



## Brian Cox



Primer Motivation Analysis®

Full Scan  
Predictive and Prescriptive Profile

SAMPLE

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SAMPLE

## 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: not really sensitive to incoming stimuli, can tolerate a lot, needs more time to get involved in doing something

Oversensitive, moody, tense, gets distracted easily



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

People with higher sensitivity level tend to react slower but with much more consideration about what needs to be done next; they are rather quality-oriented; they can perform well in job roles where attention to quality and to details is welcome; and time or quantity are less important.

- P2: Physical stress threshold level and stress factors: high, but time pressure and being urged to act 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 higher stress tolerance level tend to tolerate the stress stimuli much better as they are resistant to most of the work related stress factors, they perform well under the pressure of extra workload or monotony of work but they are less resistant to urgency factor or not to have the necessary information to perform a task well in time.

- P3: Workload capacity level: high, but always works slowly in his own rhythm

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



Very high, needs constant pressure and workload

People with higher workload capacity level tend to work with more commitment and endurance; they need to rest less often; they can focus on the work in the long-run without getting distracted, especially if they can find some entertainment or success-feeling during the work.

- P4: Work power: high, but is able to give it out only in the long run, not dynamic at all

Very low, gets tired in the short run



Very high, can work hard in the long term

People with higher work power level prefer to work without distraction in order to get things done and to finish what they have started; they either work in a dynamic and powerful way or less dynamically but with a lot of commitment and focus on the task.

- P5: Way of completing tasks: not dynamic at all, stays relaxed, balanced, prefers always to be prepared before acting, works slowly, focusses on the quality and details

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 some more considerations and information collection, and then they enter in action with power and commitment.



- P6: Level of self-will drive: lower, needs motivation from the outer world to start any actions, but when starts something, continues until it is finished

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



Very high, assertive, ambitious, likes challenges

People with moderate self-will drive tend to slow down to reconsider when they encounter many barriers; they need time to collect drive to carry on.

- P7: Preferred types of tasks: quality-oriented tasks are done by using own methods, rather routine tasks than any new ones

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: lower need, becomes sensitive and reserved if gets overfilled by the environment

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 lower need prefer to fulfill others' need or not to be in the middle of attention at all; they are less tolerant with any remarks, comments about them.

People with high need prefer to be in the middle of attention, to get a lot of appreciation and acceptance; they often act in order to call for attention.

- E2: Preference on emotional extroversion/introversion: introverted, tends to hide his emotions or express them in a reserved way, rather sensitive but has some interpersonal sensitivity too

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.

People with higher preference on emotional introversion prefer to be obviously reserved when it is about showing fast emotional reaction; they need more time to adapt to a situation that requires emotional involvement too, or they are less prepared to adapt to any situations that require emotional compromises. People with lower natural preference on emotional introversion prefer to act as an extroverted person; although they are reserved with their own deep emotions, and they need time to develop feelings and get conscious about them, on the other hand they seem expressive in terms of opinion related emotions.

- E3: Self-initiation and assertiveness level: lower, although able to express his own opinion and need, in case of experiencing resistance, has the tendency to give it up

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.

People with high assertiveness level tend to be very self-initiative or really committed and engaged to fight for their needs and interests; they are able to be very persuasive and they have the power to influence others or to force them to adapt or to change.

People with higher assertivity level tend to be quite self-initiative in connection with their own ideas and thoughts, but they are less ambitious to fight for others' needs and interests to be fulfilled.

- E4: Level of cooperation with environment: lower, prefers to stay neutral

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 lower motivation to cooperate with their environment rather expect their environment to adapt to their needs and interests.

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 emotional power to express empathy, can not get involved too much

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 rather concerned with their own challenges; they prefer not to be involved in others' and they do not like to be pushed to adapt to 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, is able to work or get committed with lower emotional involvement

Low need of finding emotional motivation in work



High need of doing an activity that stimulates emotional energies too

People with lower need tend to be more satisfied with the job even if the job-role provides less feedback and emotional motivation, or supportive social environment.

People with high need tend to perform well only if the job-role is emotionally motivating enough as well; they look for an environment that is able to get and to give too.

People with medium need tend to be less satisfied with the job if the job-role does not provide enough feedback and emotional motivation, or supportive social environment.

- E7: Drive level to express own ideas: low, only if ideas purely come from intellectual field

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 lower drive tend to lack burning passion when doing something; they work as it is their duty.

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.

People with higher drive tend to demonstrate passion when talking about something that is in connection with own initiatives and ideas.

- E8: Communication style: less communicative, does not talk about non-necessary items, prefers to talk about relevant and factual things

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 lower drive to express what feelings, emotions, thoughts they have tend to be more objective and reserved in their communication style; they use less exaggeration; they focus more on the goal of speaking.

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.

People with stronger drive to express what thoughts and ideas they have tend to be less objective in their communication style; they use more exaggeration; they focus less on the goal of speaking and more on self-expression.

## 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, motivated to understand "how" and "why" in every case

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): very analytical in most of the cases, but if focusses, is able to perceive the information in its complexity too

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 analytical thinking style prefer to use strong deductive ability to understand the parts of a problem or a case; they tend to think in a systematic way, non-fitting or missing parts, or variances compared to plans can hinder them to move on.

- I3: Information recall style: fast, mostly the numbers, figures that are connected to each other in a logical order, or details that come from the complex pictures

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: high, able to track the variances quite fast

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 high sensitivity to variances tend to be more worried and blocked if they encounter with non-fitting or missing information; they prefer to have all details, information logically connected to each other or to their existing knowledge before moving on the next phase or step.



• I5: Critical sense: high

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 high sense of criticism tend to see sometimes only what does not go well; their eyes and mind are trained on recognising, identifying the mistakes, faults and improvable points.

• I6: Complexity observation/handling level: medium, non fitting details get higher attention

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: very high

Low, only to the most relevant ones



High level, even to non-relevant ones

People with high attention level tend to slow down, or even to stop until all necessary details are collected and get available for them.

• I8: Need for intellectual creation: high, creating something new and original causes pleasure, motivation, satisfaction

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: medium, occasional one for creative activities, and higher need for self-expression

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 medium need tend to express their creativity for the moment or for something original.



- I10: Practical/Organizer/Strategist preference in work: a strategist, looks for the opportunities to create something that lasts



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:

- able to think over more options
- able to understand complex situations and to put details in order to make them more transparent for understanding
- can be good at back office work or preparing information for decision making
- can be good at intellectual work
- can be more keen on observing how things are happening around
- prefers to analyse and to figure out things
- can have a talent for going for details to understand the situation

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

## Warning!

- Physical Activities and Sports can support the balanced recovery from workload and stress.

## 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
- taking challenges that require rather physical endurance and intellectual efforts than emotional drive
- developing and elaborating new approaches that last long
- either working as a team-member or working alone
- being a part of a team of just a few colleagues that respect and accept his sensitivity
- being more like an idea provider and having others around to help with execution
- helping with advice as an expert and getting recognized as a team-member for the team's achievements
- doing activities in which he already has a routine and experience
- doing activities that require less emotional commitment and power
- getting rewarded financially very well
- getting rewarded financially
- working in an atmosphere where there is freedom in choosing of working methods, where there is less push on quantity or on deadlines
- being empowered by choosing the way of working on his own, or by stability and predictability
- solving problems in cooperation with others, building his ideas into the problem-solving process or solving the problem alone
- solving problems by using intellectual and logical skills
- having less changes in the environment, having enough time to be prepared for any changes
- having less emotional stress and pressure coming from the environment

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

- are negative experiences with pushy, dominant and too much task-oriented colleagues
- are more emotional stress and pressure
- is lack of opportunity to create something that lasts or something that works in a systematic way
- is lack of development or promotion
- is lack of the exact frame of work

## 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.).

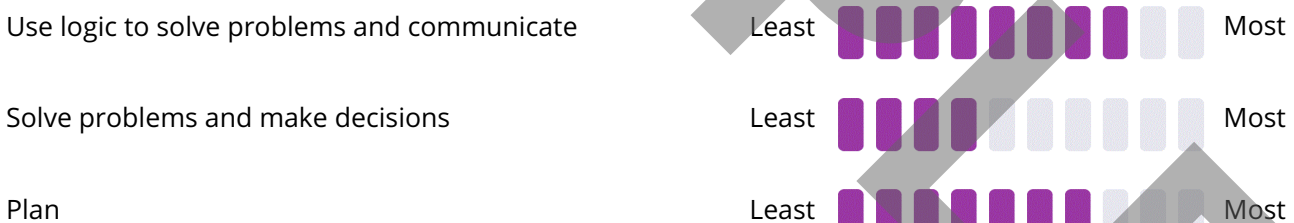
As developing skills requires physical, emotional and intellectual energy and drive, based on Primer Motivation Analysis® method, Brian Cox's development potential can be forecast on the following, most important skills\* needed to meet the expectations of the roles and responsibilities at work. Mostly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

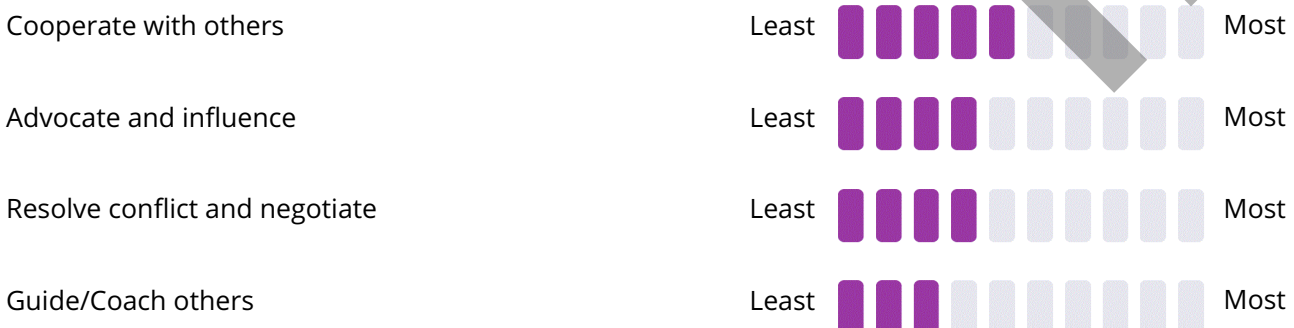
Brian Cox's development potential on the skills that belong to the category of Communication:



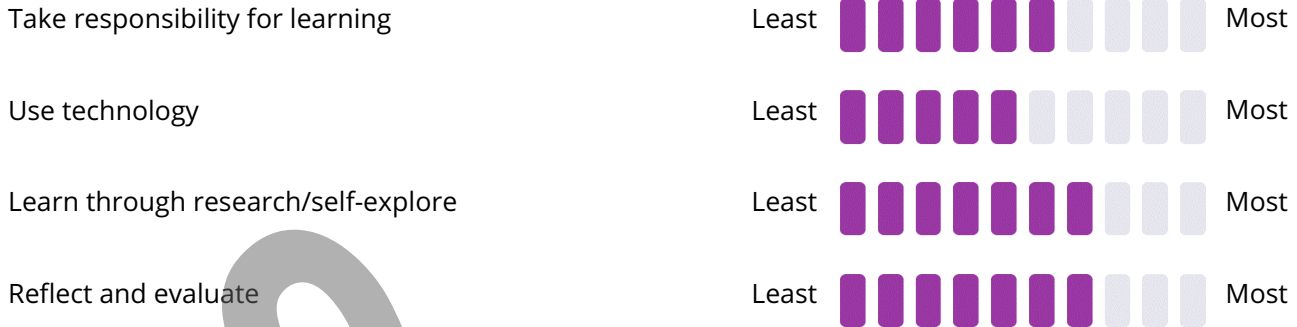
Brian Cox's development potential on the skills that belong to the category of Decision making skills:



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



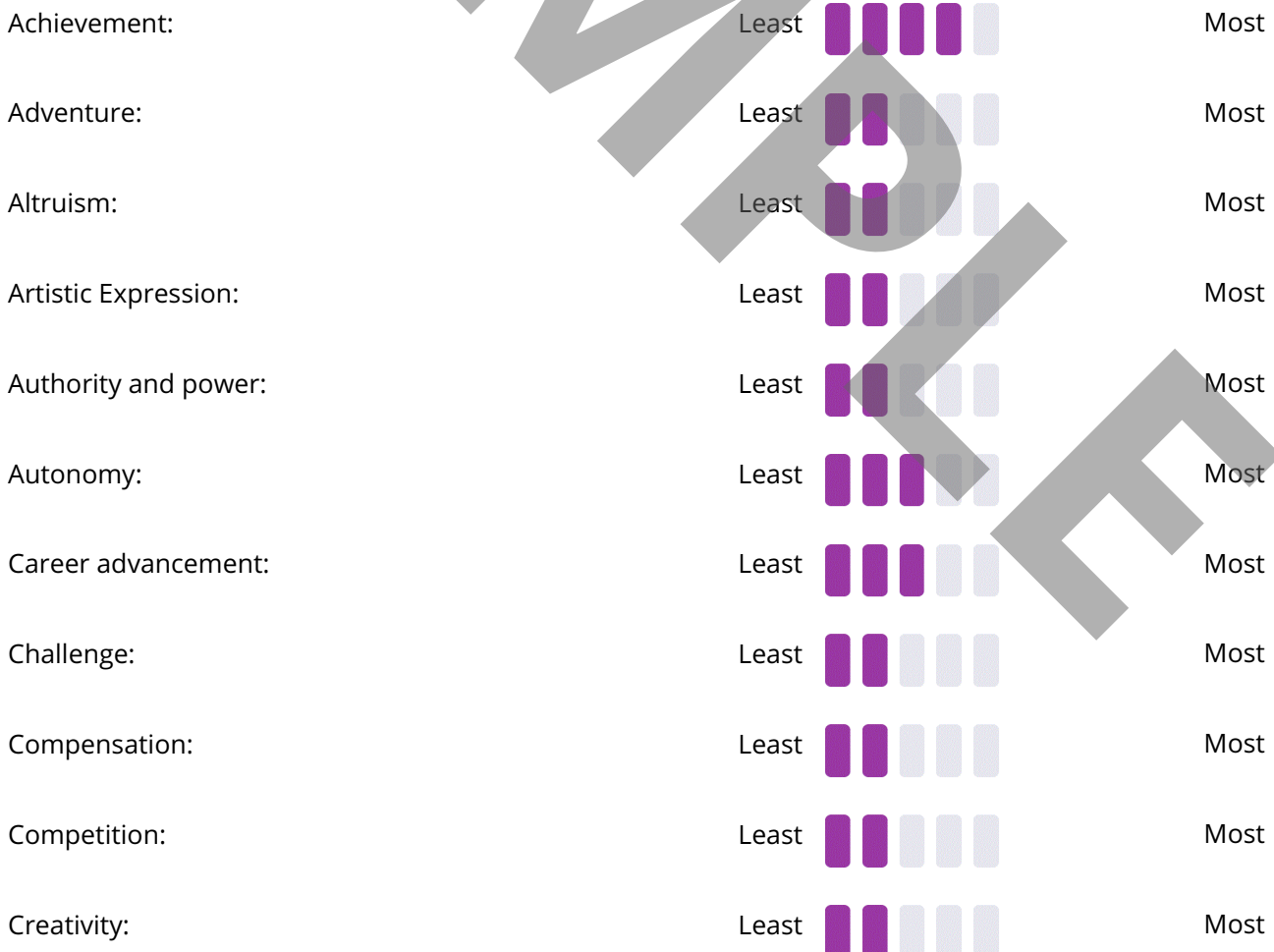
Brian Cox's development potential on the skills that belong to the category of Lifelong learning skills:



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

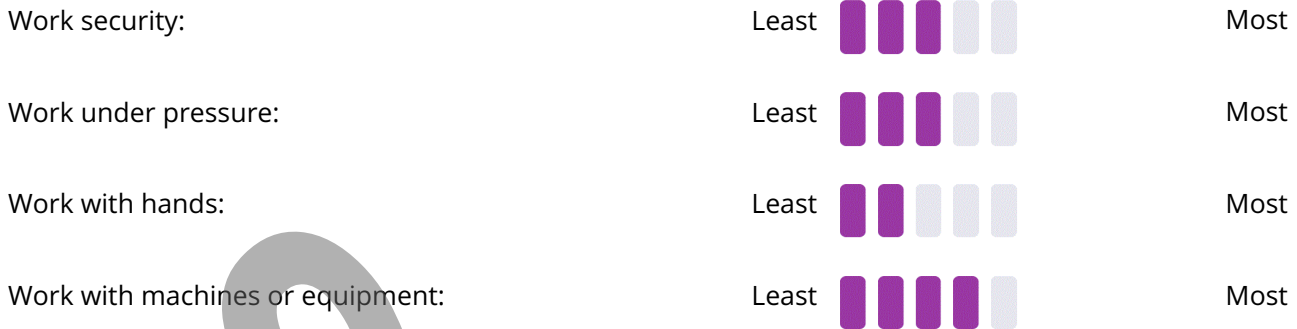
Based on Schwartz Theory of Basic Values (1992, 2012) "values are used to... explain the motivational bases of attitudes and behaviour." Although Brian Cox's work value hierarchy depends mainly on his socialisation experience and status, education and gender, the values need physical, emotional and intellectual 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.









### 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:



## 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.



## Difficulty level to nurture the full leadership potential

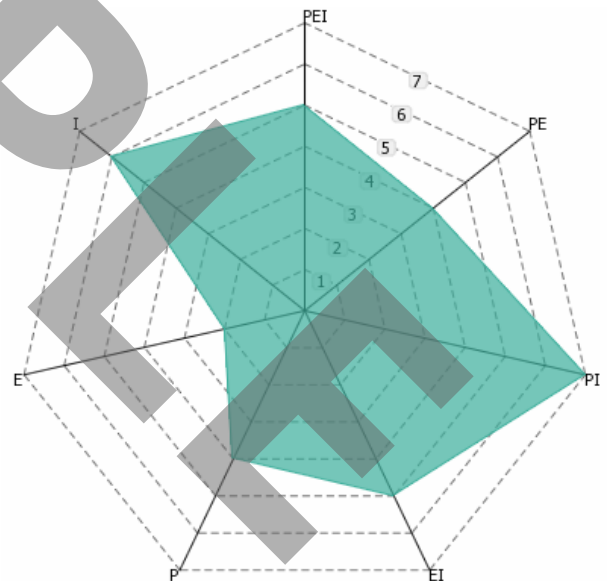
Existing supervision/management experience level and other behaviour patterns have impact on how easy or difficult is to facilitate Brian Cox's to reach his leadership potential:



## 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: not really sensitive to incoming stimuli, can tolerate a lot, needs more time to get involved in doing something

Oversensitive, moody, tense, gets distracted easily



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

People with higher sensitivity level tend to react slower but with much more consideration about what needs to be done next; they are rather quality-oriented; they can perform well in job roles where attention to quality and to details is welcome; and time or quantity are less important.

- P2: Physical stress threshold level and stress factors: high, but time and being urged to act can cause stress, otherwise looks calm and relaxed

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



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

People with higher stress tolerance level tend to tolerate the stress stimuli much better as they are resistant to most of the work related stress factors, they perform well under the pressure of extra workload or monotony of work but they are less resistant to urgency factor or not to have the necessary information to perform a task well in time.

- P3: Workload capacity level: high, but always works slowly in his own rhythm

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



Very high, needs constant pressure and workload

People with higher workload capacity level tend to work with more commitment and endurance; they need to rest less often; they can focus on the work in the long-run without getting distracted, especially if they can find some entertainment or success-feeling during the work.

- P4: Work power: high, but is able to give it out only in the long run, not dynamic at all

Very low, gets tired in the short run  Very high, can work hard in the long term

People with higher work power level prefer to work without distraction in order to get things done and to finish what they have started; they either work in a dynamic and powerful way or less dynamically but with a lot of commitment and focus on the task.

- P5: Way of completing tasks: not dynamic at all, stays relaxed, balanced, prefers always to be prepared before acting, works slowly, focusses on quality and details

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 some more considerations and information collection, and then they enter in action with power and commitment.

- P6: Level of self-will drive: lower, needs motivation from outer world to start any actions, but when starts something, continues until it is finished

Very low, often gives up in the lack of success or support  Very high, assertive, ambitious, likes challenges

People with moderate self-will drive tend to slow down to reconsider when they encounter many barriers; they need time to collect drive to carry on.

- P7: Preferred types of tasks: quality-oriented tasks are done by using his own methods, rather routine tasks than any new ones

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: very high need of being accepted and appreciated by the environment

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 high need prefer to be in the middle of attention, to get a lot of appreciation and acceptance; they often act in order to call for attention.

- E2: Preference on emotional extroversion/introversion: introverted, to express any emotions takes time, is rather reserved

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 higher preference on emotional introversion prefer to be obviously reserved when it is about showing fast emotional reaction; they need more time to adapt to a situation that requires emotional involvement too, or they are less prepared to adapt to any situations that require emotional compromises.

- E3: Self-initiation and assertiveness level: low self-initiation to express needs but expects the environment to adapt to, shows assertiveness only in a rigid way, if the power of him is welcome, can protect and support the environment

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: low, only if the environment's need is met with his own interest

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 lower motivation to cooperate with their environment rather expect their environment to adapt to their needs and interests.





- E5: Level of empathy for social environment: very little, only towards those who accept his emotional dominance

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 rather concerned with their own challenges; they prefer not to be involved in others' and they do not like to be pushed to adapt to others.

- E6: Need for getting emotionally motivated by the work for good performance: high need, it can multiply the physical work power and help the emotional survival too

Low need of finding emotional motivation in work



High need of doing an activity that stimulates emotional energies too

People with high need tend to perform well only if the job-role is emotionally motivating enough as well; they look for an environment that is able to get and to give too.

- E7: Drive level to express own ideas: low, very rarely opens up in front of even those ones who accept him and welcome his ideas

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 lower drive tend to lack burning passion when doing something; they work as it is their duty.

- E8: Communication style: direct and straightforward, speaks always with a reason and never more that it is absolutely necessary

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 lower drive to express what feelings, emotions, thoughts they have tend to be more objective and reserved in their communication style; they use less exaggeration; they focus more on the goal of speaking.

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