

TEAM MOTIVATIONAL MATRIX

CASE STUDY- Technology Firm

	THE ACHIEVER	THE KEY CONTRIBUTOR	THE VISIONARY	THE TEAM PLAYER	THE OPTIMIZER	THE LEARNER
	Pushing forward and Meeting Difficult Goals	Being Independent and Distinctive	Seeing & Actualizing Potential	Engaging and Serving Others	Ensuring that Systems and Products Function Well	Gaining Knowledge and Teaching Others
	You are driven to move forward and persevere to complete challenging objectives.	You are driven to highlight your personal and often outstanding contribution. Clear about differences between yourself and others, you tend to be competitive and want to control outcomes.	You are motivated to make an impact according to what is possible or ideal. You craft a vision that represents what could be and then strive to bring that vision to concrete expression.	You pay close attention to others, especially in group contexts, and want to be involved with and contribute to them. You take care of people, work to meet expectations, and influence the behavior of others.	You are motivated to build on firm foundations and make sure that systems work as effectively as possible. You want to fix problems and make improvements.	You are motivated to explore and learn new things, gain mastery, and demonstrate your knowledge.
	Meet the Challenge Overcome Bring to Completion Advance	Be Central Excel Be Unique Gain Ownership Bring Control Evoke Recognition	Achieve Potential Experience the Ideal Make an Impact	Serve Make the Grade Influence Behavior Collaborate	Make it Work Improve Establish Organize Develop Make it Right	Comprehend & Express Explore Demonstrate New Learning Master
CEO			1. Achieve Potential 2. Experience the Ideal			3. Comprehend & Express
CFO				1. Make the Grade		2. Comprehend & Express 3. Explore
COO		1. Excel	2. Experience the Ideal			3. Comprehend & Express
CIO		2. Be Unique		1. Serve	3. Organize	
VP Sales	2. Overcome 3. Advance				1. Establish	