



**VALUES
INDEX**

Steve Sample

February 19, 2021

This Innermetrix Values Index was authored by Jay Niblick, the Founder and CEO of Innermetrix. It is a combination of the research of Dr. Eduard Spranger and Gordon Allport into what drives and motivates an individual. The seven dimensions of value discovered between these two researchers help understand the reasons that drive an individual (their WHY) to utilize their talents in the unique way they do. This Values Index will help you understand your motivators and drivers and how to maximize your performance by achieving better alignment and passion for what you do.



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About This Report

Research conducted by Innermetrix shows that the most successful people share the common trait of self-awareness. They recognize the situations that will make them successful, and this makes it easy for them to find ways of achieving objectives that resonate with their motivations. They also understand their limitations and where they are not effective and this helps them understand what does not inspire them or what will not motivate them to succeed. Those who understand their natural motivators better are far more likely to pursue the right opportunities, for the right reasons, and get the results they desire.

This report measures seven dimensions of motivation. They are:

- **Aesthetic** - a drive for balance, harmony and form.
- **Economic** - a drive for economic or practical returns.
- **Individualistic** - a drive to stand out as independent and unique.
- **Political** - a drive to be in control or have influence.
- **Altruist** - a drive for humanitarian efforts or to help others altruistically.
- **Regulatory** - a drive to establish order, routine and structure.
- **Theoretical** - a drive for knowledge, learning and understanding.



The Elements of the Values Index

This Values Index is unique in the marketplace in that it examines seven independent and unique aspects of value or motivation. Most other values instruments only examine six dimensions of value by combining the Individualistic and Political into one dimension. The Values Index remains true to the original works and models of two of the most significant researchers in this field, thus delivering to you a profile that truly helps you understand your own unique motivations and drivers.

Also, the Values Index is the first to use a click & drag approach to rank the various statements in the instrument, which makes taking the instrument more intuitive, natural and in the end you can actually create the order you see in your mind on the screen.

Finally, the Values Index instrument contains the most contemporary list of statements to make your choices more relevant to your life today, which helps ensure the most accurate results possible.



A closer look at the seven dimensions

Values help influence behavior and action and can be considered somewhat of a hidden motivation because they are not readily observable. Understanding your values helps to tell you why you prefer to do what you do.

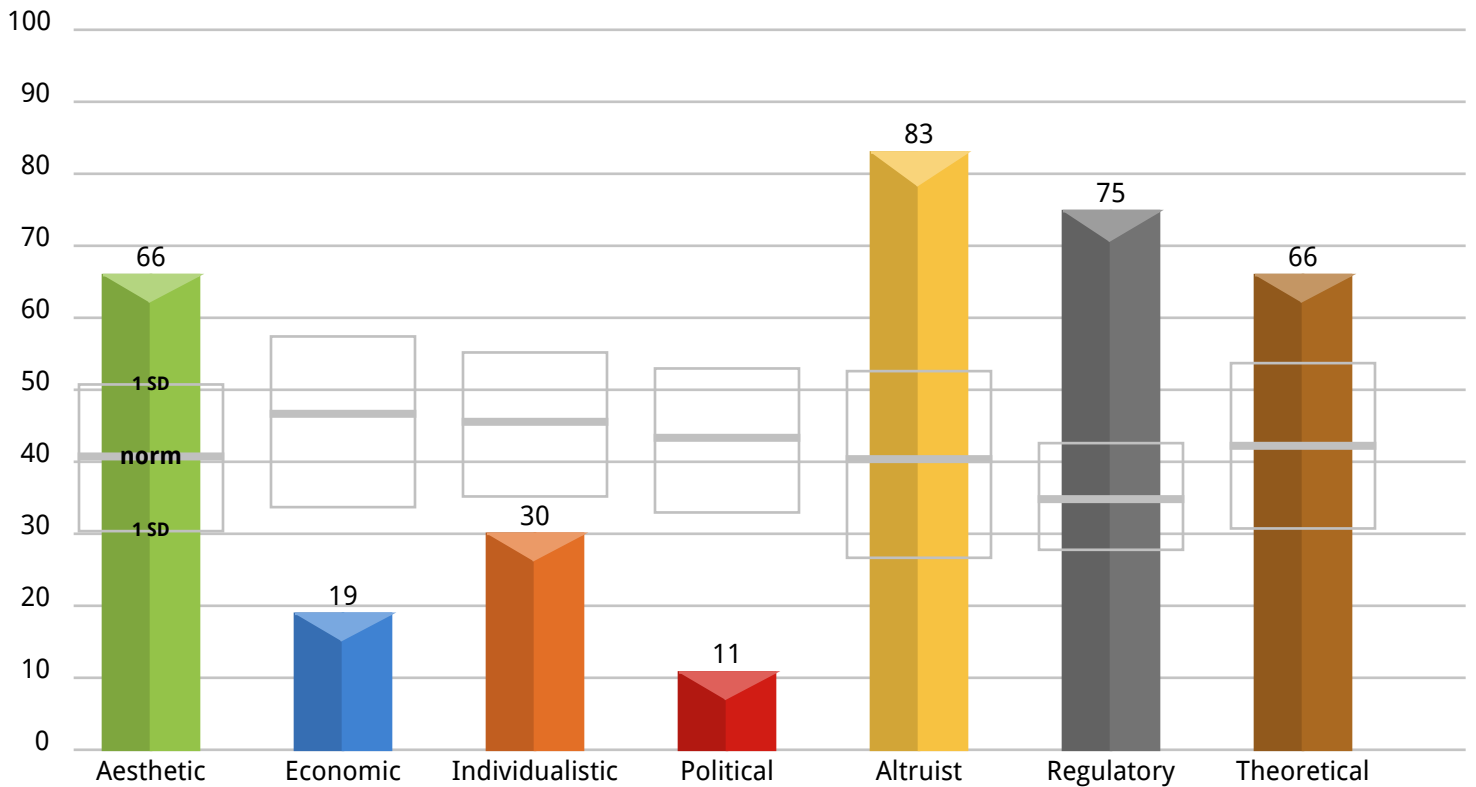
It is vital for superior performance to ensure that your motivations are satisfied by what you do. This drives your passion, reduces fatigue, inspires you and increases drive.

Value	The Drive For
Aesthetic	Form, Harmony, Beauty, Balance
Economic	Money, Practical results, Return
Individualistic	Independence, Uniqueness
Political	Control, Power, Influence
Altruistic	Altruism, Service, Helping others
Regulatory	Structure, Order, Routine
Theoretical	Knowledge, Understanding

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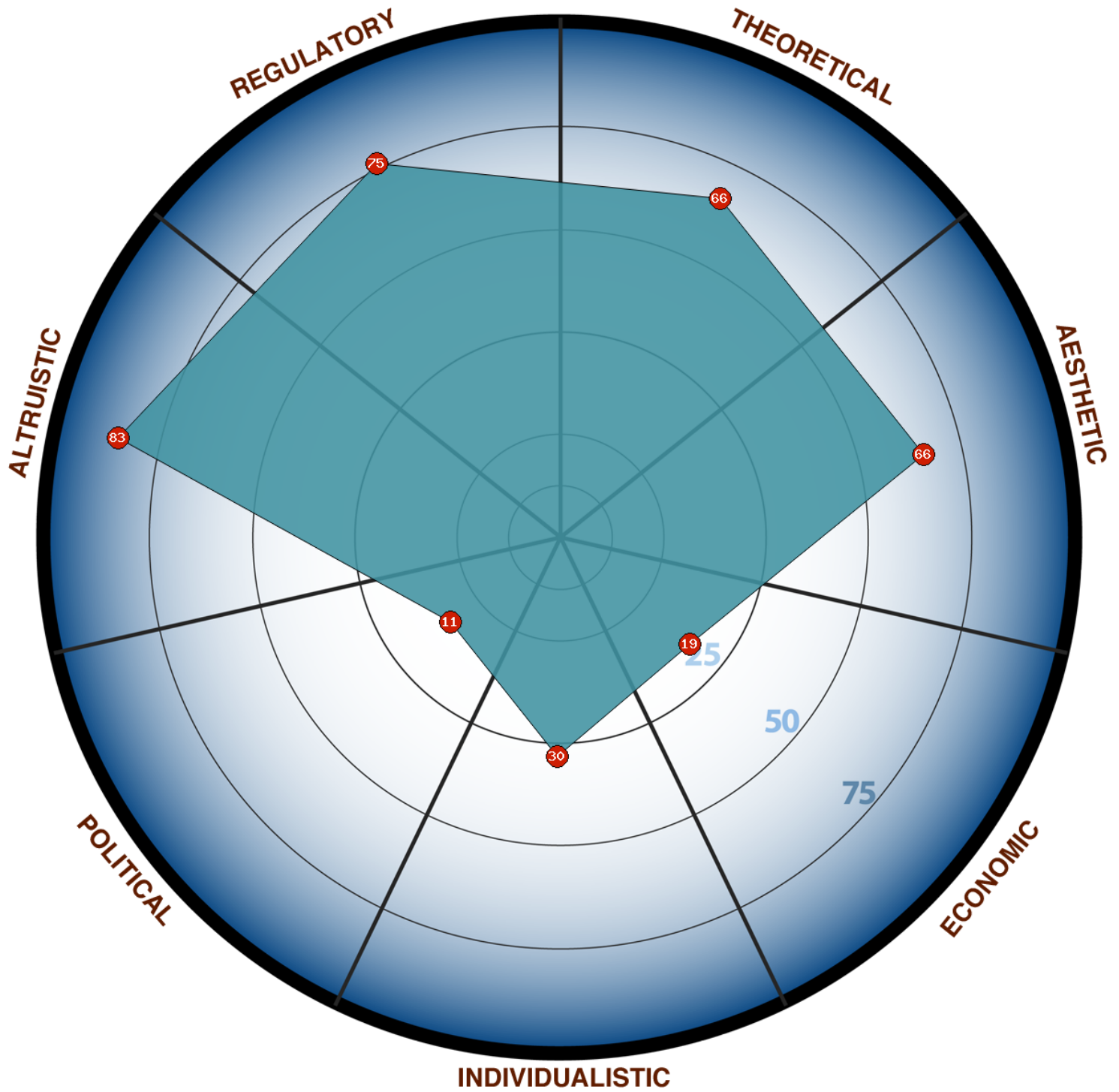


Executive Summary of Steve's Values

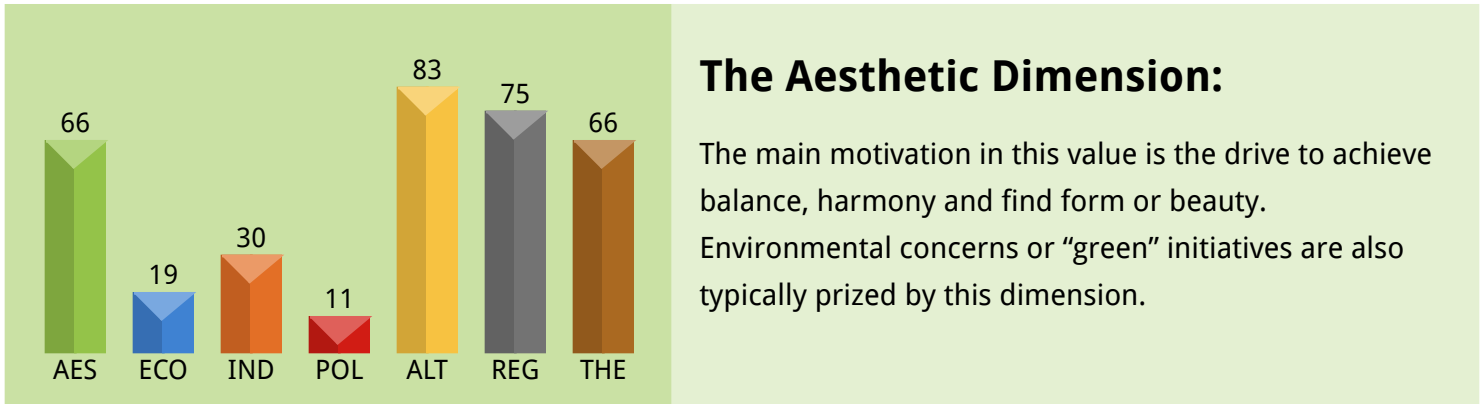


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High Aesthetic	You very much prefer form, harmony and balance. You are likely a strong advocate for green initiatives and protecting personal time and space.
Very Low Economic	You may try to help meet customers' needs (internal and external) before your own.
Low Individualistic	You are able to support the efforts of the team without demanding the limelight; a supportive team player.
Very Low Political	You tend to be non-competitive and demonstrate a higher service orientation.
Very High Altruist	You have a very high sincerity-factor and a high empathy for others' needs.
Very High Regulatory	You are well disciplined, and follow standard operating protocol and traditional ways.
High Theoretical	You have a high interest level in understanding all aspects of a situation or subject.



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The Aesthetic Dimension:

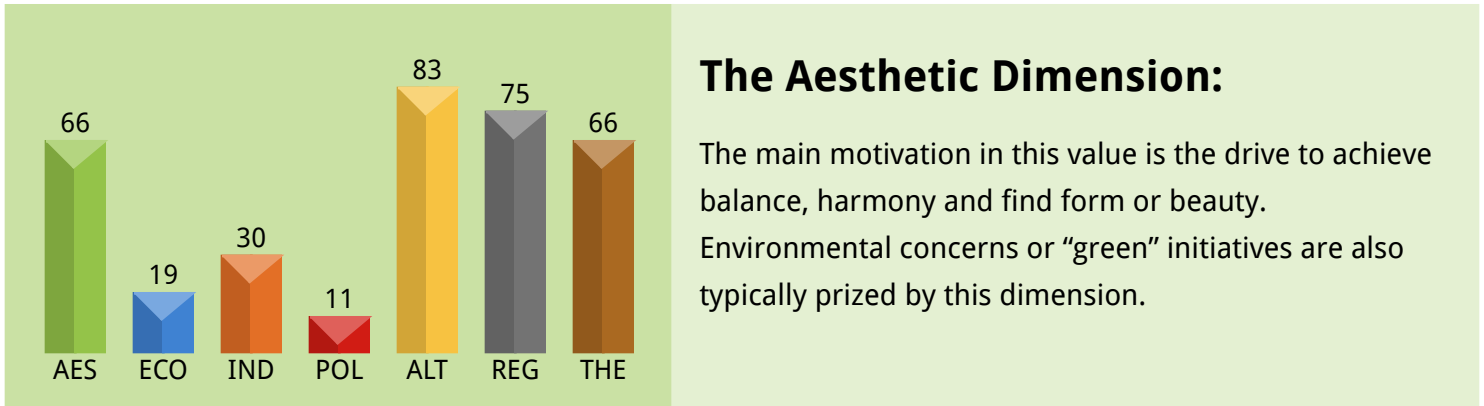
The main motivation in this value is the drive to achieve balance, harmony and find form or beauty. Environmental concerns or “green” initiatives are also typically prized by this dimension.

General Traits:

- You possess an awareness and desire to understand the moods, beliefs, and values of others.
- You enjoy helping, teaching, and coaching others, especially in areas of creative expression.
- You work better in that are pleasant aesthetically or environmentally responsible.
- You enjoy creative expression in both work and personal settings.
- You may prefer some solitary time to allow personal "re-balancing" or reflection.

Key Strengths:

- You take strong interest in how an objective or work can help support the environment or balance in life.
- You will bring a creative outside view to discussions.
- You are often seen as one who shows interpersonal empathy in dealing with others.
- You will be a creative problem solver.
- For you, form may hold more interest than function.



The Aesthetic Dimension:

The main motivation in this value is the drive to achieve balance, harmony and find form or beauty. Environmental concerns or "green" initiatives are also typically prized by this dimension.

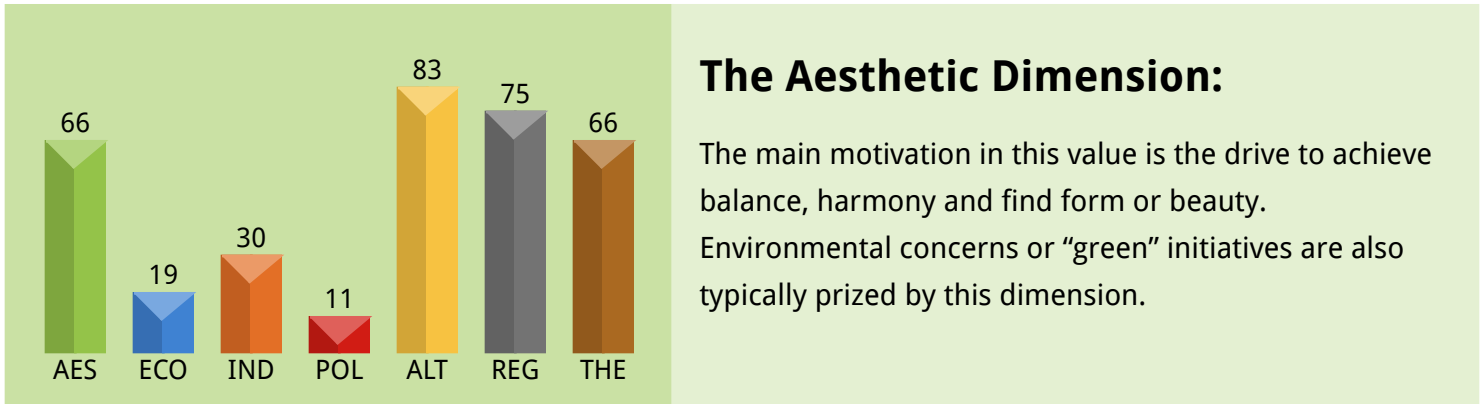
Motivational Insights:

- You will be highly motivated by aesthetically pleasing activities (e.g., creativity, beautification, more balanced, green initiatives, etc.)
- You explore potential of more involvement with environmental or "green" initiatives.
- You show a genuine interest in the expressed thoughts or emotions of others.
- You ensure that creativity and form do not block function and results.
- You don't allow others to over-use or abuse your creative nature.

Training/Learning Insights for Steve:

- You link new knowledge to new ways to be creative or achieve better harmony and balance in work and life.
- You have the ability to connect training and development to other's needs and interests.
- As you learn new things in training or professional development, attempt to link those to your ability to see new or creative solutions in the future.

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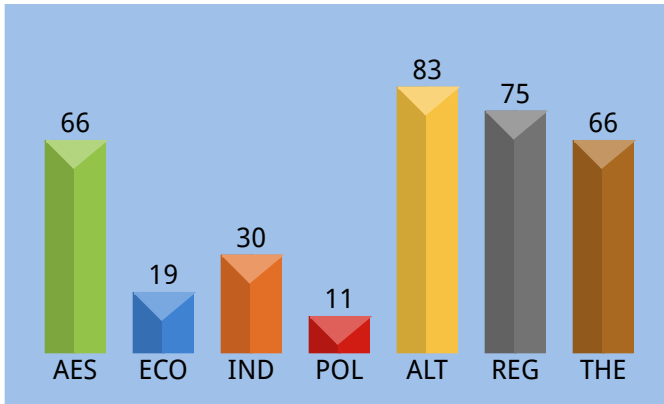
The Aesthetic Dimension:

The main motivation in this value is the drive to achieve balance, harmony and find form or beauty. Environmental concerns or “green” initiatives are also typically prized by this dimension.

Continual Improvement Insights:

- You need to remember that sometimes function is all there is time for, or all that is needed (don't deliver a Cadillac when a Chevy will suffice).
- You could use the creative mode as a safety blanket to avoid having to be overly practical.
- You could benefit from being a little more pragmatic.
- You might tend to get a little too creative or inventive sometimes, which can create unnecessary risks.
- You may need to focus on the practical or economic side of an issue more frequently.

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The Economic Dimension:

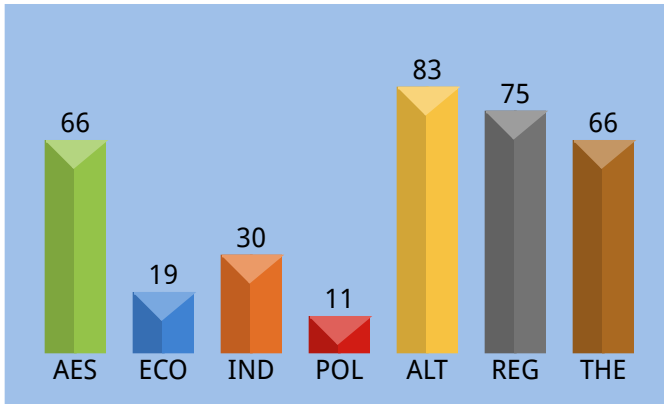
This dimension examines the motivation for security from economic gain, and to achieve practical returns. The preferred approach of this dimension is a professional one with a focus on bottom-line results.

General Traits:

- While not driven by money, some in this score range may be sensitive to perceived inequities in wages and salaries, and do not want to be taken advantage of in that process.
- For you, using money or materials as a yardstick to measure or impress others is not important.
- The lower Economic drive here may also indicate that you may not be solely motivated by competitive financial incentives such as accelerated commissions in the compensation plan.
- The lower score here may also indicate that you may have already begun to reach your own level of financial security, to the extent that things other than money may now become motivating drives.
- Since this values area may help to determine one's money-motivation, the results indicate that you may be motivated more by things other than a high paycheck (although that may still be important).

Key Strengths:

- You are sensitive and responsive to the "people-side" of work related activities.
- You have an attitude of "We're all in this together, so let's work together."
- You rarely (if ever) look at a project with a "what's in it for me?" perspective.
- You see a wider spectrum of the picture, not just the economic view.
- You are less concerned with monetary compensation, and find higher rewards in other (higher) value dimensions in this report.



The Economic Dimension:

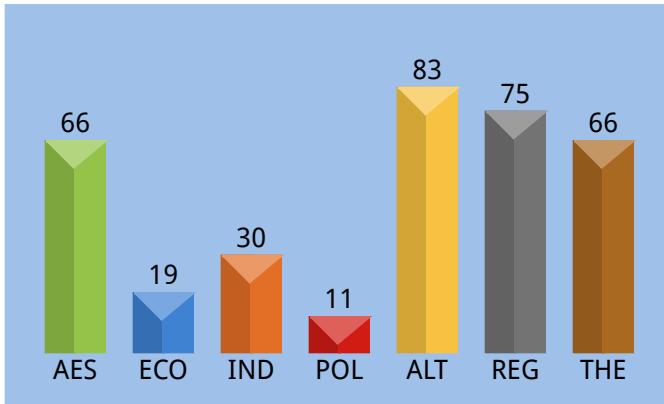
This dimension examines the motivation for security from economic gain, and to achieve practical returns. The preferred approach of this dimension is a professional one with a focus on bottom-line results.

Motivational Insights:

- You prefer when job enrichment strategies are structured into the reward system, not just economic rewards.
- Look for a variety of work projects or tasks.
- Avoid measuring your performance by an economic incentive only.
- You prefer that the strengths of the "total person" are considered with regard to rewards and incentives. Perhaps preferring non-tangible or environmental rewards.
- You should allow time in the schedule for helping others.

Training/Learning Insights for Steve:

- You score like those who appreciate additional training functions and are supportive of the trainer and activities.
- You score like those who enjoy a more cooperative learning style.
- You may prefer less competition between learning groups.
- You may prefer team-oriented activities, to work and share ideas with others.
- You come to a training or development function typically without a 'What's in it for me?' attitude.

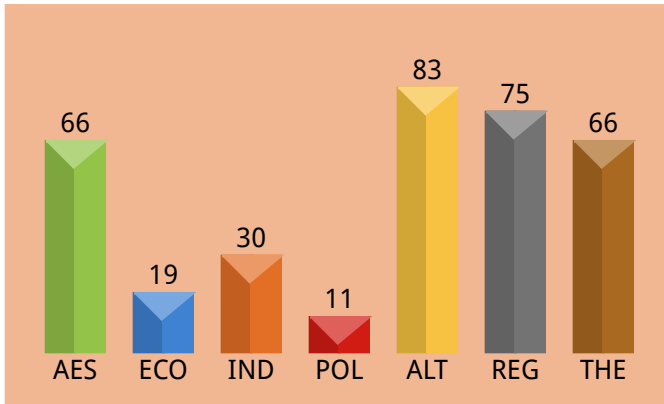


The Economic Dimension:

This dimension examines the motivation for security from economic gain, and to achieve practical returns. The preferred approach of this dimension is a professional one with a focus on bottom-line results.

Continual Improvement Insights:

- You may not hear the 'revenue clock' ticking on some projects.
- You may need coaching to increase revenue awareness or profit motivation.
- You may avoid making tough decisions that may negatively impact others on the team.
- You may tend to over commit both on and off the job, such as with community organizations, etc.
- You should avoid spreading yourself too thin by taking on responsibilities that could be delegated to others.



The Individualistic Dimension:

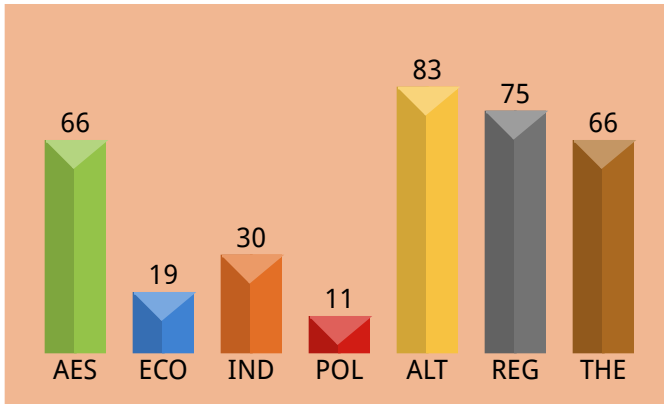
The Individualistic dimension deals with one's need to be seen as unique, independent, and to stand apart from the crowd. This is the drive to be socially independent and have opportunity for freedom of personal expression.

General Traits:

- You may sometimes spend great effort on a project without requiring public credit or recognition for your work.
- You may prefer a team member position on various projects.
- You may prefer to be more of a team player than a team leader.
- You don't seek individual recognition above the group or team.
- You don't need to be the 'star' of a project.

Key Strengths:

- You may be seen by others as a stabilizing influence especially when the heated differences of extreme positions emerge when the team is under pressure.
- You are able to maintain work ethic even under pressure, so the project is met successfully and interpersonal stressors have been minimized.
- You are able to offer your own creative ideas in a manner that is respectful of team roles.
- You have the ability to support team efforts without requiring a lot of recognition.
- You are a stabilizing influence on the team.



The Individualistic Dimension:

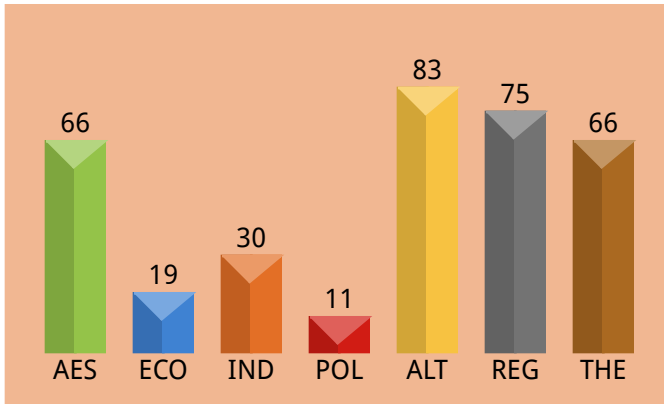
The Individualistic dimension deals with one's need to be seen as unique, independent, and to stand apart from the crowd. This is the drive to be socially independent and have opportunity for freedom of personal expression.

Motivational Insights:

- Those who score like you tend to demonstrate a high degree of teamwork and support for team efforts over the long haul. Take this into account when planning team projects.
- Don't accept leadership roles or increased authority unless mutually agreed upon.
- You prefer choices as to extent and visibility of team membership or leadership that you might desire.
- Look for support for complete follow-through on project tasks.
- Look for a supportive environment where your talents may be encouraged and appreciated.

Training/Learning Insights for Steve:

- You may enjoy more team-oriented professional development activities.
- Some who score like you prefer more traditional types of learning, courses, and professional development.
- You tend to show a high degree of self-discipline in training courses.

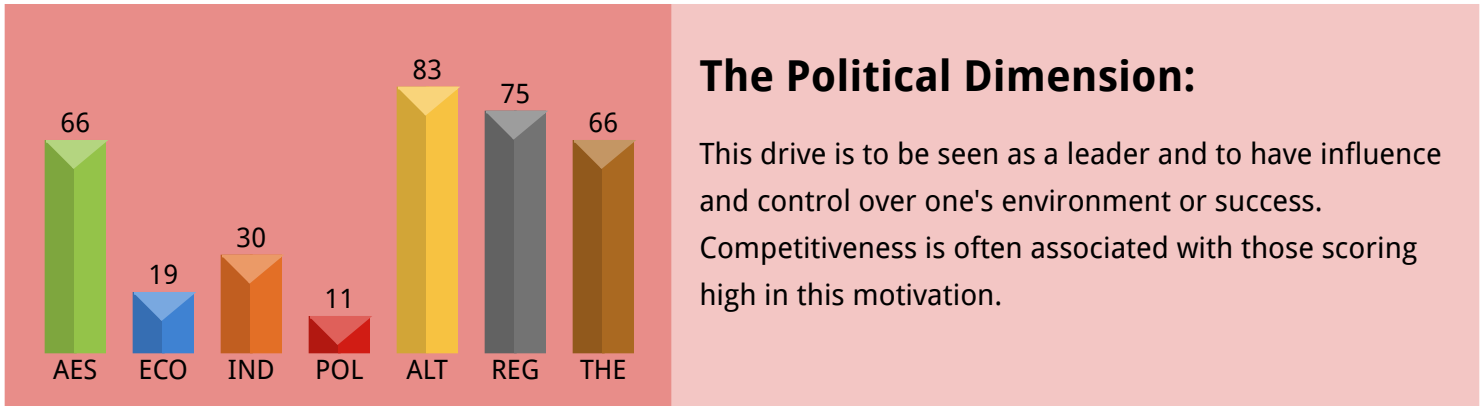


The Individualistic Dimension:

The Individualistic dimension deals with one's need to be seen as unique, independent, and to stand apart from the crowd. This is the drive to be socially independent and have opportunity for freedom of personal expression.

Continual Improvement Insights:

- You may need to take a stronger stand at times on team issues that impact your work load or the parameters of your job responsibilities.
- Some who score like you may not be heard the first time by the team. Be certain to speak up a second or third time if necessary in order to be acknowledged.
- When presenting an idea to the team, remember that members may need a message with some attention-getting ingredients.
- You could benefit from being more willing to share opinions with others.



The Political Dimension:

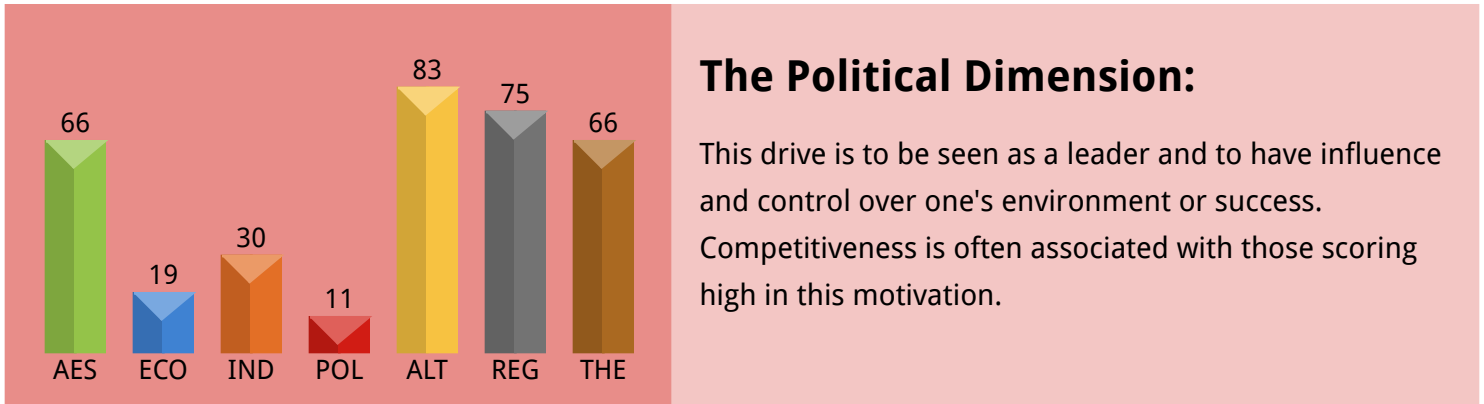
This drive is to be seen as a leader and to have influence and control over one's environment or success. Competitiveness is often associated with those scoring high in this motivation.

General Traits:

- You are perceived by others as a supportive team player.
- You may hesitate to take an early stand on an issue until all facets of a problem have been analyzed.
- You provides effort and energy for a project or a cause and are supportive of team efforts.
- While frequently not standing up in the limelight, you still appreciate sincere recognition for contributions made.
- Some who score like you may have had a higher power-drive in the past, and have had that need satisfied.

Key Strengths:

- You enjoy working for a mission or cause and are usually supportive of the team leadership, as long as sensitivity to your own personal needs is maintained.
- You like to work with and toward consensus.
- You are ready to assist peers and others on the team when they encounter an obstacle to progress.
- You treat each person on the team with equal respect.
- Your personal sense of accomplishment exceeds the need for recognition of the accomplishment.



The Political Dimension:

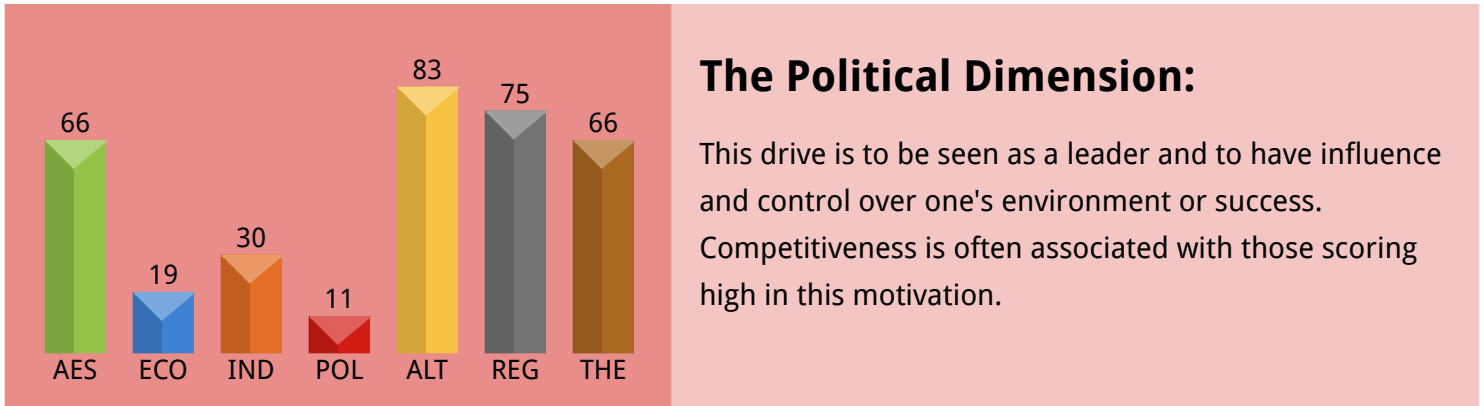
This drive is to be seen as a leader and to have influence and control over one's environment or success. Competitiveness is often associated with those scoring high in this motivation.

Motivational Insights:

- Form teams for certain projects, at all levels of the organization. Don't make all tasks loners.
- Don't hide information regarding job or work situations.
- Look for training options to help develop new talents and skills.
- You prefer incentives, based on your own input of appropriate motivators.
- Don't put yourself in positions where you have to take center stage if you don't want to.

Training/Learning Insights for Steve:

- Some who score in this range prefer team-oriented training or development activities.
- Your increased motivation and participation may come from group accomplishments where each member contributes something to the group learning effort.
- You may prefer slightly more structured professional development activities than unstructured or ambiguous ones.
- You may prefer more team events than independent study activities.
- You may appreciate more cooperative group activities than competitive ones.

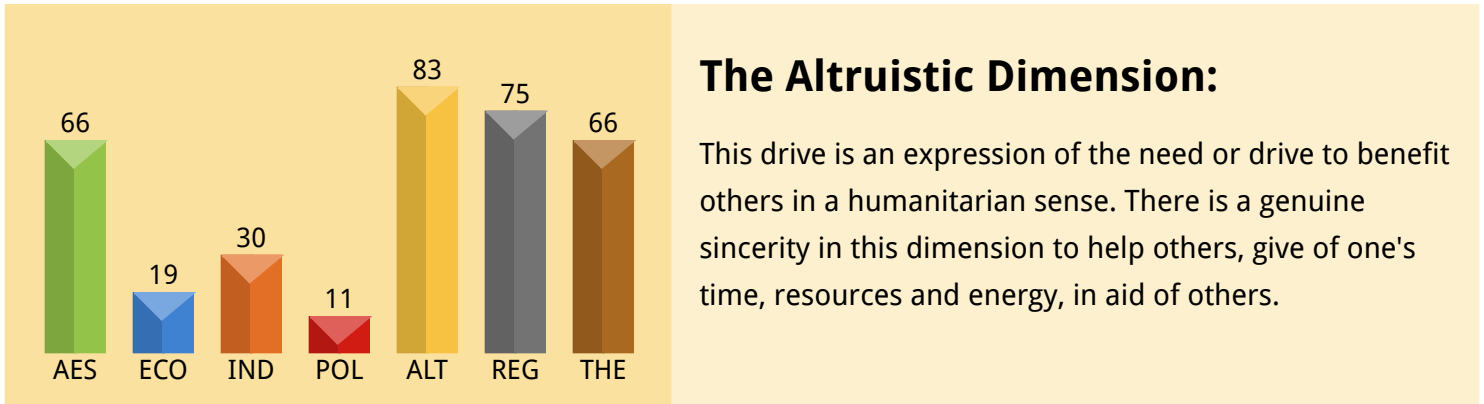


The Political Dimension:

This drive is to be seen as a leader and to have influence and control over one's environment or success. Competitiveness is often associated with those scoring high in this motivation.

Continual Improvement Insights:

- You may not pro-actively confront others (in a positive way) when conflicts emerge.
- You may tend to become quiet when conflicts emerge rather than provide input to the group problem-solving effort.
- You may sometimes be taken advantage of by others, then become angry off-line.
- You may take a visible stand on some important work or mission-related issues.
- You may need to step up to the plate a bit more and be recognized for his professional contributions.



The Altruistic Dimension:

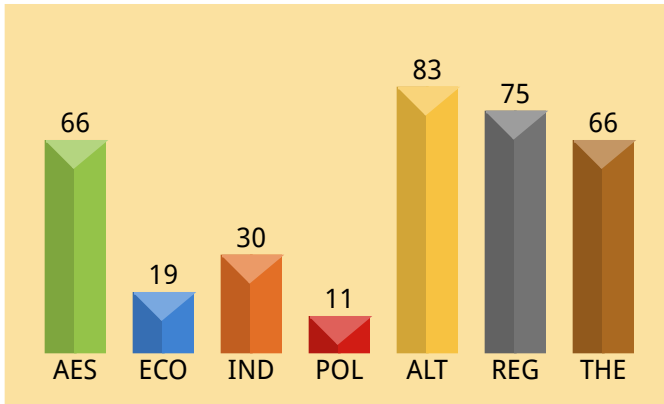
This drive is an expression of the need or drive to benefit others in a humanitarian sense. There is a genuine sincerity in this dimension to help others, give of one's time, resources and energy, in aid of others.

General Traits:

- You have a very high service-ethic.
- You feel compelled to share altruistic love or appreciation for others.
- You find the most value in work, beyond just a paycheck, when it aids others.
- You believe it's "Better to give than receive"
- Your very high sincerity-factor may also exhibit in tone of voice in communicating with others.

Key Strengths:

- You have a very high degree of willingness to give time to help, teach, and coach others.
- You have a strong tendency to go beyond the call to support or service others.
- You are aware of what others need, even when not stated by them.
- You are a very good team player.
- You have an empathetic attitude towards others.



The Altruistic Dimension:

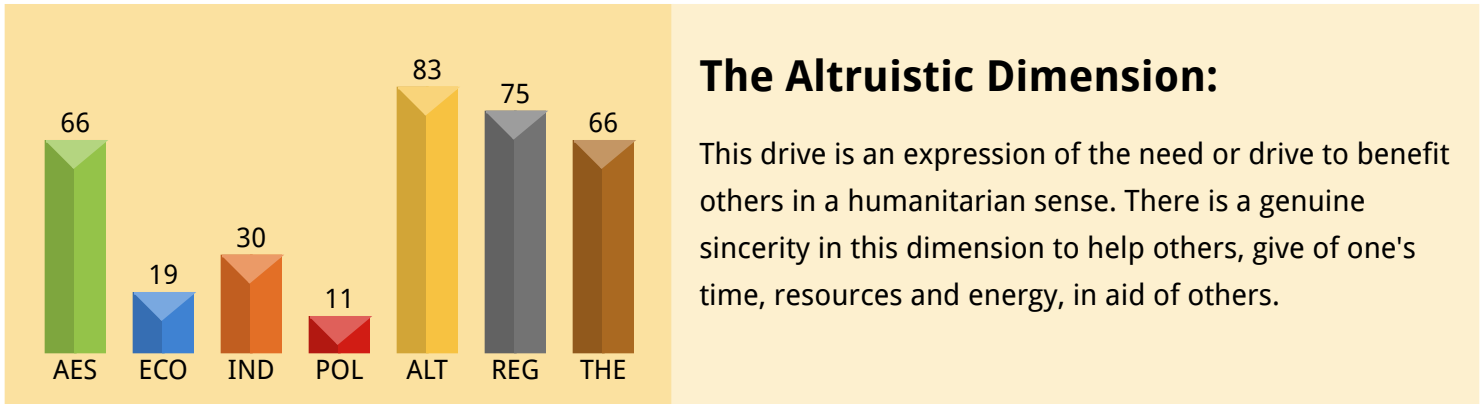
This drive is an expression of the need or drive to benefit others in a humanitarian sense. There is a genuine sincerity in this dimension to help others, give of one's time, resources and energy, in aid of others.

Motivational Insights:

- You should provide a professional outlet that allows for helping others.
- You should utilize as a trainer, teacher, mentor, and coach.
- You should treat them with the same level of sincere concern and interest that they give others.
- Be certain that your giving nature doesn't become too much or impractical.
- You should resist overusing the giving attitude or causing burn out in giving too much.

Training/Learning Insights for Steve:

- Your learning and development should be linked to the potential to help others.
- You should link courses and training to the knowledge gained that may potentially be shared with others on the team, or externally.
- You should link training to increased personal knowledge - to be shared with others.

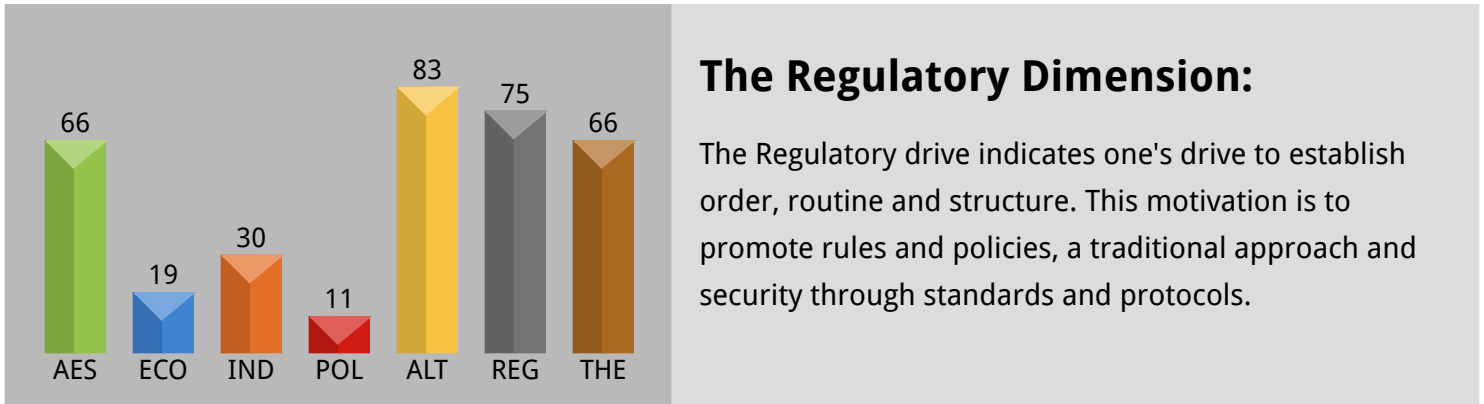


The Altruistic Dimension:

This drive is an expression of the need or drive to benefit others in a humanitarian sense. There is a genuine sincerity in this dimension to help others, give of one's time, resources and energy, in aid of others.

Continual Improvement Insights:

- You need to remember that support and service efforts needs to be practical as well.
- You could benefit from resisting the urge to go into teaching mode unless clearly desirous by others.
- You can easily lose focus on personal work in favor of helping others with theirs.
- You may need to say "No" more often.
- You may give away too much time, talent and energy.



The Regulatory Dimension:

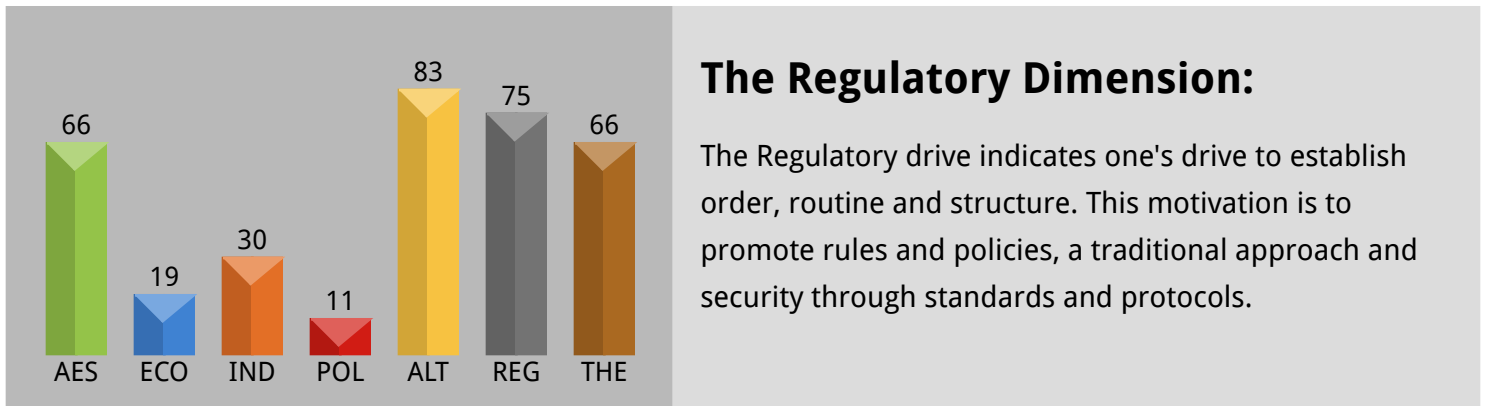
The Regulatory drive indicates one's drive to establish order, routine and structure. This motivation is to promote rules and policies, a traditional approach and security through standards and protocols.

General Traits:

- You think promises are extremely important to keep.
- You see rules as a key to results.
- You are always accurate, detailed and follow procedures
- You are very structured, orderly and concise.
- You have a great respect for tradition.

Key Strengths:

- You always strive for high levels of accuracy and detail.
- You hate to get behind the timeline or miss a deadline.
- You are extremely effective at organizing.
- You are very helpful in creating order out of chaos.
- You will stay very focused on completing the project or work.



The Regulatory Dimension:

The Regulatory drive indicates one's drive to establish order, routine and structure. This motivation is to promote rules and policies, a traditional approach and security through standards and protocols.

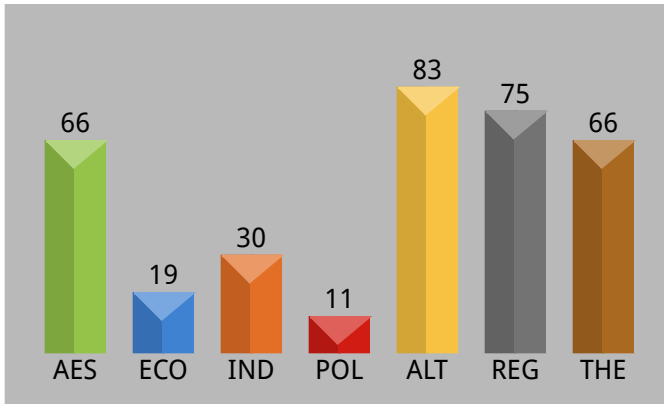
Motivational Insights:

- If you want to alter rules or procedure, it is probably extremely necessary to do so.
- You prefer to have your mistakes corrected as quickly as possible.
- You prefer to maintain lots of routine and certainty.
- You prefer a complete set of tools and resources and detailed instructions on how to use them.
- You should avoid deviating from a prescribed schedule or process unless absolutely necessary.

Training/Learning Insights for Steve:

- You will prefer learning activities that are very structured and detailed.
- You are a very disciplined learner.
- You very much like to understand the "why" behind the "what" when learning new things.

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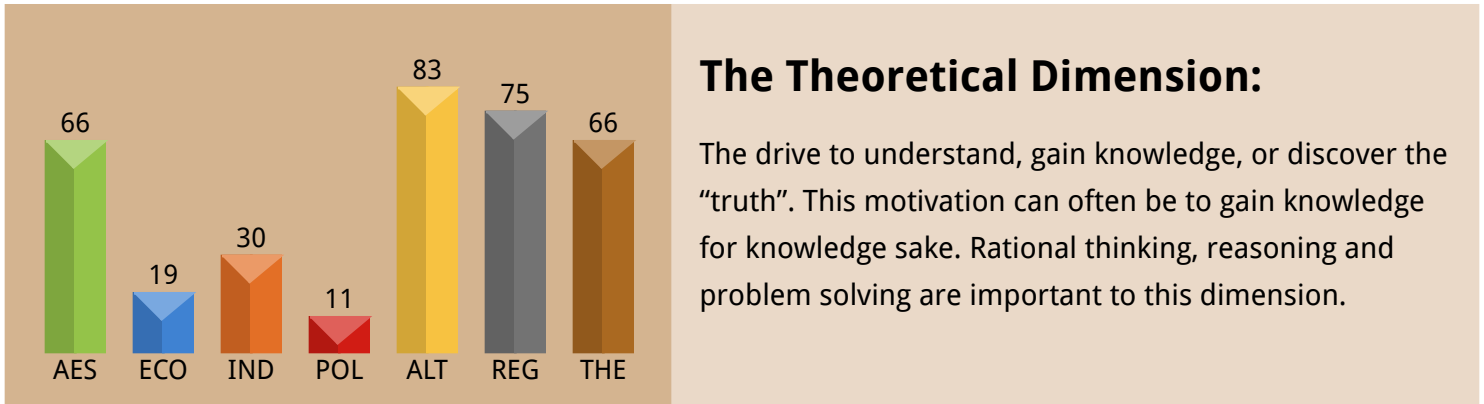


The Regulatory Dimension:

The Regulatory drive indicates one's drive to establish order, routine and structure. This motivation is to promote rules and policies, a traditional approach and security through standards and protocols.

Continual Improvement Insights:

- It might not hurt to let go sometimes and have no prescribed path to follow.
- Explore a little. Discovering new ways to do things can be rewarding.
- You know that change is inevitable and can actually be very good.
- You should appreciate that others may have their own "right way" too, and you both might actually be right.
- Don't get too hung up on the rules.



The Theoretical Dimension:

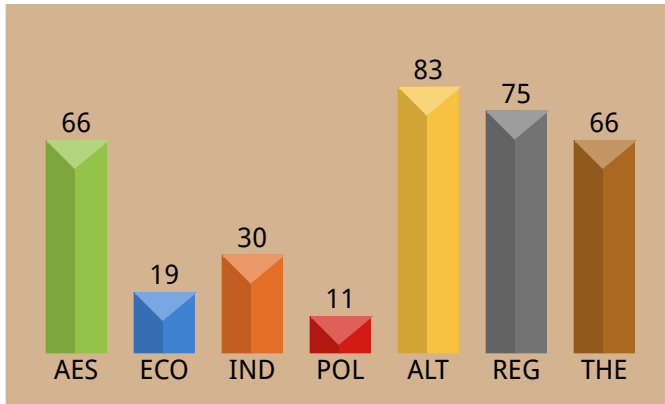
The drive to understand, gain knowledge, or discover the “truth”. This motivation can often be to gain knowledge for knowledge sake. Rational thinking, reasoning and problem solving are important to this dimension.

General Traits:

- You are interested in new methods and how they can be applied to existing structures.
- You have an attitude of 'How do you do that? Can I do it too?'
- You have a strong personal belief in life-long learning.
- You have a strong desire to learn and go beyond the required knowledge base.
- You like visiting bookstores and may make some unexpected purchases.

Key Strengths:

- You have strong and consistent analytical skills and ability.
- When others (internal or external) have a question, even if you aren't familiar with it, you can usually create solutions.
- You gather the maximum amount of information on an issue because you ask the necessary questions.
- You demonstrate a logical approach to problem solving and patience to analyze all of the options for solutions.
- You have a stable, knowledge-driven ethic.



The Theoretical Dimension:

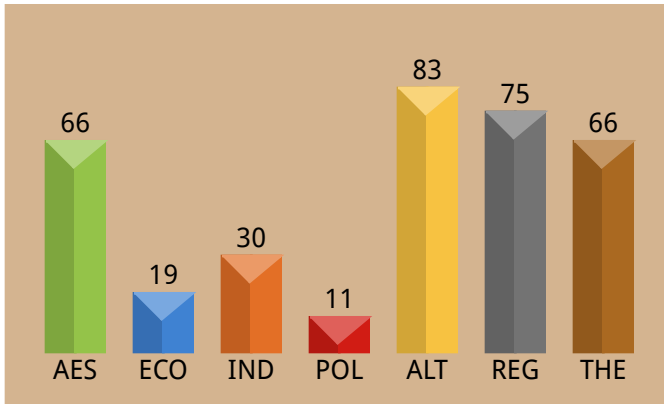
The drive to understand, gain knowledge, or discover the “truth”. This motivation can often be to gain knowledge for knowledge sake. Rational thinking, reasoning and problem solving are important to this dimension.

Motivational Insights:

- Classes, courses, conferences: go and learn.
- You need opportunities to explore a variety of knowledge-based areas and to act on them.
- You will provide technical credibility when dealing with customers or internal stakeholders who need detailed information for decision-making.
- Realize that as much as you have learned, you still want to learn more.
- You can be a constructive critic for new ideas or when evaluating existing projects and protocol.

Training/Learning Insights for Steve:

- You score like those who may have their own on-going personal development program already in progress.
- You enjoy learning even for its own sake and will be supportive of most training and development endeavors.
- You can be depended upon to do your homework... thoroughly and accurately.
- You are actively engaged in learning both on and off the job.



The Theoretical Dimension:

The drive to understand, gain knowledge, or discover the “truth”. This motivation can often be to gain knowledge for knowledge sake. Rational thinking, reasoning and problem solving are important to this dimension.

Continual Improvement Insights:

- You may have a tendency to wait on some projects, especially if more helpful information may be forthcoming if more time is allowed on the calendar.
- You need to bring a balance, at times, between the strong desire to acquire new knowledge base and the reality of the practical applications, if any.
- You have a tendency to demonstrate a bit of aloofness, especially to those not as intellectually driven.
- Your sense of urgency may vacillate, depending on the intellectual importance you assign to the issue.
- You may be somewhat selfish at times in sharing ideas with others, until others have established their own technical credibility.



Use this sheet to help you track which motivators are well aligned and which are not and what you can do about it.

Action Step: Looking at your Values Index report, find which motivators are the most powerful for you (i.e., which ones are highest and farthest above the norm). Write down the top two in the space below, and record how well your current roles align with these motivators (i.e., how well what you do satisfies what you are passionate about).

	Alignment				
	Poorly				Highly
Motivator #1: _____	1	2	3	4	5
Motivator #2: _____	1	2	3	4	5

Legend:	
• 2-4 = Poor	• 8-9 = Excellent
• 4-5 = Below Average	• 10 = Genius
• 6-7 = Average	

Tally your score here:

Steve Sample

To reach Genius levels of passion, you must increase alignment of your environment with your passions.

Motivator #1: What aspects of your company or role can you get involved in that would satisfy this motivator?

Motivator #2: What aspects of your company or role can you get involved in that would satisfy this motivator?



Your final step to making sure you really benefit from the information in this report is to understand how your values style contributes to, and perhaps hinders, your overall success.

Supporting Success: Overall, how well do your motivators and drivers help support your success? (cite specific examples):

Limiting Success: Overall, how do your natural drivers or motivators not support your success? (cite specific examples):

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