



**Brian Cox**



Primer Motivation Analysis®

Full Scan  
Predictive and Prescriptive Profile

SAMPLE

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## Primer Motivation Analysis®



### Full Scan Profile

The following description interprets the predictive and prescriptive analysis of Brian Cox from primer motivation point of view. Primer Motivation Analysis® reflects on the observable working style and reveals the interpersonal behaviour of the analyzed person from the personality inheritance, biographical and predictive analytical data. As inborn (neurogenetic) features are hard to be changed during the life, at most levels they have been perpetuated by reaching the adult age. People under approx.35 can be slightly different from the description as they have an adaptation advantage, their primer motives that construct the base of work and interpersonal behaviour patterns are under development in a more extensive way, and are being influenced by the impact of their social environment. Young adults are yet predictable on the development track to match more to their original human potential (described by Primer Motivation Analysis®).

The review of the human potential (Primer Motivation Analysis®) of Brian Cox gives the opportunity to understand better which natural strengths and qualities he has and how these ones are integrated in him (sometimes as unknown potential), and how they will influence his work behaviour and actions in the work environment.

The interpretation of the results provided by Primer Motivation Analysis® offers a transparent framework for understanding better Brian Cox's ways of interaction with the same and upper level colleagues in work-related activities. In case of the nature of the work does not match to Brian Cox's primer motivation components, it is advisable to consider further steps as more mismatching factors will cause constant stress that decreases job satisfaction and performance too.

By following the motivation and development predictive and prescriptive recommendations described under here, Brian Cox's work performance and progress can be improved.

Brian Cox's work behaviour and working style patterns are reported based on the following dimensions:

- Predictive potential of working style and preferred physical work environment
- Predictive potential of social behaviour and environment preferences
- Predictive potential of preferred way of cognition and information processing

### Predictive Potential for working style and physical work environment

The physical patterns of Brian Cox's human potential influence how individually he is able to perceive his the physical environment and how he reacts on the physical stimuli. This dimension is in connection with the stress threshold, stress factors, work quantity capacity, preferred working style and types of tasks in which his natural potential can perform the best.



- P1: Sensitivity level to the physical stimuli of the work environment: medium, gets in action with medium speed, rather extroverted

Oversensitive, moody, tense,  
gets distracted easily



Stable, not sensitive at all, stays  
steady, calm, relaxed

People with lower sensitivity level tend to react earlier than others when something happens; or they often at least recognise earlier that something must be done; they are more task-oriented; they can perform well in monotonous activities too; quality concerns them more than quantity does, they are patient enough to go in details.

- P2: Physical stress threshold level and stress factors: medium, inflexibility of environment can cause stress

Can not tolerate the stress well,  
gets nervous, disorganized or  
resistant



Tolerates stress very well  
(changes, time, work pressure),  
able to perform

People with lower stress tolerance level tend to tolerate the stress stimuli worse; the stress can get accumulated easily and fast; they perform less under permanent stress; they have difficulties with giving out the stress and this makes them more vulnerable to psychosomatic or other diseases; urgency, lack of time, attention to many areas or tasks, lack of regular rest can stress them more.

- P3: Workload capacity level: medium, when works in a team, it increases

Very low, needs frequent  
resting, or self-pace of work



Very high, needs constant  
pressure and workload

People with lower or medium workload capacity level tend to work "in campaigns"; they need to rest for a short time but regularly, as their focus can be distracted easily; they are very often involved in more activities than they can cover with work power and energy at the same time; they can not perform well in activities where endurance, toughness and long-suffering are needed.

- P4: Work power: medium, can regain work power after some rest

Very low, gets tired in the short  
run



Very high, can work hard in the  
long term

People with lower work power level prefer to set up their speed and power of work, as they can not work that hard or that much in the long run.

- P5: Way of completing tasks: medium dynamism when working, prefers being active, reacts with medium speed on incoming information, works with medium speed

Slow, rather prefers to be  
thorough and focussed on  
details, prudent



Dynamic, decides fast, energetic  
and competitive, less interest  
on details

People like Brian Cox prefer to make decisions after their interest gets awoken by some conditions or the expected results of the work, or if they were provided with enough time to consider or to collect information about what is needed to do next.



- P6: Level of self-will drive: medium, during long and demanding projects can lose the work power, prefers to belong to a group

Very low, often gives up in the lack of success or support



Very high, assertive, ambitious, likes challenges

People with lower self-will drive tend to slow down or stop when they encounter many barriers; they need support from their environment to carry on.

- P7: Preferred types of tasks: can cope with monotonous activities and changes too

Not bothered by monotonous, routine activities, prefers to immerse in a task, quality-focussed



Less tolerant with monotony, needs freedom and space, more interested in quantity and final results

People with low sensitivity to monotony perform well in routine activities; prefer to do a task in a well-practised way, do not look for other alternative ways of doing it.

## Predictive Potential for social behaviour and environment preferences

The emotional patterns of Brian Cox's human potential influence how much emotional energy he has for inter- and intrapersonal matters and motives, how well he is able to manage and use them positively for supporting others in his work environment. It reveals the natural need of attention, appreciation and rewards of Brian Cox and also shows his willingness and motivation to co-operate with others. This dimension is in significant connection with people and self-initiation management potential that strongly influence the leadership and team player skills.

- E1: Attention, appreciation need from social environment: higher need of compliments and respect from environment are crucial for emotional stability, gets sensitive if does not get attention

Low need, rather sensitive to emotional load, has little focus on his self-importance



High, needs a lot of attention, recognition, and acceptance from the environment

People with more need prefer to fulfill others' need first or to express their own need for attention and appreciation in order to get them fulfilled too.

- E2: Preference on emotional extroversion/introversion: introverted, has tendency to hide his emotions or express them in a reserved way, seems balanced, no extremes, but appreciation from the environment is very important for self-esteem

Strongly extroverted, expressive, emotions are displayed to environment, influenced by own emotions



Strongly introverted, emotionally reserved, needs time to adapt and integrate, rather reflective

People with lower or medium preference on emotional introversion prefer to be reserved first when approached by a stranger or something new, unknown; they need time to develop feelings and attachments, and to get conscious about them.



- E3: Self-initiation and assertiveness level: higher, expresses his needs and interest only after they are hurt or ignored by others, but then in a more powerful way

Low level of self-initiation, gives up easily when emotional load is high, or there is a barrier



High level of self-initiation, very assertive and persuasive, can influence others

People with lower or medium strong assertiveness level tend to be less self-initiative about their own ideas; they are less ambitious or pushy to fight for their needs and interests to be fulfilled by their environment.

- E4: Level of cooperation with environment: lower, prefers to care about what is good for him, if the needs are met, then he is ready to take care the need of the environment as well

Low, rather focuses on own needs and interest, little interest to cooperate



Very perceptive, has high motivation to share emotions and cooperate, communicate with others

People with medium motivation to cooperate with their environment tend to use their emotional reserves and power to manage their own needs and interests first.

- E5: Level of empathy for social environment: lower, rarely takes any emotional responsibility for situations, dislikes to be blackmailed

Low level of empathy, more concerned with own emotions, mood or interest



High level of empathy, can tune on others' mood, can "mind-read" them emotionally, can comfort and care about others

People with lower empathy level towards their environment tend to be less interested in being emphatic or understanding with the needs of others; their interest comes first.

- E6: Need for getting emotionally motivated by the work for good performance: lower need, prefers not to act against his own needs, but mostly for his own satisfaction

Low need of finding emotional motivation in work



High need of doing an activity that stimulates emotional energies too

People with higher need prefer to look for jobs that can stimulate them emotionally as well; prefer to be a part of a team or a group and to go for the results together.



- E7: Drive level to express own ideas: lower, only if it helps to get an attention or appreciation

Low level of passion about expressing own ideas, hardly or slowly displays interest in others' initiatives



High level of drive to express and share thoughts, ideas, feelings, can get engaged with others' ideas

People with medium drive tend to put more passion in what they are involved only if they are accepted and recognised by their environment; in this case they are more motivated to share ideas as well.

- E8: Communication style: less communicative, when shares something with the environment, requires full attention otherwise gets hurt

Less communicative, rather listens than speaks, calm and rarely grabbed by emotions when speaking



Very communicative, has difficulty not to speak out what thinks or feels, the style is highly driven by emotions

People with medium drive to express what feelings, emotions, thoughts they have tend to be reserved and an observer first, then to get engaged emotionally a bit if they get the amount and quality of attention they need from the environment.

## Preferred way of cognition and information processing

The intellectual patterns of Brian Cox's human potential reflect on how he tends to perceive information, how he thinks and solves problems, makes decisions in work environment, how he relates to learning and acquiring new information. Thinking style has direct connection with the job-performance and the satisfaction, certain styles match better to some roles and responsibilities, or job characteristics. Cognition styles are partially socialised, interaction with the environment and the load of intellectual stimuli can develop them to different directions.

- I1: Decodable information need from environment: high, able to gather the information in a holistic way, in their complex form, often records them as pictures

Lower need, manages better less complex information, more practical and direct, learns from own experience



High need, otherwise gets bored fast, wider intellectual interest

People with higher need tend to collect as much information as they can; they analyse and synthesize them, then they are ready to act upon; lack of more intellectual stimuli make them bored fast.

- I2: Preferred cognition style (Holistic/Analytical): holistic, fast way of thinking, good imagination

Rather imaginative, creative, more spontaneous, less attention to details, prefers holistic approach



Strongly analytic, high potential in developing logical deductive ability, more conceptual

People with higher preference on holistic thinking style prefer to use their intuition, visualisation and wide imagination skills in finding a solution to a problem; they like to explore new things on their own without being hindered by others' rational approach.



- I3: Information recall style: often in a visual, big-picture like way, but remembers on colours, shapes, good sense of visualisation

Slower, especially with more complex information, direct and learns from own experience



Fast, remembers well on minor details if they are interesting enough or connected logically

People with higher speed of recall perform well in recalling learned things or memories; they are talented in handling more complex information and details; they can learn from others' experience too.

- I4: Sensitivity to variances and non fitting elements: low, able to recognise them if they disturb the aesthetic harmony but not the logic one

Low sensitivity, can move on, does not get blocked



High sensitivity, can get blocked or stuck if something does not fit or miss

People with lower sensitivity to variances tend to be more spontaneous, and less worried if a thing does not go according to the expectations.

- I5: Critical sense: low

Less critical, either does not care enough or considers that something is not worth enough mentioning it



High level of critical sense, more focusses on mentioning what is not working well

People with lower sense of criticism tend to be more generous and permissive with their environment; they perceive a person or a situation as a whole and not as the construction of good and improvable parts.

- I6: Complexity observation/handling level: high, unconscious talent for reading body language

Low, manages routine and well-practised tasks much better, learns slower, step-by-step



High, willingness to observe new, complex situations from more perspectives, fast-learner

People with higher drive level of complexity observation tend to act more as a strategist or an inventor of new approaches that are built up from different angles of observing the actual case or situation.

- I7: Attention level to details: medium

Low, only to the most relevant ones



High level, even to non-relevant ones

People with lower attention level tend to be more flexible, balanced and less stressed when meeting challenges, unexpected variances.



- I8: Need for intellectual creation: high

Lower, only if it results in something useful and practical



High need, even if the reward comes much later or never

People with high need prefer to come up with something new, original, and innovative piece of art; they like the feeling of creation especially if the outcome is a long-lasting and a permanent masterpiece.

- I9: Need for creativity and self-expression: high

Less need, satisfied with working solutions, lower inspiration to create, only if it solves a concrete problem



High need to be creative, to show and express, to come out with a piece of art finally

People with high need tend to dedicate significant time and effort to fulfill their self-expression drives in the form of something unique or admirable piece of art; they do not want to meet the expectations of the crowd, they go on their own road.

- I10: Practical/Organizer/Strategist preference in work: a visual strategist who has outstanding visualisation skills, thinks in pictures, in order to enter in action, needs to see the whole picture in front of the eyes in the head



Strategist preference means good sense over the long-term consequences of a possible solution; ability to consider more points of view; good ability to build up different what-if scenarios.

## Predictive Working Style

Brian Cox can bring to the job individual skills and talents that manifest in Brian Cox's dominant work style. Work behaviour can be linked to the role that Brian Cox can fulfill the best in the organization. His dominant workstyle's values are the followings:

- can come up with original ideas that come from imagination, intuition or true innovation
- less interested in meeting others' expectations, prefers to follow own drives and ideas
- if the work does not provide enough space for creativity, then creativity and talent can (and should) come out in the form of a hobby
- prefers to create something artistic using a talented skill or at least to try new ways of doing something
- can be oversensitive to critique
- rigid structures, frames, barriers in the organisation can block the creativity

If the characteristics of the applied or actual position fit to the dominant work style, the work requirements are met easier as it comes naturally. Brian Cox's has additional workstyle preferences on which he can be trained on:

- can have a difficulty with adapting fast to a change
- feels well if the work can be done with accuracy and in a planned way, no unexpected variance or change



emerges

- feels comfortable and safe if there are procedures that frame the flow of work or a process
- has own routines to do things
- prefers to work in a system that is already created and it runs well, or needs more time to properly measure what it needs to create a systematic flow
- can have a special talent for being self-organized and cautious
- can prefer the ways of doing things according to the regulations or routine

And also these features are describing another work style to which Brian Cox can accommodate if it is necessary:

- completing a task causes pride and satisfaction
- can be developed to be good at using different tools, machines, equipment
- can grow above the average mechanical skills, and sensorimotoric coordination abilities
- prefers to work on something physical or to do something practical
- when facing a problem, able to find a concrete action to solve it, not only an abstract theory

### **Warning!**

- Extensive Physical Activities and Sports can limit and endanger the balanced recovery from workload and stress.
- Brian Cox has a natural tendency to give up or to get stressed from those situations when he encounters with more pressure or challenges, or resistance; acceptance, attention and emotional support are continuously needed from close environment.

## **Motivation and Further Development Predictive and Prescriptive Potential**

When it is about the performance, motivation, willingness, capability and competences are the crucial factors for excellence. Primer Motivation Analysis® can reveal the main motivational directions of Brian Cox in a predictive way to provide guidelines to the direct superior of him about how to enable him to give high work performance and to accommodate better to the social work environment.

In the case of a new employee, capability and competences might not reach the expected level yet but with the help of Primer Motivation Analysis®, the organisation has the necessary information about the possible development directions in order to know in which competence development is worth investing.

### **Motivational directions of Brian Cox**

Organisations can expect a motivated employee to react positively to the changes and to dedicate competences and willingness to learn how to improve the (business) organisation performance and success. Work attitude is underlined by and based on work values, and it has direct relation with job satisfaction and retention. If the nature of the job fits to the natural motivational preferences of Brian Cox, he will feel more satisfied in the daily work and will contribute his skills to solve tasks successfully.

What makes Brian Cox motivated and feel good about the job, tasks & environment if the job/environment provides him with the opportunity of

- taking challenges step by step, in his own pace of work, without hurry or extensive pressure
- achieving goals in cooperation with the others
- developing and creating something new that has an impact on the lives of others too
- either working as a team-member or the coordinator of the activities of others
- being a part of a team where he can contribute to the team efforts as an expert
- getting recognised as a team-member for the achievements of the team



- getting recognised in front of the direct colleagues
- doing interesting activities time to time, not only monotonous or routine ones
- working on various tasks and projects based on his own time schedule
- never making any efforts without taking/expecting a return on it
- working in a less stressful atmosphere that makes less push on deadlines and ready to make compromises
- working in an atmosphere that fulfills his physical, emotional and intellectual needs too
- being empowered by synergy of the cooperation of different team-members
- solving problems in cooperation with others
- solving problems by using creativity skills
- having less demanding physical stimuli in the environment

What makes Brian Cox demotivated over the job & environment, if there

- are negative experiences with colleagues who do not treat him as the part of the team
- is lack of regular recognition that causes loss of drive and energy
- is lack of opportunity to bring creativity into everyday work practice

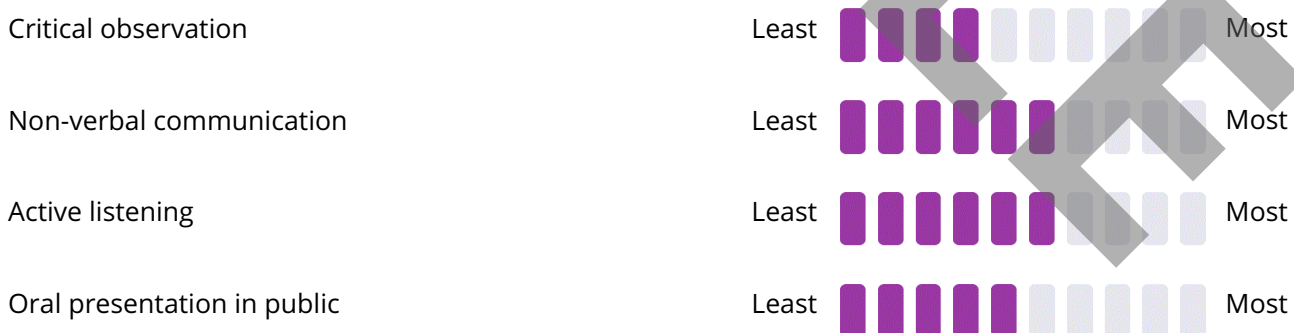
## Development opportunities of Brian Cox

Due to the genetic determination, human potential is a latent excellence or ability that may or may not be developed and expanded fully during life. The development of the human potential in many cases can be started if the employer recognises and identifies in which direction of development the person can be trained and empowered with better return on investment (time, money, effort, resources etc.).

As developing skills requires physical, emotional and intellectual energy and drive, based on Primer Motivation Analysis® method, Brian Cox's development potential can be forecast on the following, most important skills\* needed to meet the expectations of the roles and responsibilities at work. Mostly these ones contribute to success and achievement.

\*The categories were defined by "The Equipped for the Future Standards for Adult Literacy and Lifelong Learning" programme led by NIFL.

Brian Cox's development potential on the skills that belong to the category of Communication:



Brian Cox's development potential on the skills that belong to the category of Decision making skills:





Solve problems and make decisions Least  Most

Plan Least  Most

Brian Cox's development potential on the skills that belong to the category of Interpersonal skills:

Cooperate with others Least  Most

Advocate and influence Least  Most

Resolve conflict and negotiate Least  Most

Guide/Coach others Least  Most

Brian Cox's development potential on the skills that belong to the category of Lifelong learning skills:

Take responsibility for learning Least  Most

Use technology Least  Most

Learn through research/self-explore Least  Most

Reflect and evaluate Least  Most

## Predictive Drive Power Level towards Work Values (DPL)

Based on Schwartz Theory of Basic Values (1992, 2012) "values are used to... explain the motivational bases of attitudes and behaviour." Although Brian Cox's work value hierarchy depends mainly on his socialisation experience and status, education and gender, the values need physical, emotional and intellectual drive power when they are activated. Primer Motivation Analysis® can describe the level of power with that Brian Cox can contribute to his the values.

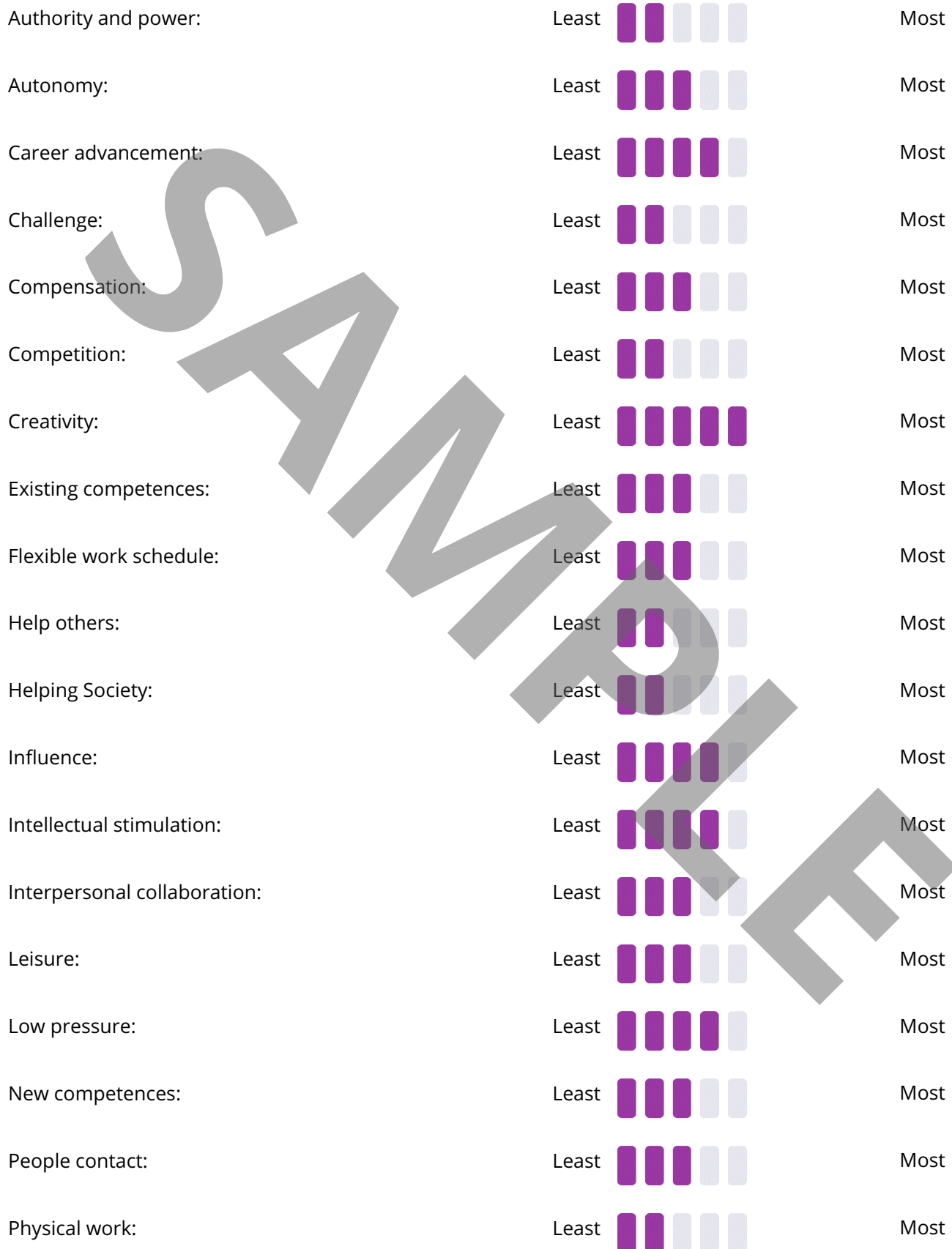
Note: The following scale has no connection with Brian Cox's preference on different work values and does not show the order of importance of his work values. It shows how much drive the person has in order to act based on a certain value. The person can attribute high priority to a certain value but can have low inner drive power to contribute to that value when acting.

Achievement: Least  Most

Adventure: Least  Most

Altruism: Least  Most

Artistic Expression: Least  Most





## Primer Motivation - Predictive potential of job adaptability

The physical, emotional and intellectual patterns of Brian Cox's Primer Motivation reveal the optimal range of job roles to that Brian Cox can easily adapt. Based on Primer Motivation Analysis® approach, Brian Cox's human potential fits to different job fields as it is described under here:

### Brian Cox's adaptation potential level to

#### Administrative and clerical job roles

- that need more face-to face or other interpersonal communication



- that need low level of people interaction





- that need structured, analytic cognitive skills for planning, or data processing



## Service-orientation needed job roles

- that need more interpersonal relationship management skills



- that need more potential in the ability of following rules, directions and attention on processes, flows and technical details



## Sales job roles

- that need more classical sales abilities



- that need the combination of sales, leadership and managerial potential



## Support-oriented or teaching-like job roles

- that need more willingness to provide help and support



- that need teaching, coaching, mentoring and people developing skills





## Discipline focussed job roles

- that need adaptation to systems, rules



- that need accepting authority



## Pressure management needed job roles

- that have more physical pressure and stress



- that have more interpersonal and emotional pressure



- that have more critical or creative thinking pressure



## Task-, or people-oriented responsibility management skills needed job roles

- that need more task-oriented managerial skills



- that need more team-building and people managerial skills





## Predictive Leadership Potential

If the job requires leadership, supervision or management skills, where both task and people (social) orientation have to be considered and brought into balance, natural leadership potential is crucial. Although working in an organization with other colleagues, interacting positively, making the best impact of actions and helping direct reporters to collaborate productively in order to reach the goals can be learned and trained on up to a certain level, natural leadership potential is in connection with interpersonal success.

The following scales and interpretations are built up to show the level of natural potential compared to the level of development, learning and training need to maximize full abilities on the way of transformation to great leadership.

### Primer Motivation level towards Task-and People-Orientation



### Detailed Leadership Style Analysis

When leading others, in Brian Cox's leadership style the following skills, powers, behaviours can have a dominant influence and show the level of motivation power too:





plan & schedule



pay attention to individual  
needs

responsiveness



perform casual communication  
and interaction

self-assertion



support team members  
emotionally too

## Overall leadership potential

This % shows the natural leadership power that can be mobilized with appropriate skills training and development.

Please note that this % shows only a potential and not the quality of leadership. The quality of leadership is highly based on the management values, emotional intelligence and professional knowledge and experience.

Low potential



High potential

## Difficulty level to nurture the full leadership potential

Existing supervision/management experience level and other behaviour patterns have impact on how easy or difficult is to facilitate Brian Cox's to reach his leadership potential:

Less effort, time, resources



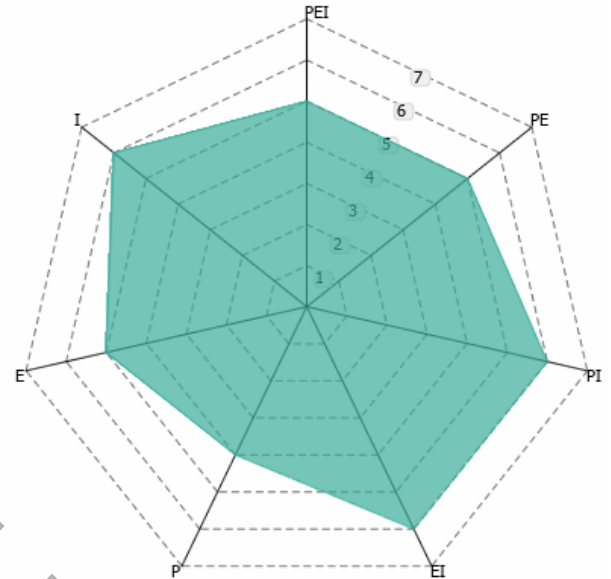
Much effort, time, resources



## Predicted conformity level to different combinations of job types

Based on Primer Motivation Analysis®, Brian Cox has a unique conformity to different combinations of the nature of the job. The following diagram shows what the nature of the job should be like in order to fit Brian Cox's drive power and patterns the most.

- PEI Conformity level with jobs that combine the regular people contact, physical stress and workload, demanding brainwork and intellectual challenges in a balanced and harmonised way
- PE Conformity level with jobs that combine the regular people contact, physical stress and workload in a balanced and harmonised way
- PI Conformity level with jobs that combine the regular physical stress and workload, demanding brainwork and intellectual challenges in a balanced and harmonised way
- EI Conformity level with jobs that combine the regular people contact, demanding brainwork and intellectual challenges in a balanced and harmonised way
- P Conformity level with jobs that include the regular physical stress and workload mostly
- E Conformity level with jobs that include the regular people contact mostly
- I Conformity level with jobs that include demanding brainwork and intellectual challenges mostly



## Predictive adapted behaviour and human potential to cope with permanent stress

Brian Cox's work behaviour and working style patterns can be perceived in a slightly different way under constant physical and emotional pressure as based on the natural adaptation potential Brian Cox tries to manage the incoming stress stimuli.

When Brian Cox tries to adapt to the physical work environment challenges, perception and reaction might expand this way on the following dimensions.

## Predictive Potential for working style and physical work environment

- P1: Sensitivity level to the physical stimuli of the work environment: medium, gets in action relatively fast, extroverted

Oversensitive, moody, tense,  
gets distracted easily



Stable, not sensitive at all, stays  
steady, calm, relaxed

People with lower sensitivity level tend to react earlier than others when something happens; or they often at least recognise earlier that something must be done; they are more task-oriented; they can perform well in monotonous activities too; quality concerns them more than quantity does, they are patient enough to go in details.



- P2: Physical stress threshold level and stress factors: medium, inflexibility of environment can cause stress

Can not tolerate the stress well,  
gets nervous, disorganized or  
resistant



Tolerates stress very well  
(changes, time, work pressure),  
able to perform

People with lower stress tolerance level tend to tolerate the stress stimuli worse; the stress can get accumulated easily and fast; they perform less under permanent stress; they have difficulties with giving out the stress and this makes them more vulnerable to psychosomatic or other diseases; urgency, lack of time, attention to many areas or tasks, lack of regular rest can stress them more.

- P3: Workload capacity level: medium, when works in a team, it increases

Very low, needs frequent  
resting, or self-pace of work



Very high, needs constant  
pressure and workload

People with lower or medium workload capacity level tend to work "in campaigns"; they need to rest for a short time but regularly, as their focus can be distracted easily; they are very often involved in more activities than they can cover with work power and energy at the same time; they can not perform well in activities where endurance, toughness and long-suffering are needed.

- P4: Work power: higher, can regain work power relatively fast

Very low, gets tired in the short  
run



Very high, can work hard in the  
long term

People with lower work power level prefer to set up their speed and power of work, as they can not work that hard or that much in the long run.

- P5: Way of completing tasks: medium dynamism when working, prefers being active, reacts with medium speed on incoming information, works relatively fast

Slow, rather prefers to be  
thorough and focussed on  
details, prudent



Dynamic, decides fast, energetic  
and competitive, less interest  
on details

People like Brian Cox prefer to make decisions after their interest gets awoken by some conditions or the expected results of the work, or if they were provided with enough time to consider or to collect information about what is needed to do next.

- P6: Level of self-will drive: medium, during long and demanding projects can lose interest, mostly focussing on the outer world, prefers to belong to a group

Very low, often gives up in the  
lack of success or support



Very high, assertive, ambitious,  
likes challenges

People with lower self-will drive tend to slow down or stop when they encounter many barriers; they need support from their environment to carry on.



- P7: Preferred types of tasks: can cope with monotonous activities and changing, fast reaction requiring tasks and environment too

Not bothered by monotonous, routine activities, prefers to immerse in a task, quality-focussed



Less tolerant with monotony, needs freedom and space, more interested in quantity and final results

People with low sensitivity to monotony perform well in routine activities; prefer to do a task in a well-practised way, do not look for other alternative ways of doing it.

## Predictive Potential for social behaviour and environment preferences

- E1: Attention, appreciation need from social environment: higher need for compliments and respect from the environment, as it is crucial for the emotional stability and self-esteem

Low need, rather sensitive to emotional load, has little focus on his self-importance



High, needs a lot of attention, recognition, and acceptance from the environment

People with more need prefer to fulfill others' need first or to express their own need for attention and appreciation in order to get them fulfilled too.

- E2: Preference on emotional extroversion/introversion: introverted, tends to hide emotions or express them in a reserved way, rather sensitive

Strongly extroverted, expressive, emotions are displayed to environment, influenced by own emotions



Strongly introverted, emotionally reserved, needs time to adapt and integrate, rather reflective

People with lower or medium preference on emotional introversion prefer to be reserved first when approached by a stranger or something new, unknown; they need time to develop feelings and attachments, and to get conscious about them.

- E3: Self-initiation and assertiveness level: lower, expresses his needs and interest only after they are hurt or ignored by others

Low level of self-initiation, gives up easily when emotional load is high, or there is a barrier



High level of self-initiation, very assertive and persuasive, can influence others

People with lower or medium strong assertiveness level tend to be less self-initiative about their own ideas; they are less ambitious or pushy to fight for their needs and interests to be fulfilled by their environment.



- E4: Level of cooperation with environment: lower, only if his needs are met or are not hurt

Low, rather focuses on own needs and interest, little interest to cooperate



Very perceptive, has high motivation to share emotions and cooperate, communicate with others

People with medium motivation to cooperate with their environment tend to use their emotional reserves and power to manage their own needs and interests first.

- E5: Level of empathy for social environment: lower, rarely takes any emotional responsibility for situations, dislikes to be blackmailed

Low level of empathy, more concerned with own emotions, mood or interest



High level of empathy, can tune on others' mood, can "mind-read" them emotionally, can comfort and care about others

People with lower empathy level towards their environment tend to be less interested in being emphatic or understanding with the needs of others; their interest comes first.

- E6: Need for getting emotionally motivated by the work for good performance: lower need, prefers not to act against his own needs, but mostly for his own satisfaction

Low need of finding emotional motivation in work



High need of doing an activity that stimulates emotional energies too

People with higher need prefer to look for jobs that can stimulate them emotionally as well; prefer to be a part of a team or a group and to go for the results together.

- E7: Drive level to express own ideas: lower, only if the ideas purely come from intellectual field or if this is how he can get an appreciation

Low level of passion about expressing own ideas, hardly or slowly displays interest in others' initiatives



High level of drive to express and share thoughts, ideas, feelings, can get engaged with others' ideas

People with medium drive tend to put more passion in what they are involved only if they are accepted and recognised by their environment; in this case they are more motivated to share ideas as well.

- E8: Communication style: less communicative, becomes involved when something happens differently or for his dissatisfaction

Less communicative, rather listens than speaks, calm and rarely grabbed by emotions when speaking



Very communicative, has difficulty not to speak out what thinks or feels, the style is highly driven by emotions

People with medium drive to express what feelings, emotions, thoughts they have tend to be reserved and



an observer first, then to get engaged emotionally a bit if they get the amount and quality of attention they need from the environment.

The analysis above is based on the data entered by Joe Muller on the date of 15/02/15 by using the method of Primer Motivation Analysis®.

For the possible integration of Brian Cox into your organisation from adaptability point of view to people relations and for his/her integration guide for long-term retention, get compatibility and integration profile!

SAMPLE



## Explanation for the content of different work values

*Achievement:* work should bring results, willingness to do self-advancement

*Adventure:* ready to take risk in work

*Altruism:* work and act in a selfless way

*Artistic expression:* if has talent, be able to use it in work

*Authority and power:* control over the work of colleagues, supervise, manage and direct

*Autonomy:* able to decide and act independently

*Career advancement:* make a career in the shortest possible time

*Challenge:* difficulties in work are motivating

*Compensation:* reasonable payment is motivating

*Competition:* competition with colleagues is motivating

*Creativity:* work should provide opportunity to use it regularly

*Existing competences:* to be able to build on and use skills/abilities/education or experience background rather than learning new ones

*Flexible work schedule:* opportunity to choose the work schedule

*Help others:* direct assistance opportunities to clients, colleagues, people, groups etc.

*Helping Society:* work and act on something that goes beyond self-interest

*Influence:* work should provide opportunity to affect colleagues at more levels

*Intellectual stimulation:* extensive cognitive skills utilisation is motivating

*Interpersonal collaboration:* work in teams, groups with colleagues

*Leisure:* work amount should be reasonable to be able to keep balance between work and leisure

*Low pressure:* work should be less stressful and demanding

*New competences:* to be able to learn and use new skills and abilities, have opportunity for continuous improvement

*People contact:* work should provide direct and regular contact to people

*Physical work:* work that requires physical efforts is motivating

*Prestige:* work should call for the respect of others

*Recognition:* work should be rewarding and it has to be recognised regularly

*Relationship to colleagues:* sense of belonging to workplace colleagues is motivating

*Stability:* work routine should remain relatively changeless

*Travel:* work should provide travelling/mobility opportunities

*Variety:* work should provide variety/changes in activities regularly

*Work alone:* work should provide more opportunity to work alone

*Work security:* work should be secured for longer term

*Work under pressure:* time pressure and/or quantity of work is motivating

*Work with hands:* manual work with tools is motivating

*Work with machines or equipment:* work with machines is motivating