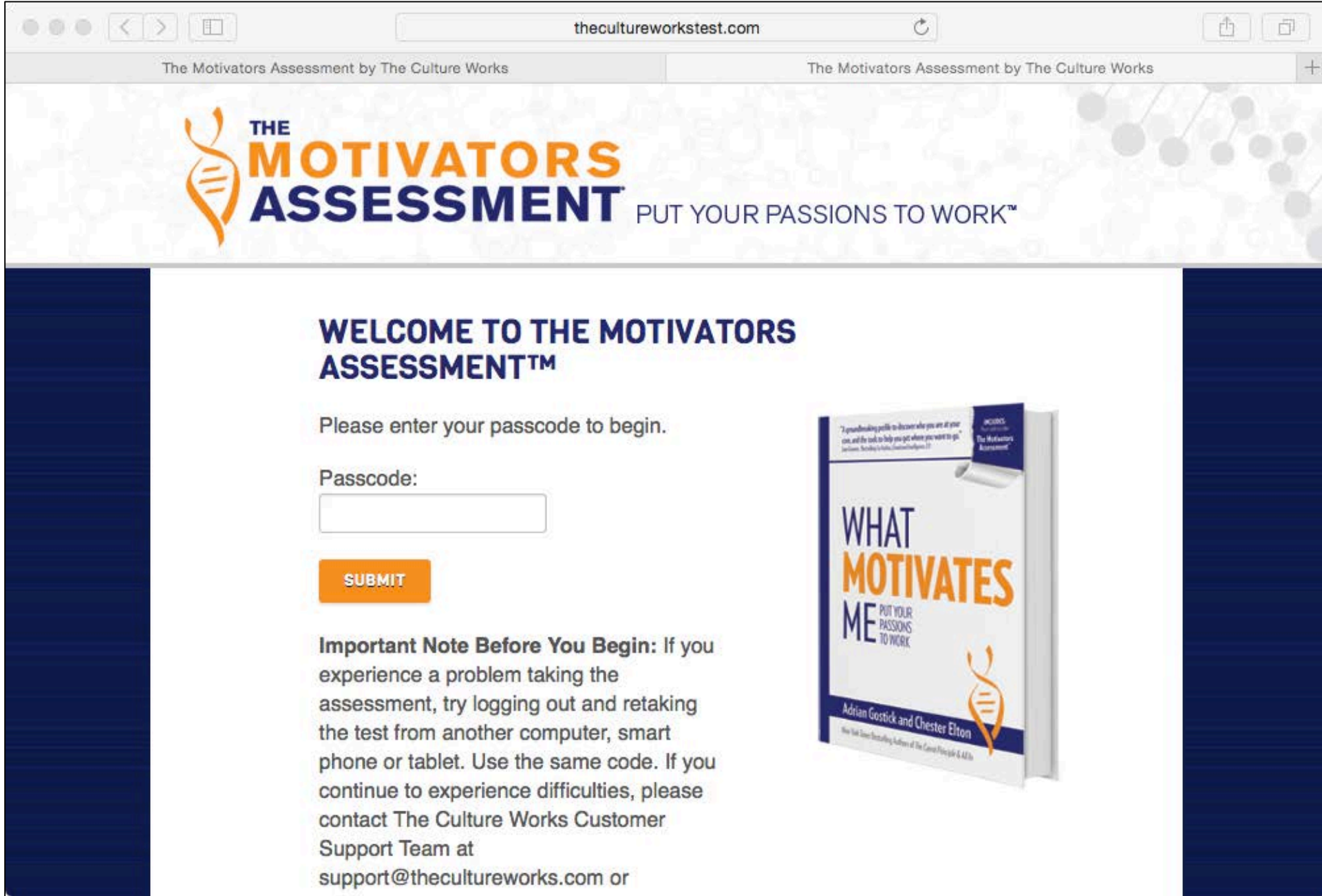


Login



The screenshot shows a web browser window with the URL `thecultureworkstest.com`. The page title is "The Motivators Assessment by The Culture Works". The main header features the logo for "THE MOTIVATORS ASSESSMENT" with the tagline "PUT YOUR PASSIONS TO WORK™". The logo consists of an orange stylized figure resembling a person or a flame next to the text. Below the header, the page is divided into two columns. The left column contains a welcome message and a login form. The right column features a 3D rendering of a book titled "WHAT MOTIVATES ME" by Adrian Gostick and Chester Elton.

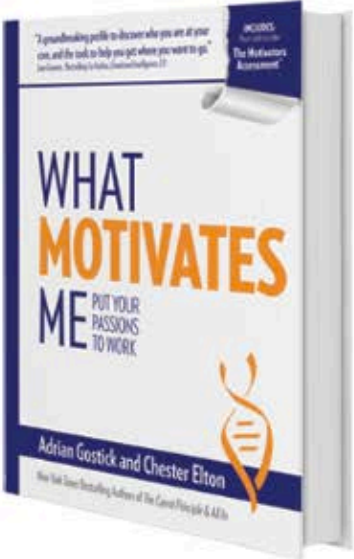
WELCOME TO THE MOTIVATORS ASSESSMENT™

Please enter your passcode to begin.

Passcode:

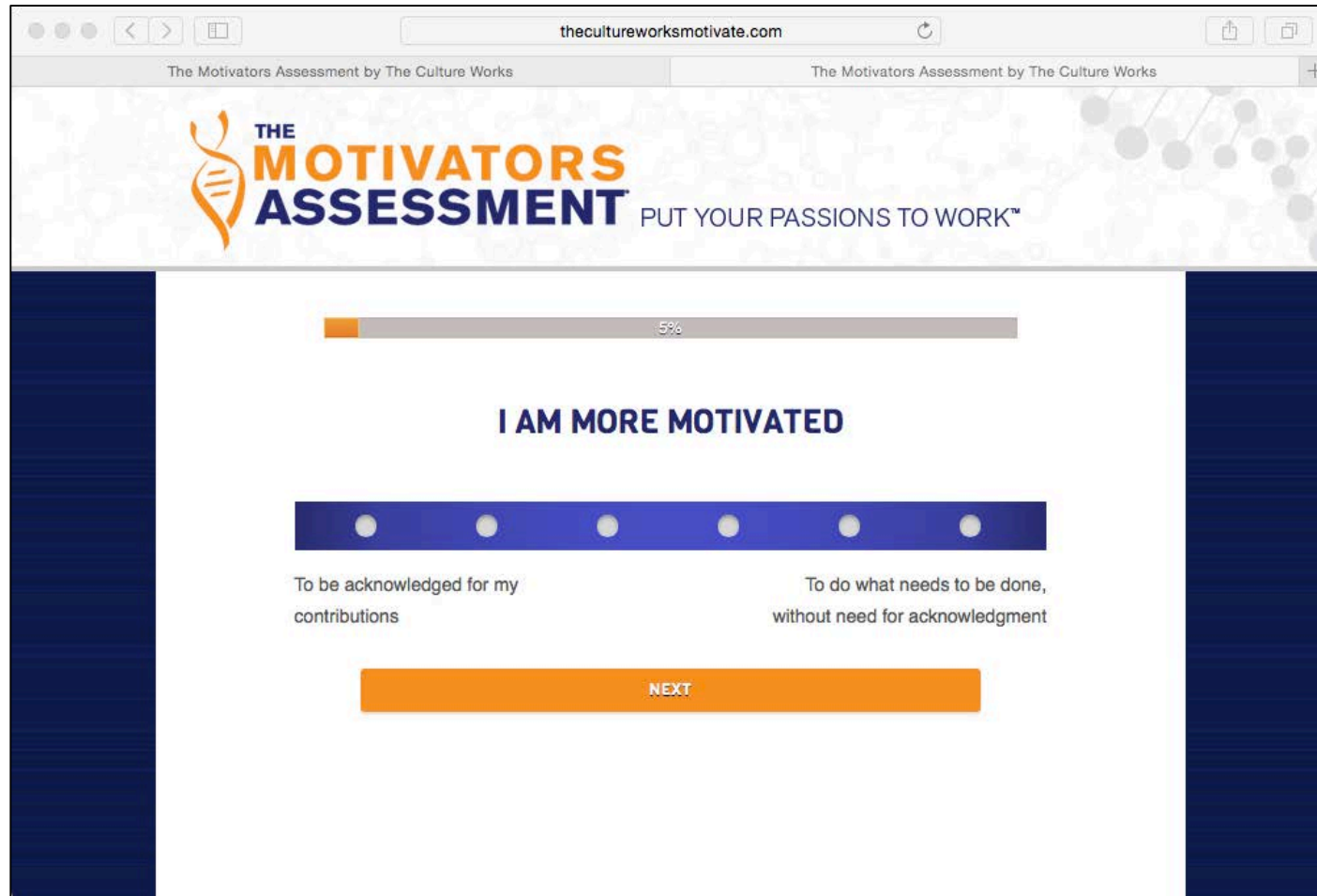
SUBMIT

Important Note Before You Begin: If you experience a problem taking the assessment, try logging out and retaking the test from another computer, smart phone or tablet. Use the same code. If you continue to experience difficulties, please contact The Culture Works Customer Support Team at support@thecultureworks.com or



The book cover is white with blue and orange accents. The title "WHAT MOTIVATES ME" is prominently displayed in blue and orange. Below the title, it says "PUT YOUR PASSIONS TO WORK". The authors' names, "Adrian Gostick and Chester Elton", are at the bottom. A small orange logo is visible in the bottom right corner of the cover.

Question Sample



The screenshot shows a web browser window with the URL `thecultureworksmotivate.com`. The page title is "The Motivators Assessment by The Culture Works". The main header features the logo "THE MOTIVATORS ASSESSMENT" with the tagline "PUT YOUR PASSIONS TO WORK™". Below the header is a progress bar showing 5% completion. The central text reads "I AM MORE MOTIVATED". A progress indicator consists of a dark blue bar with six white dots, where the first dot is filled. Below this, two options are presented: "To be acknowledged for my contributions" and "To do what needs to be done, without need for acknowledgment". A large orange "NEXT" button is positioned at the bottom.

5%

I AM MORE MOTIVATED

To be acknowledged for my contributions

To do what needs to be done, without need for acknowledgment

NEXT

Your Profile Results

The screenshot shows a web browser window with the URL `thecultureworksmotivate.com`. The page title is "The Motivators Assessment by The Culture Works". The logo for "THE MOTIVATORS ASSESSMENT" is displayed, with the tagline "PUT YOUR PASSIONS TO WORK™". Navigation icons for download and email are visible in the top right. A horizontal menu contains the following items: WELCOME (highlighted), YOUR MOTIVATORS, YOUR IDENTITIES, YOUR LESSONS, and LEARN MORE. A secondary menu below it shows WELCOME, MOTIVATORS & IDENTITIES, and HOW THEY CLUSTER. The main content area features a large heading "WELCOME STEVE" and a paragraph of text: "Here are your results. You can review your results online by clicking on the Your Motivators and Your Identities buttons above, or you can download your report. Based on your responses, this personalized report has been prepared to identify your highest-ranking Motivators and Identities. This report will not only reveal what drives you as an individual, but will also share ideas on how you can do more of what you love and less of what may limit your growth and happiness at work and in life." Below this text is an orange arrow button labeled "Learn more". To the right, there are two orange buttons: "Download the report" (with a download icon) and "From the Authors" (with a play icon). At the bottom right, there is a large blue button with a download icon and the text "EXPLORE YOUR REPORT". The background of the page features a network diagram of interconnected nodes.

the culture works motivate.com

The Motivators Assessment by The Culture Works

THE MOTIVATORS ASSESSMENT PUT YOUR PASSIONS TO WORK™

WELCOME YOUR MOTIVATORS YOUR IDENTITIES YOUR LESSONS LEARN MORE

WELCOME MOTIVATORS & IDENTITIES HOW THEY CLUSTER

WELCOME STEVE

Here are your results. You can review your results online by clicking on the Your Motivators and Your Identities buttons above, or you can download your report. Based on your responses, this personalized report has been prepared to identify your highest-ranking Motivators and Identities. This report will not only reveal what drives you as an individual, but will also share ideas on how you can do more of what you love and less of what may limit your growth and happiness at work and in life.

Learn more

Download the report

From the Authors

EXPLORE YOUR REPORT

Your Motivators (in rank order)

The screenshot shows a web browser window with the URL `thecultureworksmotivate.com`. The page title is "The Motivators Assessment by The Culture Works". The logo for "THE MOTIVATORS ASSESSMENT" is displayed with the tagline "PUT YOUR PASSIONS TO WORK". The navigation menu includes "WELCOME", "YOUR MOTIVATORS" (highlighted), "YOUR IDENTITIES", "YOUR LESSONS", and "LEARN MORE". Below the navigation, there are tabs for "STRONG", "MODERATE", and "NEUTRAL", with "STRONG" selected. The main heading is "YOUR STRONG MOTIVATORS" with the subtitle "Motivators that are your core drivers at work right now". A button labeled "FROM THE AUTHORS" with a play icon is visible. The results list shows "VARIETY" as the top motivator, followed by "IMPACT", "LEARNING", "SERVICE", "EXCELLING", "FAMILY", and "PROBLEM SOLVING". A detailed description for "VARIETY" is provided.

THE MOTIVATORS ASSESSMENT PUT YOUR PASSIONS TO WORK™

WELCOME YOUR MOTIVATORS YOUR IDENTITIES YOUR LESSONS LEARN MORE

STRONG MODERATE NEUTRAL

YOUR STRONG MOTIVATORS

Motivators that are your core drivers at work right now

FROM THE AUTHORS

- #1 VARIETY
- #2 IMPACT
- #3 LEARNING
- #4 SERVICE
- #5 EXCELLING
- #6 FAMILY
- #7 PROBLEM SOLVING

VARIETY

For those highly motivated by variety, routines are deadly; in fact, they can drive them batty. They like to change responsibilities frequently to keep things interesting. Trying new work tasks, being given new assignments, or working on a cross-functional team can give them a terrific charge.

Your Identities (in rank order)

thecultureworksmotivate.com

The Motivators Assessment by The Culture Works

THE MOTIVATORS ASSESSMENT PUT YOUR PASSIONS TO WORK™

WELCOME YOUR MOTIVATORS **YOUR IDENTITIES** YOUR LESSONS LEARN MORE

YOUR IDENTITIES

FROM THE AUTHORS

- ▲ **#1 THE THINKERS**
- #2 THE ACHIEVERS
- #3 THE CAREGIVERS
- #4 THE BUILDERS
- ▼ **#5 THE REWARD-DRIVEN**

THE THINKERS

- Autonomy
- Creativity
- Excitement
- Impact
- Learning
- Variety

#1 The Thinkers:
Those who are often more creative, who love to learn, enjoy a varied routine, and like to feel an adrenaline rush now and then. Most Thinkers get frustrated with red tape and bureaucracy, and want their work to make an impact on the world around them.

[Learn More](#)

Complimentary Code

To request a complimentary code to take the Motivators Assessment, please email paul@thecultureworks.com and mention you were in the Interagency ADR Working Group session on employee engagement.

Assessment Applications

- Employee Engagement
- Team Performance
- Talent Screening
- Work Relationships
- Communication & Innovation
- Sales Team Motivation
- Academic
- Diagnostic for Other Training Product
- Diversity of thought

3 WAYS TO UNLOCK ENGAGEMENT



2. Develop Your People

Old School:

**We treat everyone fairly
& consistently**

New School:

We treat people as
individuals



Key Finding:

The most **engaged** and **energized** employees have aligned their work with their **motivators**

SIGN ME UP



The Sculptor Who Could See Through Rock



Job Sculpting Model



23 Motivators / 5 Identities




THE ACHIEVERS
Challenge
Excelling
Ownership
Pressure
Problem-Solving



THE BUILDERS
Developing Others
Friendship
Purpose
Service
Social-Responsibility
Teamwork



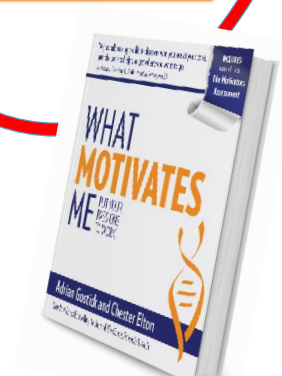
THE CAREGIVERS
Empathy
Family
Fun



THE REWARD-DRIVEN
Money
Prestige
Recognition



THE THINKERS
Autonomy
Creativity
Excitement
Impact
Learning
Variety



Job Sculpting Exercises and Strategies



What elements of your role could you:

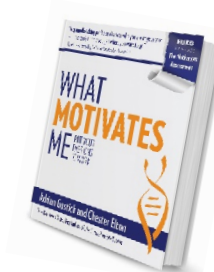
- 1. Alter**
- 2. Transfer**
- 3. Add**

What this means to a



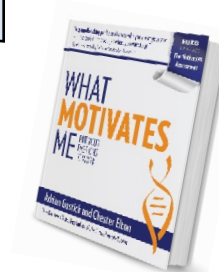
Team Engagement

		Monique	Craig	Erin
Top 7 Motivators	1.	Friendship	Variety	Creativity
	2.	Service	Impact	Family
	3.	Variety	Learning	Learning
	4.	Fun	Service	Autonomy
	5.	Empathy	Excelling	Money
	6.	Impact	Family	Ownership
	7.	Teamwork	Prob. Solving	Variety
Bottom 3 Motivators	21.	Prestige	Dev Others	Teamwork
	22.	Social Resp.	Fun	Empathy
	23.	Money	Money	Social Resp.
Top 3 Identities	1.	Caregiver	Thinker	Thinker
	2.	Thinker	Achiever	Reward-Driven
	3.	Builder	Caregiver	Achiever



Team Cautions

		Monique	Craig	Erin
Top 7 Motivators	1.	Friendship	Variety	Creativity
	2.	Service	Impact	Family
	3.	Variety	Learning	Learning
	4.	Fun	Service	Autonomy
	5.	Empathy	Excelling	Money
	6.	Impact	Family	Ownership
	7.	Teamwork	Prob. Solving	Variety
Bottom 3 Motivators	21.	Prestige	Dev Others	Teamwork
	22.	Social Resp.	Fun	Empathy
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Top 3 Identities	1.	Caregiver	Thinker	Thinker
	2.	Thinker	Achiever	Reward-Driven
	3.	Builder	Caregiver	Achiever





THE NEED FOR MOTIVATED TEAMS

3 WAYS TO UNLOCK ENGAGEMENT

3. Praise Effort, Reward Results



Gallup

Employees who **don't** feel rewarded for their work are **2x** more likely to **leave** within a **year**.

