



# TriMetrix®HD Utilitarian/ Economic

# Utilitarian/Economic

The drive to discover what is useful or practical so every investment has a greater return in time and/or resources.

## Why is this value important?

People motivated by a Utilitarian/Economic value are almost always interested most in the practical affairs of the business world such as the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. Practical is the key word associated with this value, and most people strongly motivated by the Utilitarian/Economic value fit the American business person stereotype; “Just the facts, ma’am,” “What’s it going to cost me?” and “Can it be delivered yesterday?”

A person motivated by a Utilitarian/Economic value is likely to have a strong need to surpass others in wealth. A person motivated by a Utilitarian/Economic value shows interest not just in what is useful, but also in money and wealth. This means the individual wants to have the security that money brings and the visible status that possessions give. As impractical as some people who are motivated by the Theoretical value are, their exact opposite can be found in the practical, tangible and results-oriented people motivated by the Utilitarian/Economic value, whose overriding goal is utility and that which is useful. People driven by this value are achievers and want rewards and results now. In fact, they quickly get impatient with slow progress or underachievers.

Those motivated by Utilitarian/Economic share the same interest in knowledge as those motivated by the Theoretical value. However, the basic interest in knowledge of a person who is motivated by the Utilitarian/Economic value is restricted to how they can use it, not how much knowledge they can accumulate.

Money and possessions are the measuring tools or yardstick by which people motivated by the Utilitarian/Economic value keep track of their accomplishments.

Utilitarian/Economic people make great entrepreneurs, and they really do get results! Utilitarian/Economic people are always looking for creative ways to increase their likelihood of achieving what they want or need. However, they must be motivated by some sense that they have increased their material value or received adequate financial compensation for their work. These people respond well to on-the-job training and a compensation system based on monetary incentives.

However, Utilitarian/Economic people may be so motivated by material gain they become workaholics, rationalizing their overuse of time or resources for potential economic gain. Utilitarian/Economic people must find a way to balance their needs for material gain with things that are important in their personal lives, and they should develop a variety of interests and talents.

### **What characteristics are associated with Utilitarian/Economic?**

Someone who is motivated by the Utilitarian/Economic value:

- Will work long and hard to satisfy his or her needs.
- Is good at achieving goals.
- May use wealth as a yardstick to measure his or her work effort.
- Easily accomplishes goals because of their ability to integrate the past and the present.
- Evaluates objects for their utility and economic return.
- Follows through and accomplishes goals to accumulate material possessions.
- Tends to give freely of time and resources but will want and expect a return on investment.

### **What can you do to gain a better understanding of the Utilitarian/Economic?**

- Try not to view the materialistically motivated person as selfish, but rather as practical and goal-oriented.
- Take advantage of their interest in achievement for financial gain. They may move mountains if the reward is great enough.
- Try to look at the situation from the point of view of “How useful is this?” and “What can this accomplish for me?”
- Learn how to estimate the value of your time.
- Don’t waste time on fruitless or wasteful endeavors.
- Focus your energies on the most important goals you want to accomplish.
- Remember, you should be spending 80% of your time on the most important 20% of your tasks.
- Make your priority list reflect the financial gain you can expect from each task.
- As often as possible, reject tasks that don’t, in some way, contribute to your bottom line.
- Be organized and informed about choices you make. Don’t jump blindly into projects that seem profitable.
- Keep careful track of your finances. Use financial software to manage your money and pay attention to how your money is being invested.
- When interacting with people who are motivated by Utilitarian/Economic, asking them to do something for charity or for human interest may be difficult unless there is a reward such as publicity, free services, etc.
- Set clear financial goals for yourself. Choose time frames and milestones by which you hope to accomplish each goal.
- Network regularly with people who can help you, give you business or partner with you in achieving goals.

# Utilitarian/Economic

## Activities

### Activity 1: Practice

Think about someone you know who is motivated by the Utilitarian/Economic value.

**What makes you think this person is motivated by the Utilitarian/Economic value?**

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**What is this person's job?**

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**Is he or she successful in the career that he or she has chosen? Why or why not?**

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**How is this person like you? Unlike you?**

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## Activity 2: Financial Goals

List your own financial goals in light of the career path you are on. Keep this list handy and make your decisions with these ideas in mind so you stay focused on them in the context of doing a good job in your position.

### Your financial goals for the next six months:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### What things are you doing right now to help you achieve the financial goals you listed above?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

What are some other ways you can work toward achieving your financial goals? Have you talked with a financial planner about what you want? How can you expand your financial horizon?

## Activity 2: Prioritizing

Make a reasonably complete list of projects you have planned for the next week, month, six months and year. After you have listed everything you can think of, prioritize it in terms of how useful or financially rewarding it will be to accomplish your goals.

Time Frame	Initial List	Prioritized List
		1
		2
		3
		4
		5
		6
		7
		8
		9
		10

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		7
		8
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		10

#### Activity 4: What Have You Learned?

What do you think were the three most important lessons you learned in this session?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Are you a Utilitarian/Economic person? \_\_\_\_\_

If so, how does this session apply to you? If not, what did you learn about how to interact with Utilitarian/Economic people? \_\_\_\_\_

What aspects of the Utilitarian/Economic value appeal to you? \_\_\_\_\_

List three ways you can begin taking action today to help you gain a better understanding of the Utilitarian/Economic value?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Priceless Professional Development LLC**

**[www.motivatorsppd.com](http://www.motivatorsppd.com)**

# WORKPLACE MOTIVATORS MEMORY JOGGER CARD

## WHAT PUTS GAS IN MY TANK

### Theoretical/Knowledge

#### "LEARNER" A PASSION FOR KNOWLEDGE AND EXPERTISE

**Tendencies:** May give you more than you need. Will focus on research available. Energized by learning. Always questioning and changing things. May bog down in details.

**Provide:** Research, study and learning opportunities. Allow them to become your product expert. May be methodical in approach.

**Most Wants:** Facts, objectivity and to gain knowledge.

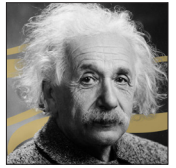
**Words That Work:** I have a problem that I need you to help me solve. Here are the facts. Deeper meaning. Formulating theory. Identifying truth. Books. Understand. Smart. Wise. Expert-status.

**Blind Spots:** May put the pursuit of knowledge above their own health and safety. Practical matters can be neglected and ignored (home, family, money). May come across as a "know it all."

**Stressors:** Inability to learn and build expert status. Emotional subjective experiences with no rational justification. Inability to discover truth, understanding, or knowing around a topic.

**My #1 & #2 (This Puts Gas in My Tank) – The Learner:** Love of Knowledge, Intellectual.

**My #6 (This Motivator Does NOT Put Gas in my Tank):** "I tend to seek knowledge as needed and don't enjoy theoretical discussions."



Albert Einstein



Mayim Bialik

### Utilitarian/Economic

#### "BUSINESS PERSON" A PASSION FOR MAKING MONEY AND ROI

**Tendencies:** May focus on monetary implications, "what's in it for me" or "what is practical." Energized by work, ROI and economic return. Competitive player. Adamant about getting results. May be a workaholic.

**Provide:** Practicality, reduction in waste and savings. Will want gain in time, energy and money.

**Most Wants:** Everyone to pull equal weight, to eliminate waste and get ROI.

**Words That Work:** Maximize resources. Eliminate waste. The return on investment is... Earnings. Interest. Profit. Wealth. Practical. Useful. The bottom line is... Achievement. Reward. Value. Productivity. Time management.

**Blind Spots:** May become a workaholic. Willing to give but may always want something in return.

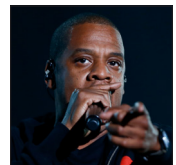
**Stressors:** Wasted resources, time and material. Investments with inadequate or no return. Lack of efficiency.

**My #1 & #2 (This Puts Gas in my Tank) – The Business Person:** Bottom line and ROI. Practical.

**My #6 (This Motivator Does NOT Put Gas in my Tank):** "I tend to give freely of my time and don't like being primarily judged on efficiency."



Warren Buffett



Jay Z

### Individualistic/Political

#### "THE POWER PLAYER" A PASSION FOR LEADING AND BEING OUT-FRONT

**Tendencies:** May focus on being #1 and what can be done for them. Energized by being visible and in charge of their destiny. Strong ambitious goals. The buck stops here. May be impatient. Charismatic.

**Provide:** Power and influence; opportunity to be on advisory groups and to lead. Stretch goals and recognition.

**Most Wants:** The opportunity to advance position, power and influence.

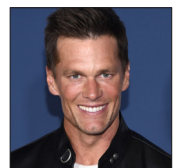
**Words That Work:** This is the best. Leadership. Excel. Advance. Be #1. Power. Recognition. Distinctive. Outside the box. New ideas. Take control and be in charge. You have the authority. We need a front person.

**Blind Spots:** Positioning of self may be more important than others. Desire for being in charge of his/her destiny.

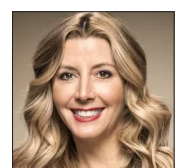
**Stressors:** Actual or perceived diminishing/loss of power or visibility. Inability to advance. Lack of respect for position and chain of command.

**My #1 & #2 (This Puts Gas in my Tank) – Power Player:** Status, Advance, Recognition.

**My #6 (This Motivator Does NOT Put Gas in my Tank):** "I tend to not want to work alone or be in the spotlight."



Tom Brady



Sara Blakely

# WORKPLACE MOTIVATORS MEMORY JOGGER CARD

## WHAT PUTS GAS IN MY TANK

### Aesthetic

#### "BALANCE, HARMONY AND SENSITIVE SEEKER" A PASSION FOR CREATIVITY AND BEAUTY

**Tendencies:** May focus on subjective feelings rather than data. Energized by creating an environment of beauty and harmony. May be non-conformist. Outdoor interests –nature rejuvenates.

**Provide:** Beautification projects; stewardship of the Earth, beauty of product or service. Freedom to express feelings, creativity and quality.

**Most Wants:** To create and work in peace, balance and harmony. To focus on how things look and feel.

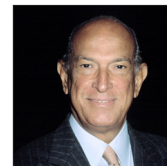
**Words That Work:** Work/life balance. Appreciation. Using descriptive words, phrases, similes and metaphors. Ask: How are you feeling? You'll have time to re-energize. Creativity. Beauty. Self-help and personal development.

**Blind Spots:** May function outside of reality and struggle with every day reality. Excessive striving for their perception of perfection and beauty.

**Stressors:** Chaos and disturbance around them. Lack of work/life balance and not enough quiet time or rest. Too much objective focus. Inability to express feelings.

**My #1 & #2 (This Puts Gas in my Tank) – Balance and Harmony Seeker:** Subjective, Surroundings.

**My #6 (This Motivator Does NOT Put Gas in my Tank):** "I tend to compartmentalize chaos and focus on function and the end result."



Oscar de la Renta



Vera Wang

### Social/Altruistic

#### "SERVICE AND HELPING OTHERS" A PASSION FOR SERVICE

**Tendencies:** May focus on the people aspect of everything, avoidance or elimination of suffering, win-win relationships. Energized by helping others. Generous teacher/coach. May never say "no."

**Provide:** Opportunity to help, coach and champion others.

**Most Wants:** An organization that is committed to its people and clients.

**Words That Work:** We/I need your help. Listening to others, coaching, helping. Volunteer. Making the world a better place. Contribute. Giving. People. Humanity. Service. Serve. Charity. Soothing and comforting others.

**Blind Spots:** May create lose/win relationships, focusing only on the benefit to others. Overzealousness for a cause may lead to harmful behavior to self/others.

**Stressors:** Too much emphasis on bottom-line results. Decisions and actions that are insensitive to people. People who are hurting or in pain in any way.

**My #1 & #2 (This Puts Gas in my Tank) – Serving Others:** Altruistic to all, Remove Pain.

**My #6 (This Motivator Does NOT Put Gas in my Tank):** "I tend to help others who are already working hard and for a specific purpose."



Mother Teresa



Princess Diana

### Traditional/Regulatory

#### "THE PROCESS AND ORDER KEEPER" A PASSION FOR KEEPING AND ENFORCING THE RULES

**Tendencies:** May focus on "you are with me or against me;" what role faith plays in others' lives. Precise time management. May be overly rigid.

**Provide:** Code, ethics and high moral standards, rewards for long term loyalty. Commitment to mission and values. Opportunity to follow and enforce rules and protocol.

**Most Wants:** Structure and the ability to follow and enforce rules and processes.

**Words That Work:** Standards. Structure. Routine. Tradition. Protocol. Discipline. Tell me about your beliefs. Tell me about the rules. Help us stay in line. Follow your conscience. Sacrifice. History tells us...

**Blind Spots:** Sacrifices self for beliefs, willing "to die" for them. Closed-minded and judgmental toward other viewpoints, being too rigid.

**Stressors:** Close mindedness by others. Lack of directions, order, structure. Opposition to their beliefs.

**My #1 & #2 (This Puts Gas in my Tank) – Process and Order Keeper:** Proven approaches.

**My #6 (This Motivator Does NOT Put Gas in my Tank):** "I tend to thrive on change. I like new ideas and methods."



George S. Patton



Rosa Parks

# USING WORKPLACE MOTIVATORS WHEN HIRING

## MEMORY JOGGER CARD

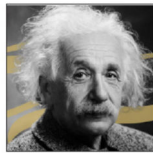
### WORKPLACE MOTIVATORS HIRING PROCESS:

- 1 ROLE PRIORITIES:** Think about what's important in the position. What **three to five** things need to happen in the role, for the person to be successful?
- 2 MOST and LEAST:** Review the priorities for the role and then review the six gender- and culture-neutral Workplace Motivators, below. What two **MOST** match what the job will require five days a week, and what one is **LEAST** important five days a week?
- 3 OBSERVATION AND USE INTERVIEW QUESTIONS:**
  - a. Use the matching interview questions and the six MOTIVATOR MATCH QUESTIONS ' - WHAT THEY MOST WANT TO DO INTERVIEW questions. Listen for themes that match the Motivators.
  - b. If you have an assessment on the candidate, look at what they scored **MOST INTERESTED** (#1 & #2) and **LEAST INTERESTED**. Also, look the **INTENSITY** of their scoring, and pick the matching WM questions.

#### THEORETICAL/KNOWLEDGE

##### LEARN - A love for knowledge, learning, and understanding

Dr Seuss: "The more that you read, the more things you will know. The more that you learn, the more places you will go."



Albert Einstein

##### Top Motivator Clues

- Questions about the process and protocol.
- Long time service in one position.

##### Stressor/Dis-satisfiers:

- Close mindedness by others.
- Lack of directions/order
- Opposition to their beliefs.



Mayim Bialik

#### UTILITARIAN/ECONOMIC

##### ROI - A focus on efficiency, practicality, and return on investment

Thomas A. Edison: "Anything that won't sell, I don't want to invent. Its sales is proof of utility and utility is success."



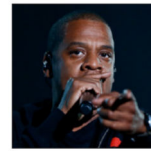
Warren Buffett

##### Top Motivator Clues

- Many books/magazines related to business.
- Will focus on what he/she will get from a process.

##### Stressor/Dis-satisfiers:

- Wasted resources: time and material.
- Lack of efficiency.



Jay Z

#### INDIVIDUALISTIC/POLITICAL

##### VISIBILITY – A drive for personal influence, recognition, and control

Serena Williams: "I always believe I can best the best, achieve the best. I always see myself in the top position."



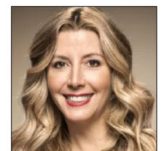
Tom Brady

##### Top Motivator Clues

- Takes independent approach to work and life.
- Focuses on what it takes to be the best, #1.

##### Stressor/Dis-satisfiers:

- Actual or perceived diminishing/loss of power.
- Inability to advance.

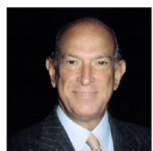


Sara Blakely

#### AESTHETIC

##### ENJOY – A desire for beauty, balance, and creating harmony

Danny Glover: "Art is about the dynamics of the human experience."



Oscar de la Renta

##### Top Motivator Clues

- Talks about how things make him/her feel
- A love and need for anything beautiful, natural and/or outdoors

##### Stressor/Dis-satisfiers:

- Too much objective focus.
- Inability to express feelings
- Chaos and disturbance around them.



Vera Wang

#### SOCIAL/ALTRUISTIC

##### SERVICE – A passion for helping others and making a difference

Muhammad Ali: "Service to others is the rent we pay for our room in heaven."



Mother Teresa

##### Top Motivator Clues

- A generous coach or teacher who listens closely to others
- Mentions volunteer and service work done on own time.

##### Stressor/Dis-satisfiers:

- Too much emphasis on bottom-line results.
- Decisions and actions that are insensitive to people.



Princess Diana

#### TRADITIONAL/REGULATORY

##### SOP– A respect for structure, rules, and a guiding purpose or belief system

Golda Meir: "One cannot and must not try to erase the past merely because it does not fit the present."



George S. Patton

##### Top Motivator Clues

- Strong military, religious, government or political focus.
- Questions about the process and protocol.

##### Stressor/Dis-satisfiers:

- Close mindedness by others.
- Lack of directions, order, structure.



Rosa Parks



## THE INTERVIEW

**ASK ALL SIX OF THESE QUESTIONS.** If you listen closely, through the lens of the Workplace Motivators, you will hear themes and what they are most and least interested in.

1. Describe what you do in your current job. Share specific examples of how you add value in that job.
2. What jobs have you enjoyed the most? Why? Please share specific examples of what you enjoyed.
3. What jobs have you enjoyed the least? Why? Please share specific examples of what you disliked.
4. Give specific examples of past environments you worked best in.
5. Give specific examples of past environments that did not work well for you.
6. What kind of responsibilities would you like to avoid in your next job? Why?

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## GAS IN TANK – Motivation and Interest

**Pick the Questions for the Top Two Motivators That the Job Rewards** *(Shared below in alphabetic order)*

Read and select the following suggested interview questions as they relate to the rewards, culture and environment for the position. Modify questions to be more specific to the job and your company.

### AESTHETIC

- How would you rank the importance of creativity and self-expression in your work? How do you personally express your unique creative style?
- Within your work environment, what single event, problem and/or unexpected situation has the potential to throw you off balance more than anything else.
- Describe how you would feel if you were to discover that an organization you worked for was misusing the earth's natural resources. How would you show your feelings?
- Describe your strategy for achieving and maintaining a comfortable level of balance and harmony in your life. What would you say you are most sensitive to in your work environment and/or in general?

### INDIVIDUALISTIC/POLITICAL

- What role does being in control of a situation play in your job satisfaction? How important is it for you to control your own destiny?
- How important is independence to you? Power? Influencing others? What would be your level of satisfaction with a job if you had none of these?
- How do you go about influencing others to act? Give me a concrete, real-world example of a time when you were able to move a group of people to action and exactly how you did it.
- How good are you in taking directions from others? How much do you like doing so?

### SOCIAL/ALTRUISTIC

- Is there ever such a thing as “too much” service? Explain your answer to me, please.
- Is there ever a point when employees should stand up and tell their manager that they are being mistreated? Give me an example of a circumstance where that might be the case.
- Tell me how you would service an account that kept having problems with your product and kept coming back, yet showed no promise of future business.
- What would you do if an employee was missing an undue amount of time to a family crisis? How would you handle it? At what point would you take drastic action? What would that drastic action be?

### THEORETICAL/KNOWLEDGE

- Which is more important, action or knowledge?
- Would you consider yourself to be an expert in something? What is it? How did you go about gaining the knowledge?
- Tell me what you especially like or enjoy about learning things. What topics or subjects do you enjoy?
- How comfortable are you in taking the time, energy and effort required to master a subject or topic you currently know very little about? How about one in which you have very little interest?

### TRADITIONAL/REGULATORY

- Is there an absolute right and absolute wrong? How do you decide what is right and what is wrong?
- Tell me about “rules”. Give me an example of a rule that you have relative to managing or leading others. Where did you learn that rule? How rigid is it?
- Have there been situations in your work experience when you were absolutely convinced that your rules or standards were superior to your employers? If so, why were they better? Were you able to convince your employees that yours were better?
- Do you sometimes feel that things would be easier and better if there were fewer rules and procedures? How do you deal with it?

### UTILITARIAN/ECONOMIC

- How important is earning a lot of money to you? What do you consider to be a “lot of money”?
- Where would you like to be, financially, in 5 years? 10 years? Why?
- What role does earning a significant income play in your job choices? In staying in a job?
- Would you consider yourself to be a bottom line, practical thinker or are you more theoretical or philosophical? Why do you say that?