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TRUMOTIVATE

Discover What Moves You

Your Motivations reveal who you are at the deepest level,
and what makes you come truly alive.

The TRUMOTIVATE Experience

Your life is full of stories that reflect the truest expressions of yourself. What you know about yourself changes and expands over time. What remains constant are the underlying motivations that subconsciously fuel our stories.

One of the greatest benefits of your TRUMOTIVATE individual report is that you'll understand what makes you authentic and different.

Your Top 5 Motivations work together to create a sweet spot. When you operate within this intersection, you gain confidence in your abilities and in the value you bring — and you feel prepared to take on any challenge.

Through the many ways you can apply your motivations, true self-knowledge will guide you to the right experiences.



What to Know About Motivations:

- Your top motivations are hard-wired, constantly at play and endure over time.
- Your motivations affect how you show up in life, in your community, and in your work.
- Your motivations point to why you feel highly motivated to do some things and less motivated to do others.
- Motivations don't define you, however they influence your behaviors and decisions more than you might think.

How To Use Your Top Motivations :

- Motivations can help you determine job fit, find satisfaction in your work, and achieve higher levels of productivity and accomplishment.
- Motivations can signal what makes you a unique contributor in a career or in your community, giving you an advantage you can apply to your life and work.
- TRUMOTIVATE reveals your truest self and work roles that you'll thrive in. This report is a tool that can help you articulate and give meaning to something that isn't always so easily seen or understood.

Let's get started....





TRUMOTIVATE Report at a glance:

Part 1

UNDERSTANDING YOUR MOTIVATIONS

- Your Top 5 Motivations
- Understanding Your Results
- Your Motivation Rankings
- Matching Motivations to Career Roles
- Your Stories Summarized

Part 2

TAKING ACTION

- Why Your Top 5 Motivations Matter
- Explore Career Matches Using O*NET
- What's Next in My Exploration
- 27 Core Motivation Definitions



Your Stories and Motivations



YOUR TOP 5

Make the Grade

Comprehend and Express

**Evoke
Recognition**

Demonstrate Learning

Organize

Your Truest MOTIVATIONS Revealed

Here are your top 5 core motivations -
each explained in detail in
the following pages.

MOTIVATION 1

Make the Grade

You are motivated to measure up to standards and thereby gain acceptance into a group or team.



Make the Grade

Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.



Standards-driven

You will strive to measure up to high standards.



Team first

You are attentive to what it takes to make and be part of the team.



Level up

You are motivated to achieve a certain level of rank or status.



Together is better

Belonging to a group is a key motivator for you.

Make the Grade

Contribution

These are ways your motivations contribute in this world

**Model high standards
in your work and life**

**Promote high performing
teams/groups**

**Devoted to the common good and shared
identify among people**

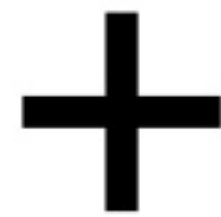
**Identify and demonstrate group requirements and
norms**



Make the Grade

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.



Ideal Work Environments

- Where products and services meet high customer standards
- A company where elite and high performing teams are valued
- Organizations that rate and measure performance
- Company where the brand and product are perceived as elite/best in class



Challenging Work Environments

- A company where you start at the bottom and work your way up
- A culture that is not rank or status oriented
- A workplace where many people play the same role

MOTIVATION 2

Comprehend and Express

You are motivated to understand, define, and then communicate your insights.



Comprehend and Express

Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.



Always learning

You commit yourself to continuous learning.



Apply your wisdom

You express and demonstrate the things you've learned.



High on communication

You feel that comprehension is incomplete until put into coherent words, pictures, or other symbols.



On the way to mastery

You value developing knowledge, expertise and wisdom in your chosen field.

Comprehend and Express

Contribution

These are ways your motivations contribute in this world



● You communicate complexities with simplicity and clarity

● Push the boundaries between the known and unknown

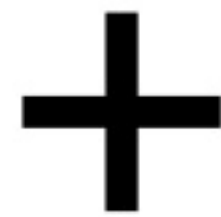
● Live out and model what you believe

● Develop models and theories to make sense of the world

Comprehend and Express

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.



Ideal Work Environments

- Learning is defined as part of the work
- There is opportunity to either write, speak/present what you know
- High degree of expertise and knowledge required in the work
- Conceptual work that requires application and integration



Challenging Work Environments

- Where the work is simple or could be monotonous
- Personal expression and communication are not essential
- Knowledge and learning are not vital to the work or service

MOTIVATION 3

Evoke Recognition

You are motivated to capture the attention and interest of others.



Evoke Recognition

Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.



Enjoy the spotlight

Your focus is on gaining visibility.



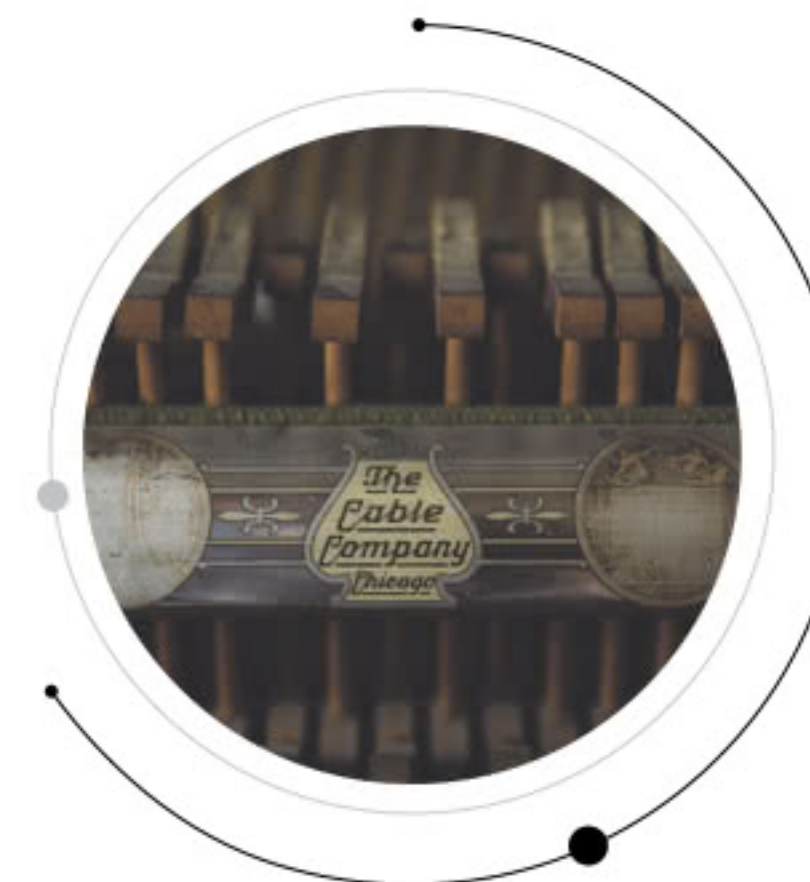
Bring others together

You identify angles that will enable you to attract others.



Desire feedback

You are motivated by an audience's reaction to what you say and do.



Shine the light

You heighten the awareness of a purpose or cause of an individual or organization.

Evoke Recognition

Contribution

These are ways your motivations contribute in this world



**Draw-out and provide
an appreciation for
beauty**

**Raise recognition for causes or
the right companies**

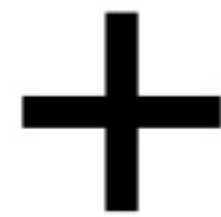
You take on starring and inspiring roles

Tap into the aesthetic and eternal to impact others

Evoke Recognition

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.



Ideal Work Environments

- A place where competition allows for striving and thriving
- A company that has a clear and defined audience
- Where marketing can be measured, and people can be moved
- Where the role has a performance element and/or Public Relations element



Challenging Work Environments

- A place where the individual employee doesn't stand-out
- An environment where the contribution isn't easily measured
- A role that doesn't promote a key and central aspect
- A company that doesn't thrive on Public Brand and or Competition

MOTIVATION 4

Demonstrate Learning

You are motivated to learn how to do something new and to show that you can do it.



Demonstrate Learning

Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.



Show and tell

You enjoy developing knowledge or skill to the point of proficiency, then demonstrating that proficiency.



On to the next level

You are motivated to learn or develop basic skills as quickly as possible.



Being the example

Your energy comes in teaching, showing, modeling and living out what you've learned.



New is always good

You're always learning new things, trying new things, and doing new things.

Demonstrate Learning

Contribution

These are ways your motivations contribute in this world



● Inspire others to try new things

● Mentor through relationship and modeling

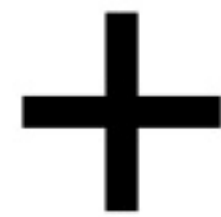
● Put ideas into practice

● Create beautiful expressions of what is in the mind

Demonstrate Learning

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.



Ideal Work Environments

- Learning and personal growth are part of the environment
- Environment where there is application of learning in the work
- Where there is opportunity to present findings and outcomes
- Part of the work is in the teaching and modeling of what has been comprehended
- Learning is ongoing and continual



Challenging Work Environments

- Where there is less flexibility for change
- Work is highly defined and structured
- Individualism isn't highly valued or necessary
- Limited ability for promotion and advancement

MOTIVATION 5

Organize

You want to set up a smooth-running operation.



Characteristics

Motivations show up as specific characteristics. Here are four that further define your motivation.



Puzzle master

You enjoy the sense of potential in putting all the pieces together and making them work together successfully.



In control

You are driven to maintain effectiveness and control over all the details.



Stick to the plan

You will monitor the operation to make sure it is going according to plan.



Rally the troops

You bring meaning and direction to people and processes.

Contribution

These are ways your motivations contribute in this world



Bring order and simplicity to a chaotic world

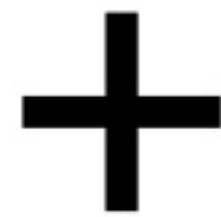
Promote people working together in meaningful and orderly ways

Bring attention to detail and important things that others may overlook

Create flow or bring continuity resulting in meaning and beauty

In Your Work

Your motivations are optimized and your contributions are maximized in the right environment, and thereby the right career role. Consider how this motivation may affect the environment where you work and the type of career roles you might be considering.



Ideal Work Environments

- Highly structured and defined
- Value process and order
- Opportunity to bring meaning to people and tasks
- Where there is an opportunity to build a smooth-running operation



Challenging Work Environments

- Chaotic in nature and essence
- Where controls are not necessary or valued
- Work is simple and straight forward
- Where the work is not impacting projects and/or people

Understanding your results



You are one of a kind

The odds of someone else sharing your top 5 from the 27 possibilities is extremely unlikely. The odds would be astronomical if someone shared them in order! So, that makes you unique, special and complex.



All 27 of your rankings tell you something

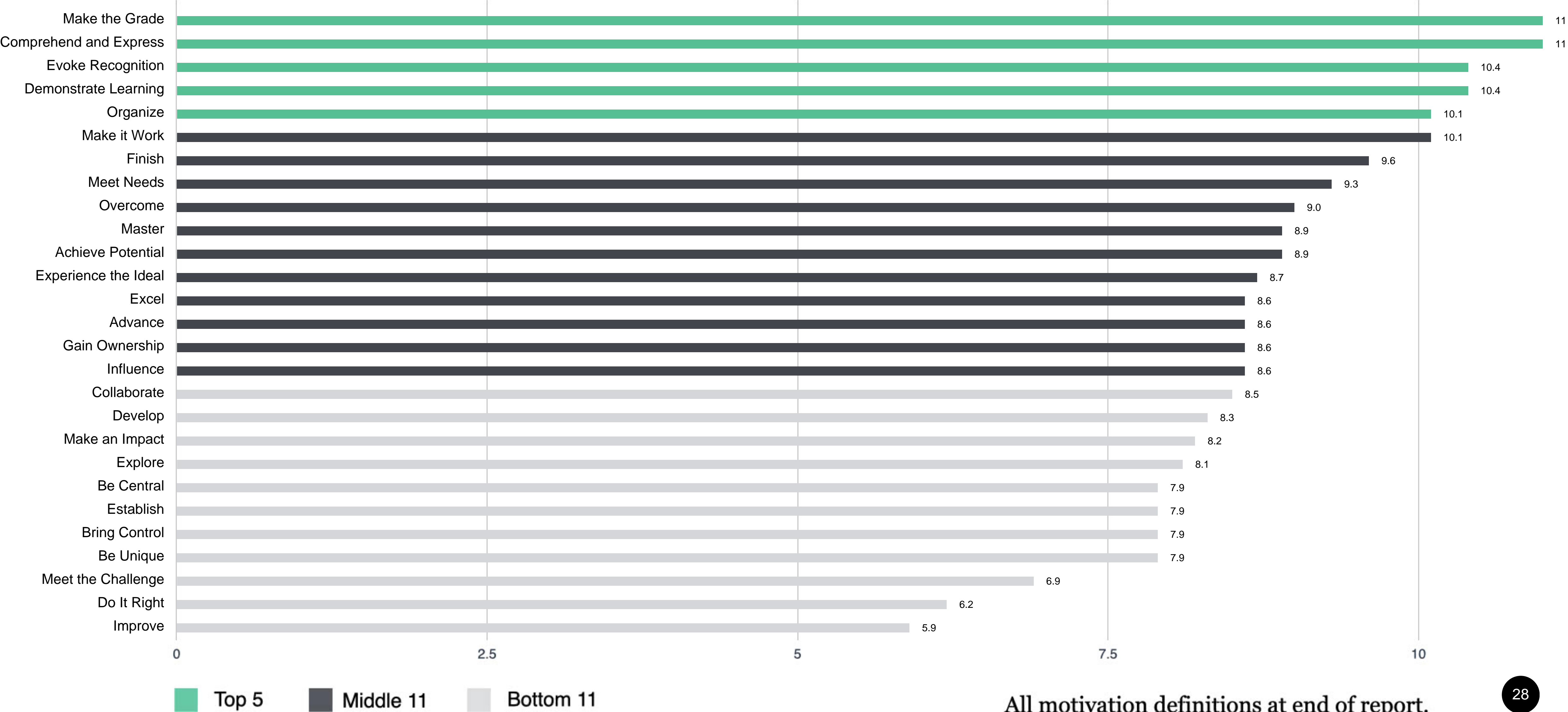
Your top motivations describe what you “Love to do”, while your middle describe what you “Can do”, and finally the bottom motivations are “What you have to do”.



Even your lowest rankings

A lower ranked motivation does not mean that you can't or won't engage in that motivation, some even do them very well, but lower ranking motivations do not bring as much joy or passion, as ones that are ranked higher.

Aileen Benedict - Results



Your Stories

Story

1

2

3

Name your story:

Working on my art portfolio in high school.

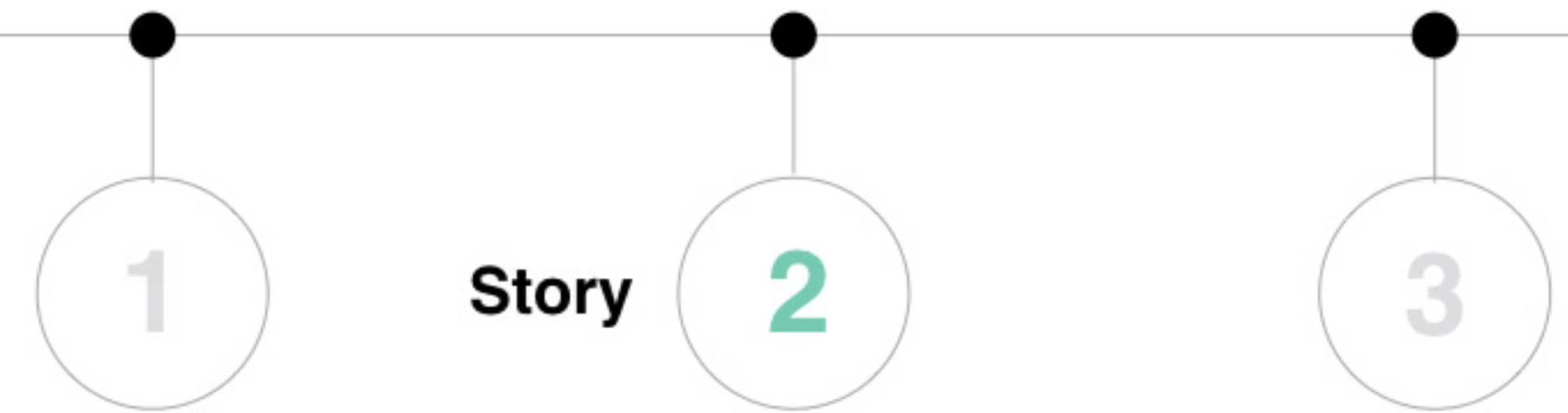
What I did along the way:

We created a number of art pieces that had to fit a theme (that we chose). I was illustrating monsters personified as pollution because (1) it was fun to watercolor monsters and (2) I liked trying to illustrate pollution in a way that evoked emotion.

What was most satisfying about the story?

Coming up with the theme/big idea was satisfying for me (and the goal of evoking emotion). Creating the art itself was also satisfying and enjoyable.

Your Stories



Name your story:

Probably more recently -- just being there for a friend and listening to their hardships.

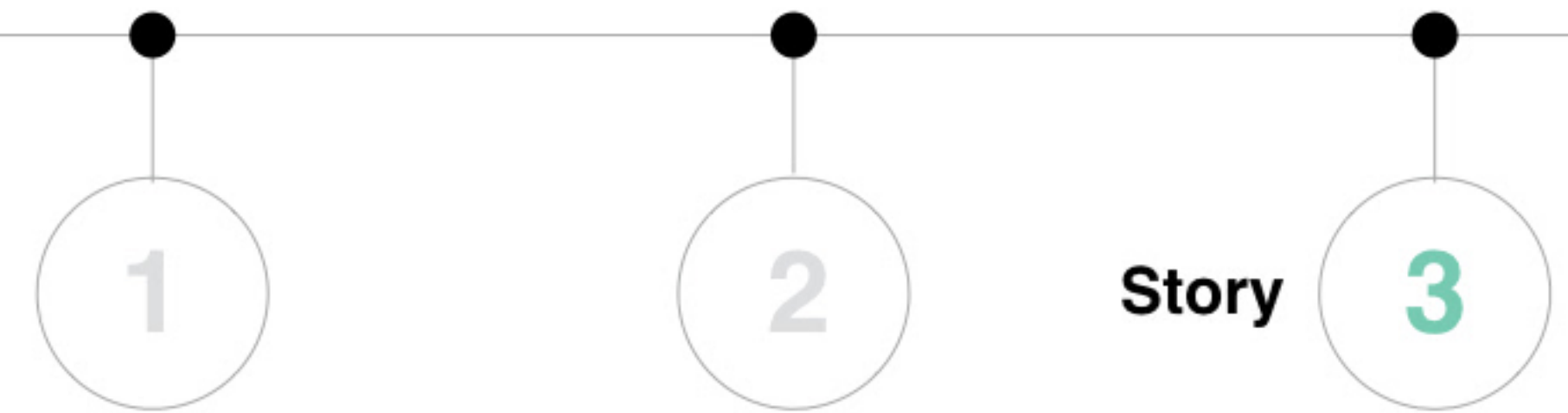
What I did along the way:

Again, I just sat and listened to a friend talking about recent hardships. I feel like I didn't do much in terms of giving advice, but I gave my opinion (hopefully where applicable so it wasn't just extra/unwanted) and asked more questions to try to understand.

What was most satisfying about the story?

My friend still has challenges to get through, unfortunately, but it was satisfying (though this wording seems strange since I obviously don't want to see anyone going through hardships, to begin with) to simply be able to be there for them.

Your Stories



Name your story:

I am currently working on an outline for a paper that is in an interdisciplinary class (health psychology and philosophy) outside of my original field (computer science).

What I did along the way:

I am having to read more about areas that I am unfamiliar with, while also finding ways to connect them to my own field. I also need to find ways to organize this into a larger picture and understandable argument. I am still working on it.

What was most satisfying about the story?

I enjoy the interdisciplinary nature and having to extend past my own comfort zone to learn about more perspectives.

Hello, life goals.

Remember how much satisfaction you felt when you experienced those moments you described in the exercise? Wouldn't it be amazing if your life was FILLED with stories like that?

It happens whenever you proclaim your uniqueness to the world. It's impossible to mess that up. You can feel good about your stories. They help you create meaning in the work you do and connect with others.

There are countless ways that the underlying motivations within your stories encourage excellence. They help you develop new ideas and create fresh avenues for problem-solving.

Ultimately, this means you don't have to choose between your passion and a paying job. You can find (or create) work that inspires you and supports the kind of world you want to live in.





Motivation in Your World and Work & What's Next

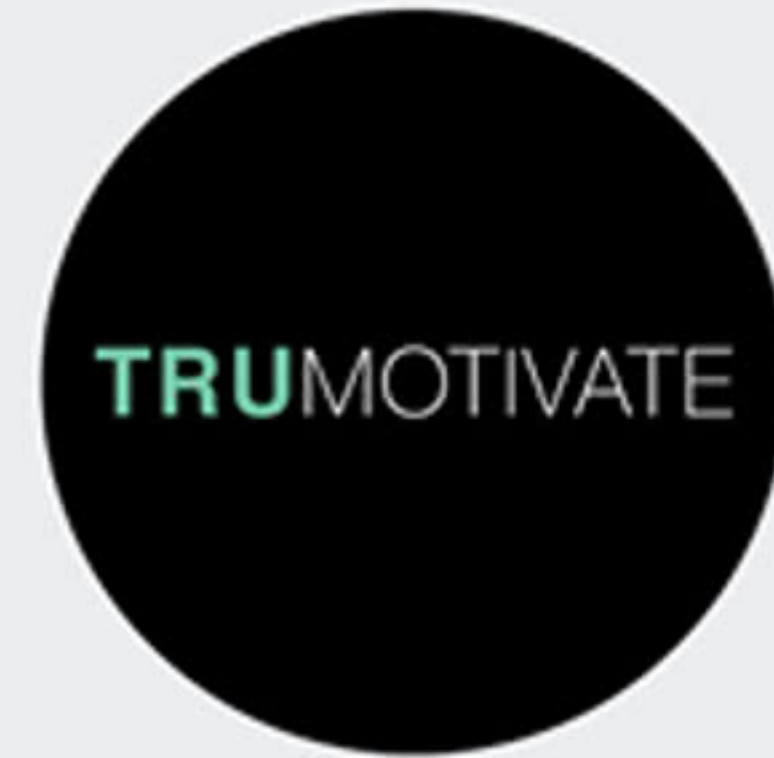
Exploring Your Top Motivations and Career Roles.

To help you explore careers that align well with your motivations, this report mapped your results to the largest and most current career database available today, the O*NET.

On the following page you will find possibilities by Career Clusters - occupations in fields of work with commonalities and similar skills. TRUMOTIVATE provides recommendations in each Career Cluster based on alignment with your motivational results. Each occupation listed is hyper-linked to more detail about that career, including similar occupations for further exploration.

Your top 5 motivations can be used together in different combinations in order to 'fit' various roles and careers. Good news, no one combination fits just one possibility. Your ability to find career alignment with your motivations can appear in many different areas of interest!

If a recommendation doesn't feel like a natural fit for you, focus on the occupations that grab your attention. These are provided to help you think about the possibilities and broaden your options.



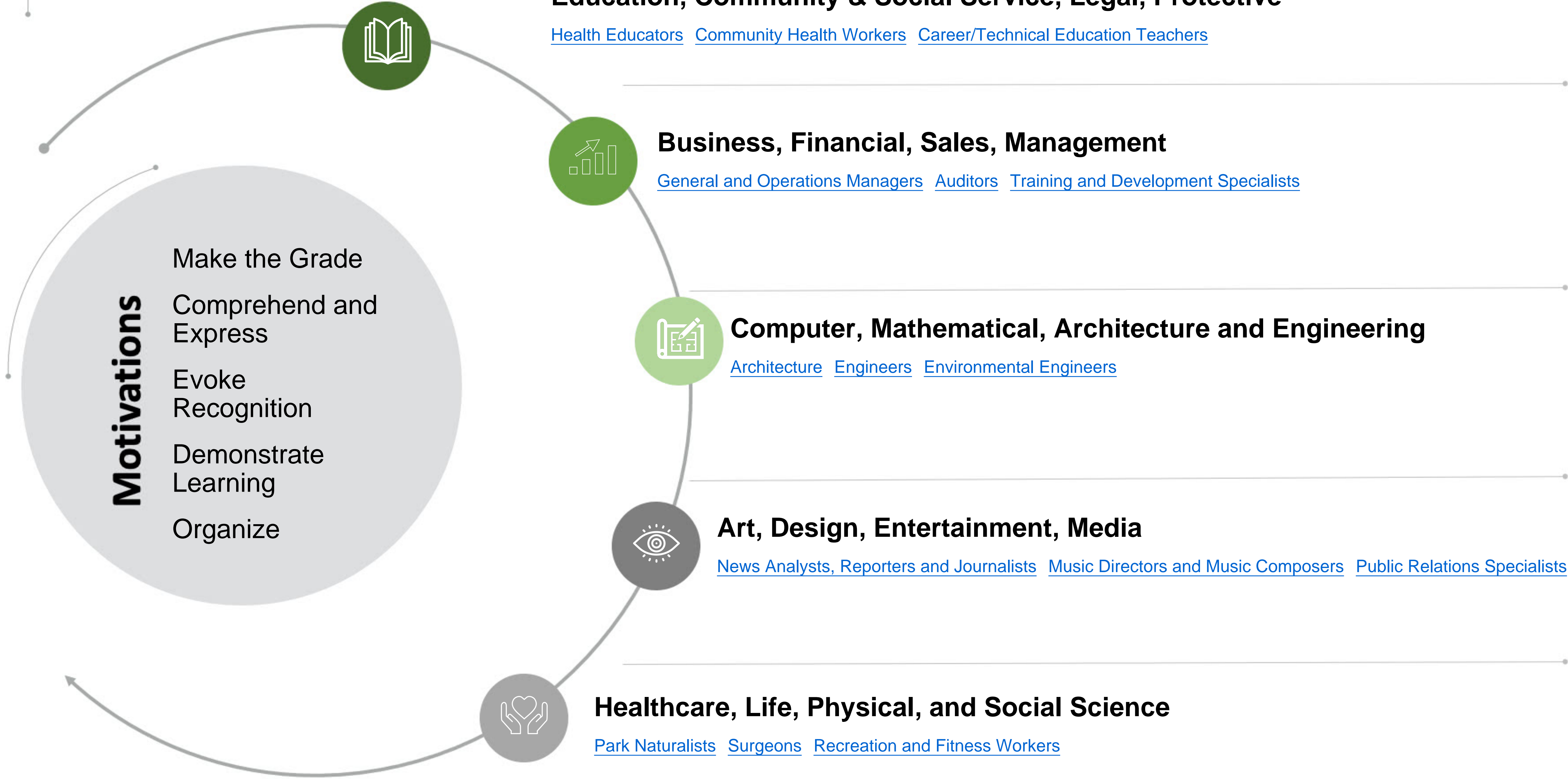
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Powered by TruMotivate and the most "up-to-date" Career Database on the Planet

Top Careers by Career Cluster

Select a career to explore more about that occupation.



Why do your Top 5 Motivations matter?

Because you matter. You can take pride in the unique way you're wired.

Motivations make you better. When properly understood motivations make a major contribution to defining your purpose and how you're seen and remembered by others.

Research shows people who have strong motivational fit to a role perform at higher levels, report more joy and satisfaction in their work, and contribute more meaningfully to the organization's mission.

When your motivations don't align with the requirements of a specific role, you can become bored, frustrated, and ineffective resulting in a feeling of unhappiness and lack of purpose.

Find Work That Inspires You

What's next in my exploration?



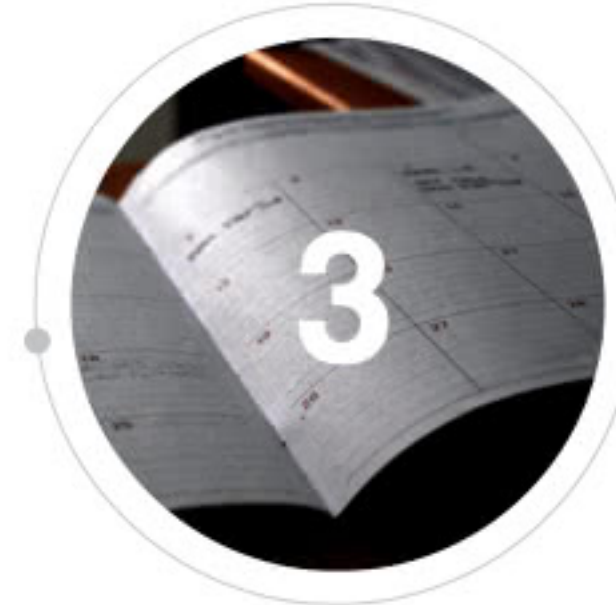
Share your Top 5

Send your report on to someone you trust and get their feedback.



Find an advisor

Talk to a coach, parent, pastor, friend or mentor who will assist you in your exploration.



Get career advice

Set an appointment to visit a career or counseling office.



Visit trumotivate.com/resources

Check out workbooks, books, videos and other resources.

Core Motivation Definitions

Achieve Potential	You are motivated to identify and bring to fruition undeveloped resources and possibilities.
Advance	You love the experience of making progress as you accomplish a series of goals.
Be Central	You are motivated to be a key person who holds things together and gives them meaning and/or direction.
Be Unique	You seek to distinguish yourself by displaying some talent, quality or aspect that is distinctive and special.
Bring Control	You are motivated to be in charge of your destiny, areas and activities.
Comprehend and Express	You are motivated to understand, define, and then communicate your insights.
Collaborate	You enjoy being closely involved with others in contributing to common goals and vision.
Demonstrate Learning	You are motivated to learn how to do something new and show that you can do it.
Develop	You are motivated by the process of building and developing from start to finish.

Core Motivation Definitions

Do It Right	You consistently set up or follow certain standards, procedures and principles.
Evoke Recognition	You are motivated to capture the interest and attention of others.
Experience the Ideal	You are motivated to give concrete expression to certain concepts, visions, or values that are important to you.
Establish	You are motivated to lay secure foundations and to be foundational.
Explore	You are motivated to press beyond the existing limits of your knowledge and experience to discover what is unknown to you.
Excel	You are motivated to give your absolute best as you exceed performance and expectation.
Finish	You are motivated when you can look at a final or finished product and know that you have met the objective you set out to accomplish.
Gain Ownership	You are motivated to to acquire what you want and exercise ownership or control over what is yours.
Improve	You consistently seek to make things better and improve them.

Core Motivation Definitions

Influence	You are motivated to influence someone's thoughts, feelings or behaviors.
Make An Impact	You seek to shape and make an impact in the world around you.
Make It Work	You are motivated to fix something that is broken or functioning improperly.
Make The Grade	You are motivated to measure up to standards and thereby gain acceptance into a group or team.
Master	You are motivated to gain complete command of a skill, subject, procedure, technique or process.
Meet Needs	You identify and serve needs, requirements and expectations.
Meet The Challenge	Your sense of achievement comes in looking back over challenges you have met.
Organize	You want to set up a smooth-running operation.
Overcome	You focus on persevering through difficulties, oppositions or disadvantages.

