolerance. respect | Tolerant of those having different rules, respects their unique qualities |
| Co5 | **Convinced by a Number of Examples** | -11% | example. enough times, give enough examples | Needs sufficient examples or proofs to be convinced |
| OF7P | **Group Environment** | -31% | others. contact with people | Wants contact with people and likes having people around |
| So2 | **Evolution** | -32% | improved. changed for the better. different yet similar | Wants things to evolve over time; will tend to want to improve things |
| IF1 | **Focus on People** | -53% | people. individuals. persons. *using names* (who) | Wants to work with people, enjoys interactions with others |
| OF3P | **Individual Motives** | -56% | decide for yourself. it is up to you | Wants to make decisions; tend to use their own criteria (vs. others') |

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| N3 | **Compliance** | -65% | adapt to what is needed. team player | Willing to follow rules and policies; exemplar of good conduct |
|---|---|---|---|---|
| OF2P | **Goal Orientation** | -71% | have. get. obtain. goal. outcome | Needs goals; motivated to focus on achieving goals, targets |
| WA2 | **Concept** | -75% | analysis. theory. philosophy. understand | Wants to understand or develop an idea; wants to understand things |
| So3 | **Difference** | -89% | new. change. different. unique. switch. flip | Must have constant or frequent changes; comfortable with big changes |
| TP2 | **Present** | -93% | here and now. in the moment | Concentrates on the here-and-now; practical, short-term focus |
| OF4P | **Alternatives** | -111% | alternatives. options. possibilities | Always looks for a better way; options, alternatives, modifications |
| Co1 | **Convinced by Seeing** | -119% | see. vision. look. clear | Needs to see something to be convinced; a visual type or person |

**Note:** The percentages in this section are related to the standard group (EC-27 - EUR2011).