










Description of Motivational Maps 9 motivators	Please number motivators 1 - 9 1 = most Important
 BUILDER (W) Seeks money, material satisfactions, above average living standards.	
 CREATOR (S) Seeks innovation, identification with new, expressing creative potential.	
 DEFENDER (R) Seeks security, predictability, stability.	
 DIRECTOR (W) Seeks power, influence, control of people/resources.	
 EXPERT (W) Seeks expertise, mastery, specialisation.	
 FRIEND (R) Seeks belonging, friendship, fulfilling relationships.	
 SEARCHER (S) Seeks meaning, making a difference, providing worthwhile things.	
 SPIRIT (S) Seeks freedom, independence, making own decisions.	
 STAR (R) Seeks recognition, respect, social esteem.	