

# What is The 12 Driving Forces<sup>®</sup> Assessment?

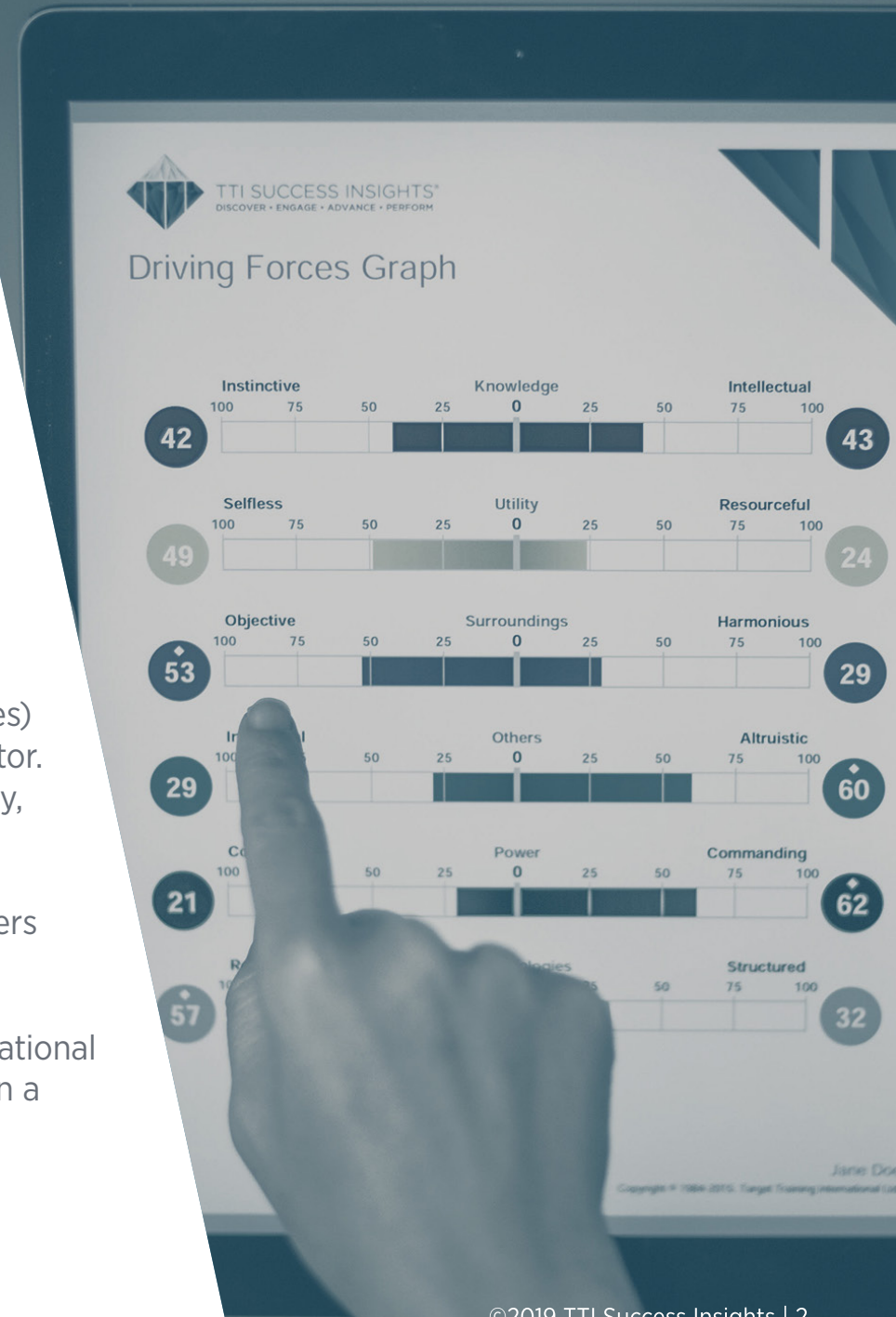
The 12 Driving Forces<sup>®</sup> assessment measures *why* a person does what he or she does. It measures the motivation (and its strength) behind the behaviors.

## Assessment Facts

Based on the original works of Eduard Spranger and his six motivators, The 12 Driving Forces takes the six motivators (knowledge, utility, surroundings, others, power and methodologies) and divides each into two distinct ways of measuring each motivator. Based on a continuum, these 12 drivers make up a person's primary, situational or indifferent cluster of Driving Forces.

The 12 Driving Forces were developed and perfected by Rick Bowers and key personnel of TTI Success Insights.

Most people have four Driving Forces in each of their primary, situational and indifferent clusters, but it is possible to have just two factors in a person's situational cluster if they have six scores of zero.



# Report Types

## Personal Reports

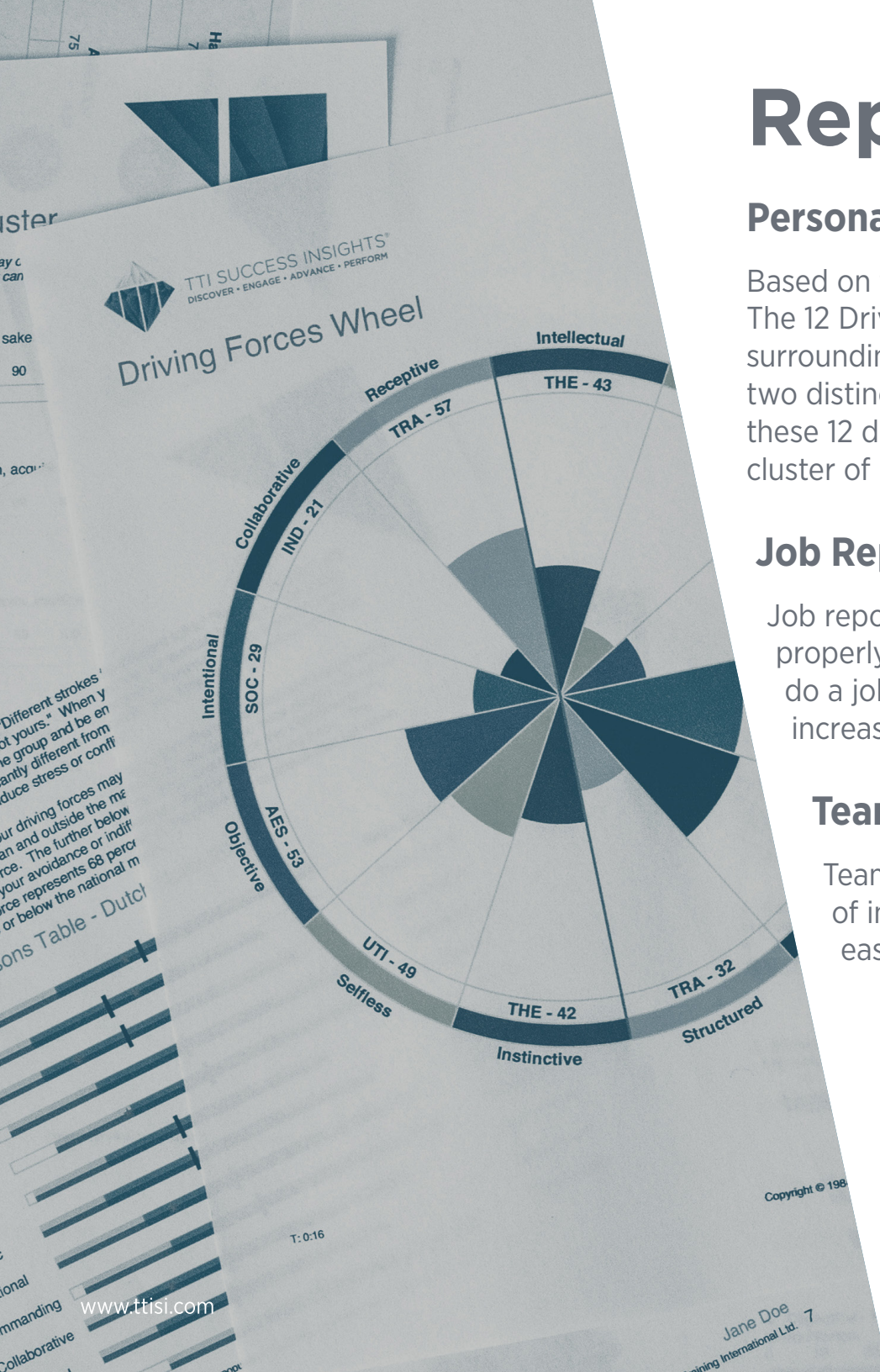
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## Job Reports

Job reports determine the drivers recommended to do a job properly. If a person is a close match with the drivers required to do a job well, chances for a match between the person and the job increase substantially.

## Team Reports

Team reports give an organization the ability to review a group of individuals' drivers in one, easy-to-read report, making it easier to better understand the makeup of a specific team.





# Applications

## Personal Development

For those seeking to improve themselves personally, The 12 Driving Forces is an extremely valuable resource to help them determine the why behind their actions. For example, a Harmonious person will likely not thrive in a non-harmonious environment, and understanding what that means is half the battle.

## Performance Improvement

These assessments provide valuable information to help a person better understand themselves and begin to know what motivates them to get out of bed every morning. For someone looking to improve at work (or in life), understanding what drives them is an important key to ensuring they are doing things that truly energize them and keep them engaged.

## Strategic Planning

Every organization needs its workers to be unified in working toward the company plan. Understanding a person's comfort zone helps ensure that they are set up to succeed, based on the things that drive that person.

## Hiring

Being both EEOC and OFCCP compliant, The 12 Driving Forces assessment can be used as part of the selection process. While an assessment such as DISC may uncover predictable behaviors, The 12 Driving Forces provides a much more complete picture (used with DISC) that helps explain both the why and the how behind a person's behavior.

## Coaching and Advancement

As an integral tool for organizations looking to promote from within, understanding what drives a person will help to determine whether or not they may be on a proper career trajectory or currently in a position which keeps them engaged. Being able to differentiate between a person's energizers and stressors can help ensure a person is properly placed within a company.

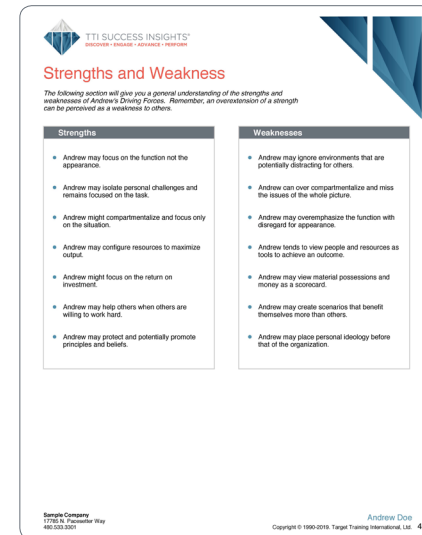
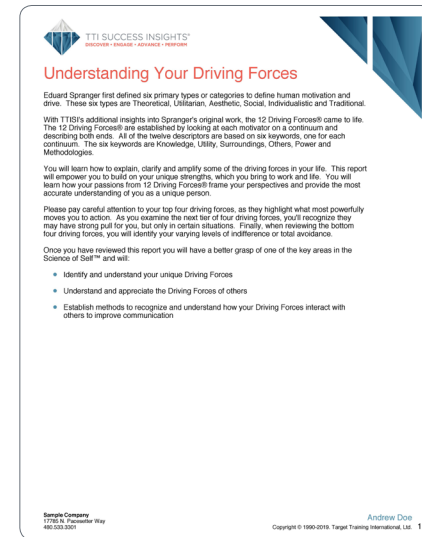
# List of Core Report Features

## SECTION 1 - Understanding Driving Forces, General Characteristics

- A brief explanation of the history and definition of The Driving Forces, including the basis from which they came, Spranger's six motivators.
- General characteristics pages explain why a person does what they do based on their unique drivers.

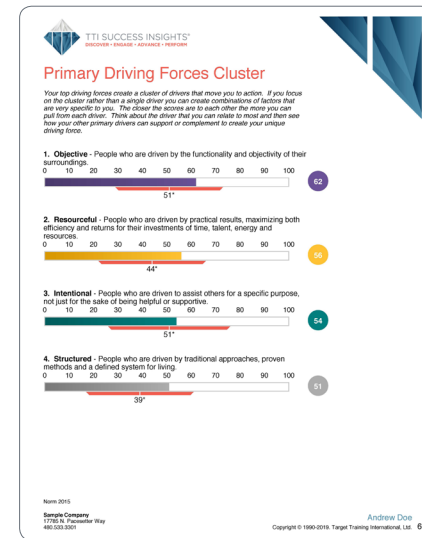
## SECTION 2 - Understanding Driving Forces, General Characteristics

- The first section, divided into two columns, focuses on the Strengths and Weaknesses of the person's particular Driving Forces. Note: an overextension of a strength can potentially be perceived as a weakness to others.
- The next section, also divided into two columns, focuses on the Energizers and Stressors of the person's particular Driving Forces. Again, an overextension of an energizer can potentially be perceived as a stressor to others.



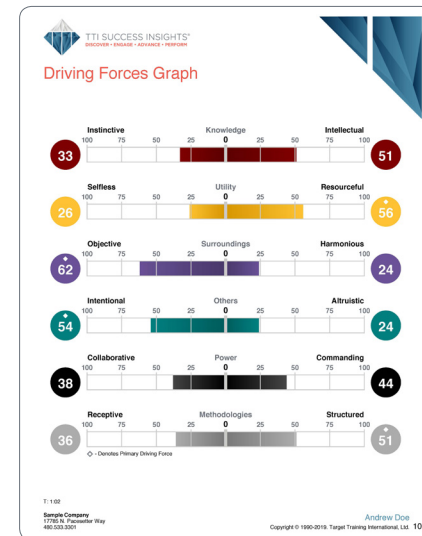
## SECTION 3 - Clusters

- Primary cluster is the combination of top Driving Forces that moves a person to action, creating combinations of factors unique to that individual.
- Situational cluster includes the middle or moderate Driving Forces that come into play on a situational basis. These can influence a person's actions in certain situations.
- Indifferent cluster reflects the drivers that a person feels indifferent toward. These factors may cause an adverse reaction when interacting with people who have one or more of these as a primary Driving Force.



## SECTION 4 - Areas for Awareness, Driving Forces Graph

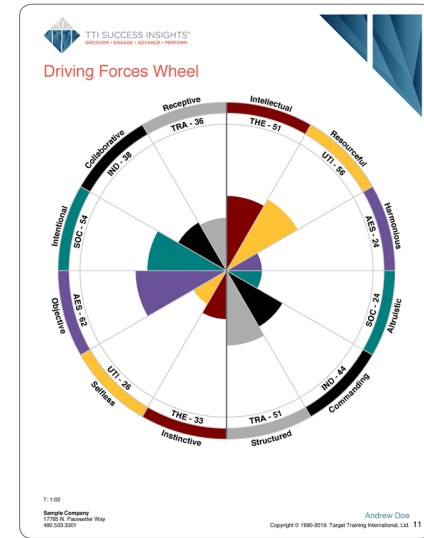
- The Areas for Awareness section reveals areas where a person's Driving Forces fall in relation to the mainstream. The further above or below the mean and more outside the mainstream indicates a passion or indifference toward a Driving Force.
- Driving Forces graph shows six horizontal lines, based on the six motivators, each having two opposing factors connected to it. Each of The 12 Driving Forces has a score connected to it. The higher the score, the more intense that Driving Force is.
- Each of the six bars are color coded to match the corresponding motivator. In the bottom left corner, you'll notice the time it took for the participant to complete the assessment.





## SECTION 5 - Driving Forces Wheel, Descriptors Wheel

- Driving Forces Wheel provides a color-coded, visual representation of a person's primary, situational and indifferent Driving Forces. The colors correspond with those on the Driving Forces Graph.
- The wheel shows each of the 12 Driving Forces by name, underneath showing the motivator from which that Driving Force is derived and what the person's score is for that particular driver. The more color shown in the wheel indicates a more intense driver.
- The Descriptors Wheel shows the same visual color representation as the Driving Forces wheel but includes verbal descriptors that readily identify each of the individual drivers.



# Value Proposition

While DISC is the basis for assessing people's behaviors, The 12 Driving Forces goes deeper than DISC, turning a single-dimensioned approach into a multi-dimensional tool. Not only can the Driving Forces assessment help a person with personal and professional development, it is also an invaluable tool that increases the chances of making the right hire much more likely.

Using Talent Insights provides the ability to combine the two sciences of DISC and 12 Driving Forces into one comprehensive report. Advancing to the TriMetrix series of reports provides all the benefits of these sciences along with one of our other sciences such as EQ, skills or acumen.

## Research Statistics

- The knowledge motivator features the most and least commonly found Driving Forces to appear as a person's primary driver with Intellectual being #1 and its opposite, Instinctive, at #12.
- The power motivator shows similar results with the Commanding driver being the second-most popular top driver and its counterpart, the Collaborative driver, appearing the second least in the number one position.
- When it comes to others, twice as many people have Intentional as their lead driver compared with Altruistic, indicating a stronger motivation to help others purposefully rather than just for the sake of being helpful.
- Neither the utility (Selfless #7, Resourceful #8) nor surroundings (Objective #5, Harmonious #10) motivators had a Driving Force in the top four as a person's number one driver.

\*Based on a study of top-ranking drivers from all Driving Forces® assessments taken in 2018





# Testimonials

*“When I discovered the Driving Forces, it really helped me better understand my leadership style and allowed me to see some blind spots that I had been missing. Once I did this, my leadership skills improved and I am now more aware of others’ Driving Forces as well.”*

**- Dave Molenda, Positive Polarity**

*“Although I use Driving Forces with many of my clients and with great results, the biggest impact I experienced from the tool was personal. As a former pilot, I have always been passionate about airline safety, yet when I looked at my Behaviors profile, I saw that my Compliance score was on the low side. When I realized I was driven with an Altruistic motivator, I realized that I am driven to help others for the sake of helping them and that motivation plays a major role in my business today.”*

**- Vicki Flier Hudson, Highroad Global Services**

*“Adding Driving Forces to my inventory of assessments has been so valuable to me as a coach. It has allowed me to establish a much richer starting point for my work with clients. My clients find it extremely accurate and a valuable means of increasing their self-awareness.”*

**- John Moore, Moore-Strength**





People are the most valuable assets of any organization

1



### Choose

This assessment is sometimes referred to as "the operator's manual for employees." DISC highlights specific behavioral characteristics a person is likely to possess, and is backed by research, making it a solid predictor of future behavior.

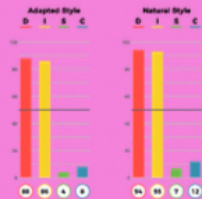
2



15-20 minutes

DISC highlights specific behavioral characteristics a person is likely to possess and is backed by research, making it a solid predictor of future behavior.

3



### Debrief

- Understand yourself
- Understand your interactions others
- Understand how people are different and adapt for success

4



**Move To Collaboration**  
**Increase Sales**  
**Empower leaders**  
**Build your team**  
**Smooth working relationships**

5



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 Email - [larry@aaron-myer.com](mailto:larry@aaron-myer.com)