

**Six Motivational Drivers**  
**Assessed by Target Training International based on Spranger (1928).<sup>i</sup>**  
**Summary by David Gosselin (Gosselin 2015)**

Brief Description of the Motivational Drivers:

- **Theoretical** – People who have this driver want to know and discover. They have a passion for learning. They love to study, read, take classes, and conduct research. When they get involved with something new, they want to learn as much as they can. They want knowledge for knowledge's sake. They will appear to be intellectual and have a tendency to be cognitive, empirical, critical, and rational.
- **Individualistic** – Individuals who have this driver, which is sometimes called the political motivator, have a desire for power, control, and recognition. They have a desire to control their own destiny and that of others as well. In some people with certain personalities, this motivator is expressed by a desire for personal power, influence, and renown. They like to lead and advance their position.
- **Social** – People who have this driver, which is also referred to as the social worker or altruistic motivator, values people and is kind, sympathetic, and unselfish. Helping others is high on their list of things to do. They are selfless and have a desire to give back to the community, charities, solve global social problems etc. They are typically generous with their time, talents, and resources.
- **Utilitarian** – Individuals who have this driver have a desire to get a positive return on investment, which may be in the form of time, energy or financial. They have a characteristic interest in money, accumulation of wealth, and what is useful. They will focus on practical results. They seek money for the security of their present and future family, not necessarily just for themselves. Sometimes this motivator drives people to want to have more than others.
- **Aesthetic** – People who have this driver have a strong desire to create harmonious outcomes. They may perceive life as a procession of events, each that needs to be enjoyed for its own sake. Life is about experience and they have a tendency to be sensitive about conflict. They have an inherent interest in form, beauty, and harmony in the work. They will enjoy various forms and functions of art. Long range planning is a strength because they have a desire to create harmonious outcomes.
- **Traditional** – Individuals who have this as a strong driver have a desire to live by a certain set of standards and/or beliefs upon which they base decisions. They adhere to defined rules, regulations, and principles for living. Commonly, they have very strong faith and/or cultural values. Their traditional values may stem from a variety of sources based on family and culture. They may or may not embrace a religion.

---

<sup>i</sup> Spranger, E. *Types of Men: The Psychology and Ethics of Personality* (New York: G.E. Stechert Co, 1928). Reprinted: *Types of Men* (Target Training International, Ltd, 2013) with Introduction by Bill Bonnstetter and Epilogue by Ron Bonnstetter. ISBN: 978-0970753137. [Original Work by Lebebsformen; Halle (Saale): Niemeyerm, 1914.]