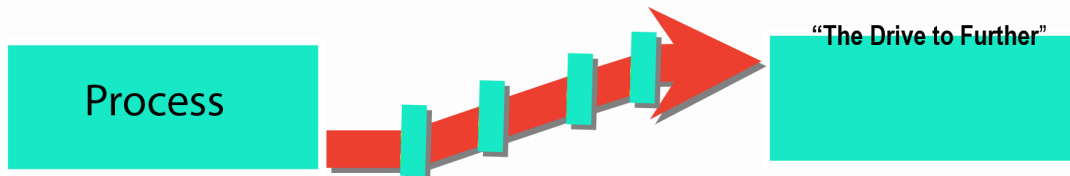


# TRU MOTIVATE

## Payoff Areas



People in this area are motivated to "go beyond". They are driven to display something unique and extraordinary about themselves. In their stories they are most satisfied when they can stand out from the crowd and have an opportunity to show distinctiveness.



People in this area are most satisfied when they are in the step-by-step process of building, growing, or developing something or someone. In their stories they are most satisfied when they can see the stages of growth and development, or pay attention to the steps of an effort.



People in this area are satisfied in accomplishing what they have set out to do. Being able to complete their effort and finish is very motivational. In their stories they are most satisfied when they can drive on until the challenge is met, meet the needs of the situation, or keep the goal in mind and reach it in the most efficient manner.



People in this area are most satisfied when they can act upon and have an effect upon the objects, people, or tangible elements of their environment. In their stories they are most satisfied when they can see change come about, make something bigger, better, faster, or influence / impact people or the situation in some way.



People in this area are motivated to overcome obstacles, have things well in hand, or be in control. In their stories they are most satisfied when they can; stick with something until they have mastered it or beaten the odds, take charge of a difficult situation, or master a skill or have complete understanding of something.