## **12 DRIVING FORCES®** Words that WORK & Words that DON'T WORK

Instinctive Driven by using intuition and past experiences

Words that WORK: Specific, Intuitive, Relevant

Words that DON'T WORK: Comprehensive, Examine, Classify

Selfless Driven by completing the task with little need for return

Words that WORK: Accomplish, Complete, Casual

Words that DON'T WORK: Gain, Efficient, Benefit

Obiective Driven by function and objectivity, practical

Words that WORK: Reality, Detach, Factual

Words that DON'T WORK: Harmony, Beauty, Subjective

Intentional Driven to help others for a specific purpose

Words that WORK: Selective, Deliberate, Benefit

Words that DON'T WORK: Volunteer, Compassion, Kindness

## Collaborative

Driven by being out of the limelight and being supportive on the team

Words that WORK: Cooperative, Supportive, Together

Words that DON'T WORK: Individual, Command, Status

Receptive Driven by new ideas, methods and systems

Words that WORK: Agile, Options, Possibilities

Words that DON'T WORK: Hierarchy, Routine, Tradition



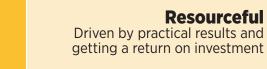
## KNOWLEDGE



UTILITY







Words that WORK: Profitable, Maximize, Benefit

Driven by acquiring knowledge

and opportunities to learn

Learn, Research, Identify

Guess, Apply, Intuitive

Resourceful

Words that DON'T WORK:

Intellectual

Words that WORK:

Words that DON'T WORK: Reward, Endless, Casual

Harmonious Driven by the experience and balance

Words that WORK: Subjective, Expression, Balance

Words that DON'T WORK: Dull, Compartmentalize, Function

> Altruistic Driven to help others for the sake of being supportive

Words that WORK: Volunteer, Compassion, Comfort

Words that DON'T WORK: Purposeful, Intentional, Selective

Commanding Driven by status, recognition, controlling the destiny, autonomy

> Words that WORK: Award, Win, Lead, Control

Words that DON'T WORK: Share, Supportive, Cooperative

> Structured Driven by proven methods and systems

Words that WORK: Ordered, Constant, Ideology

Words that DON'T WORK: New, Progressive, Possibilities



OTHERS



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