



# **Passion Assessment Report**

**Mark Cupp**

Congratulations on starting your journey of becoming a Passionaire! A Passionaire is someone who loves what they do, is good at it, and does it for life. They integrate with people from all backgrounds and are a part of a global tribe.

Are you ready to find out how unique you are?



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# ❏ **Passion Assessment Report**

This PQWE Passion Assessment Report includes: Your answers benchmarked with Reiss' global datapool, your final scores of the 16 Passions, PQ Dynamics analysis, and full descriptions of every passion.



The best way for you to understand the entirety of this report is to schedule a coaching session. Our certified PQ coaches are professionally trained and will walk you through your PQWE profile and what your passions mean when it comes to you, your relationships, career, and/or decision-making.

# What is PQ?

Passion Quotient (PQ) began after Enlighting's CEO and Founder, Dr. Kung-Li Deng ("Coach K"), was certified as a RMP Master with Reiss Motivational Profiles (RMP), a scientific personality test which reveals a person's fundamental goals and values. RMP answers three fundamental questions:

- Why are people the way they are?
- How do I understand people's behavior?
- How do I predict people's behavior?

RMP breaks each person's PQ test results into 16 passions. Each passion ranges from -2.0 through +2.0. Each profile is unique because the results are between 20 billion - 100 billion, which is similar to one's fingerprint or DNA. This tells us that there is a unique code to who each person is. And while an overall profile may look similar, certain features will change over time.

After 9 years as a RMP Master with the RMP, Coach K used his background as a technologist to develop another tool to further analyze each person's individual RMP profile. Enlighting separates RMP's 16 passions into different quadrants to help people understand how they function and think, calling it PQ Dynamics.

# 16 Passions



01  
Acceptance



02  
Beauty



03  
Curiosity  
Practical



04  
Eating



05  
Expedience  
Honor



06  
Family



07  
Idealism



08  
Interdependence  
Independence



09  
Order



10  
Physical  
Activity



11  
Power



12  
Saving



13  
Social  
Contact



14  
Status



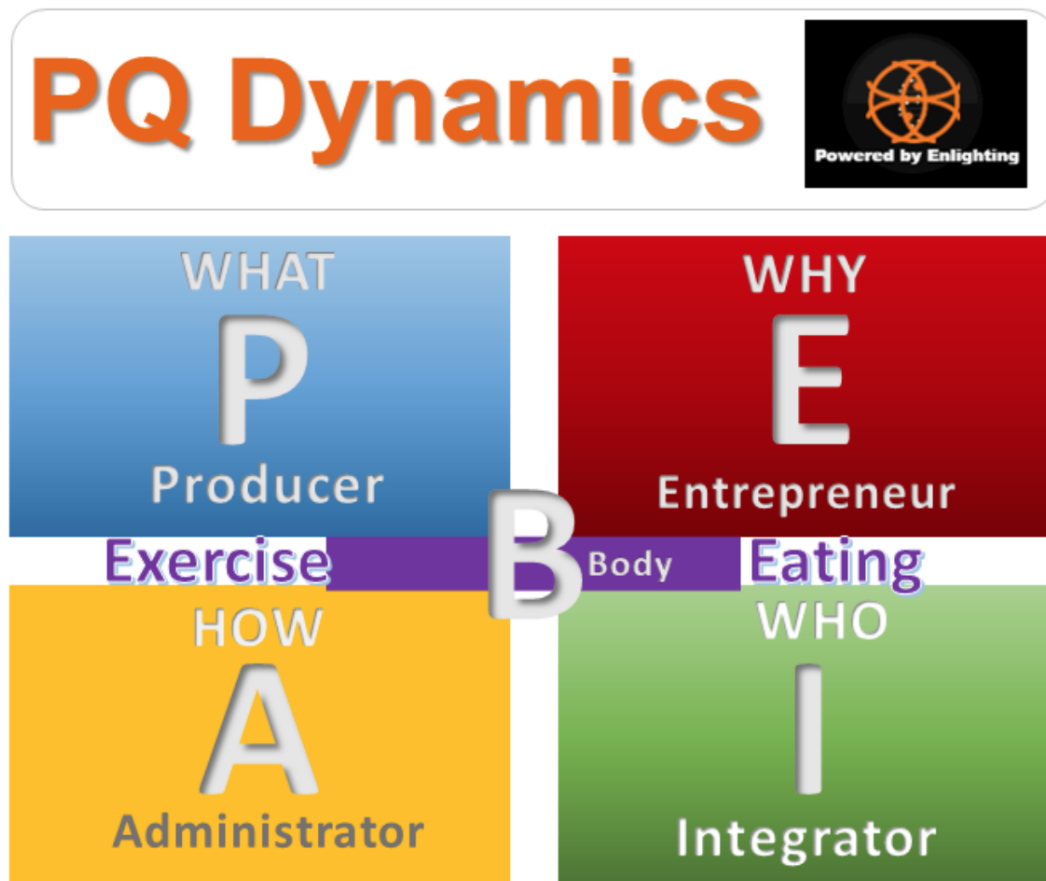
15  
Tranquility  
Adventurous



16  
Vengeance  
Forgiving

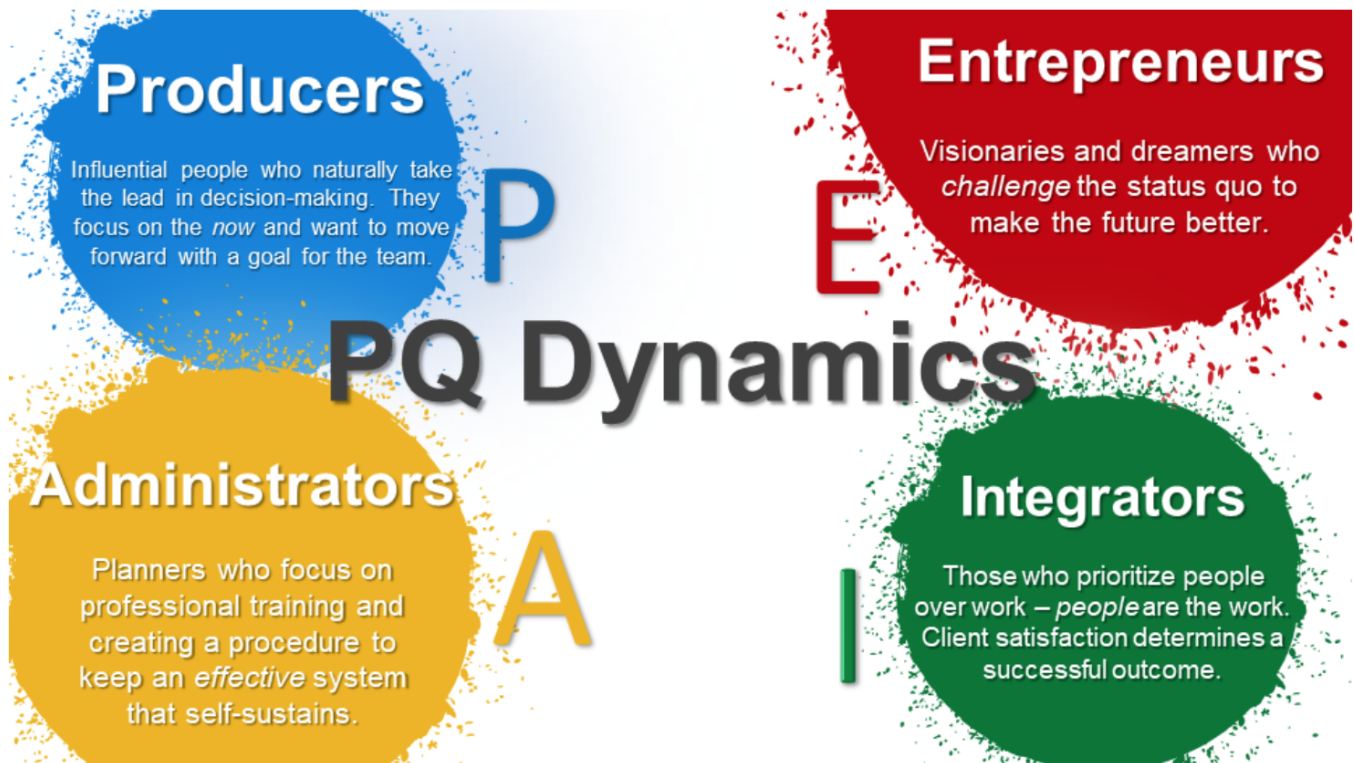
# PQ Dynamics

PQ Dynamics uses RMP's 16 passions and divides them into four quadrants (Producer, Administrator, Entrepreneur, Integrator) and one axis (Body). The passion sets within each quadrant helps Enlighting's clients understand how they differ from others. Whether it is a collegiate career, helping a romantic relationship, corporate team building, or just to understand yourself more, PQ Dynamics used along with the RMP gives a person the most accurate snapshot into their unique fingerprint. Understanding your unique fingerprint allows you to appreciate the differences between people and how to work alongside one another.



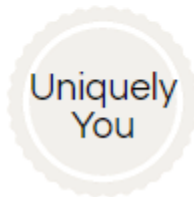
# PQ Dynamics

PQ Dynamics shows each quadrant and axis represented by a different color; the passions within each quadrant are also represented by those colors. When you look at your PQWE profile, you will notice that some passion bubbles are larger than others. This is because the size of the bubble represents your internal drive towards that passion. Passions within the center circle are more internal, those outside the center circle are more external. Every passion and quadrant on the PQWE profile interacts with and has a direct impact with one another. To fully grasp the PQWE profile, the majority of Passionaires schedule a coaching session. This has been highly beneficial as the PQ coach will walk them through every step of the way. Below is a photo describing each quadrant (your data will be explained further in this report.)





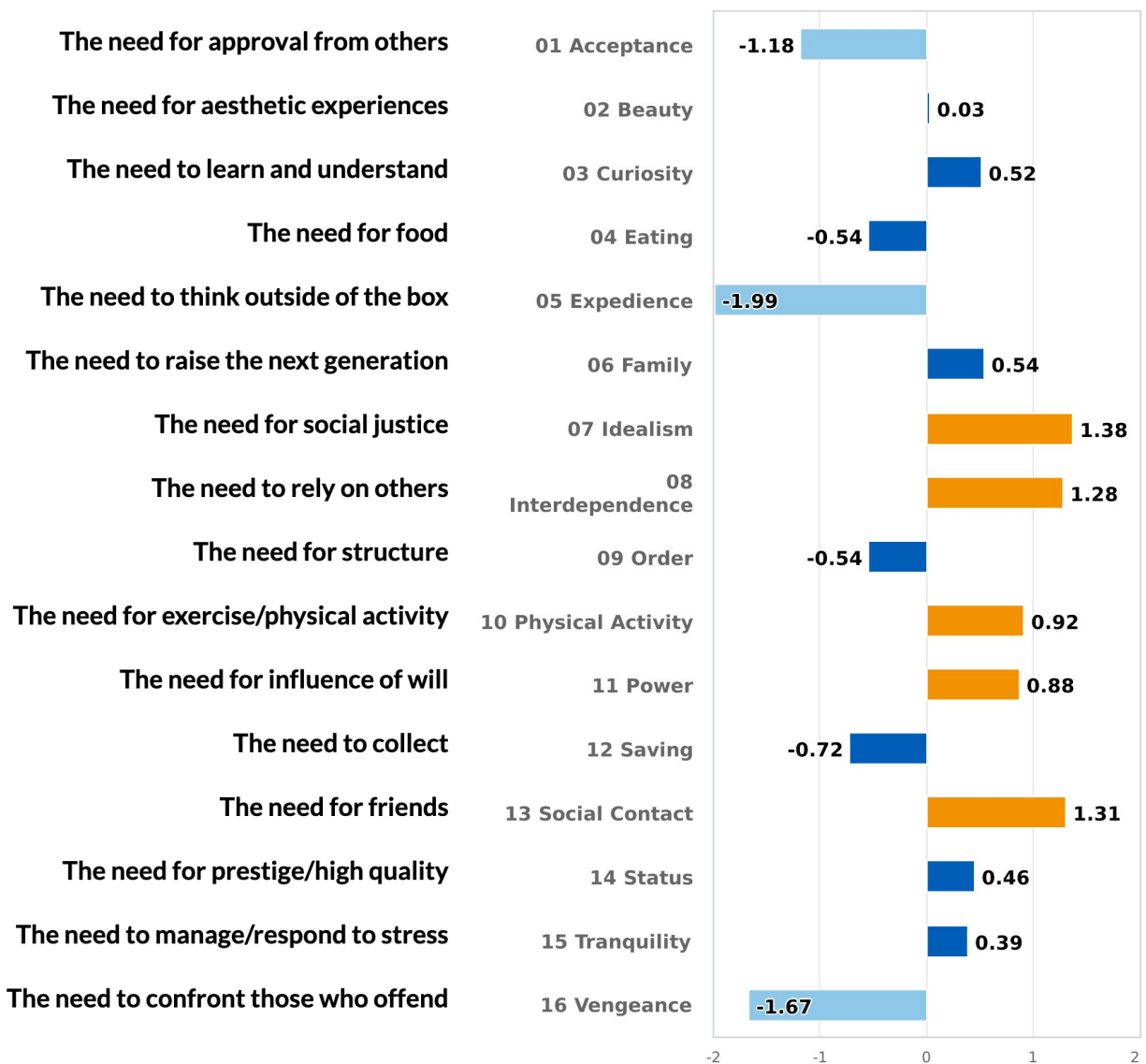
# QWE Passion Assessment Report



## The 16 Passions



Mark Cupp / May 25, 2022



Producer



Entrepreneur



Administrator



Integrator



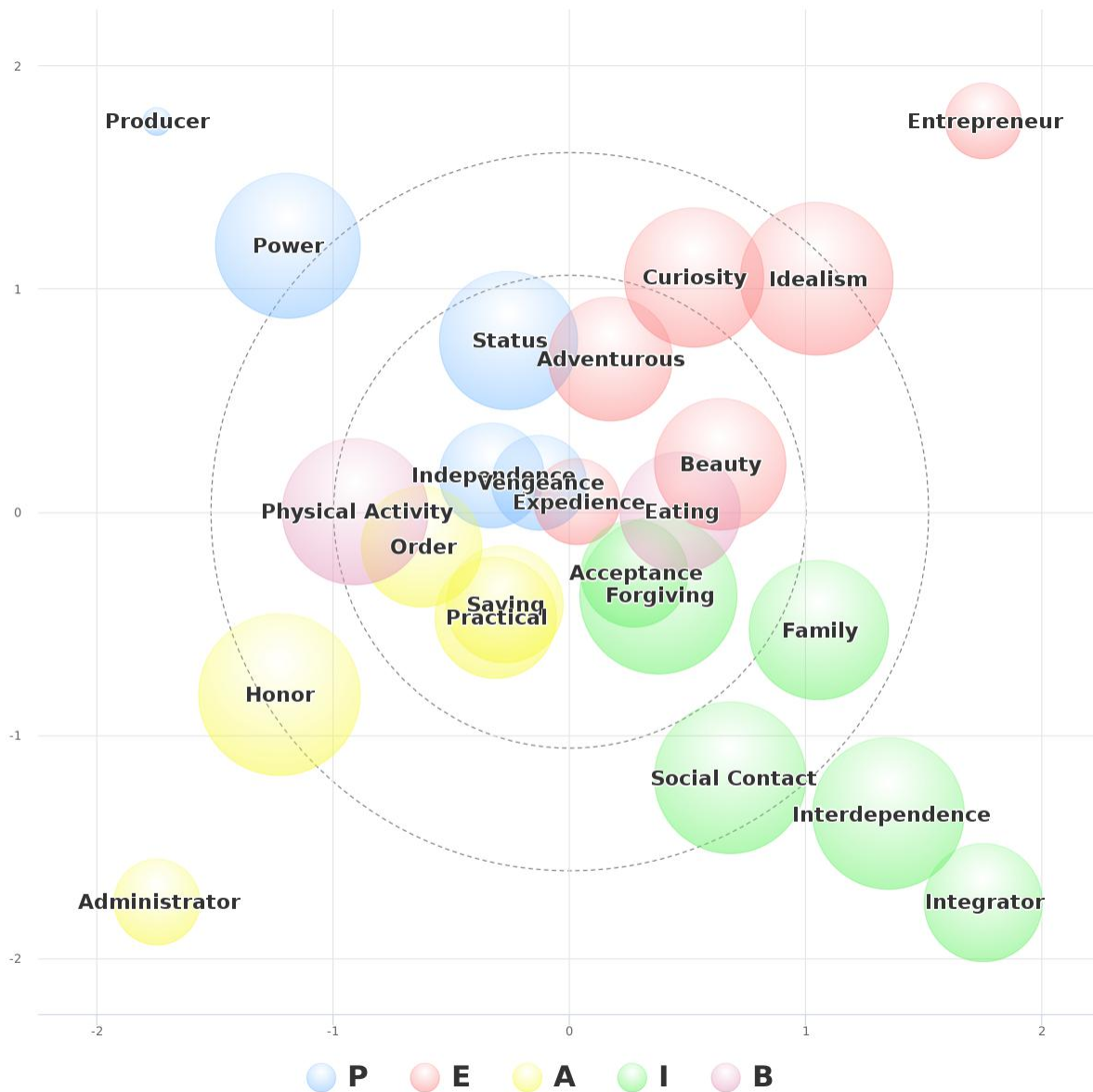
Body



# PQ Dynamics



Mark / Cupp / May 25, 2022

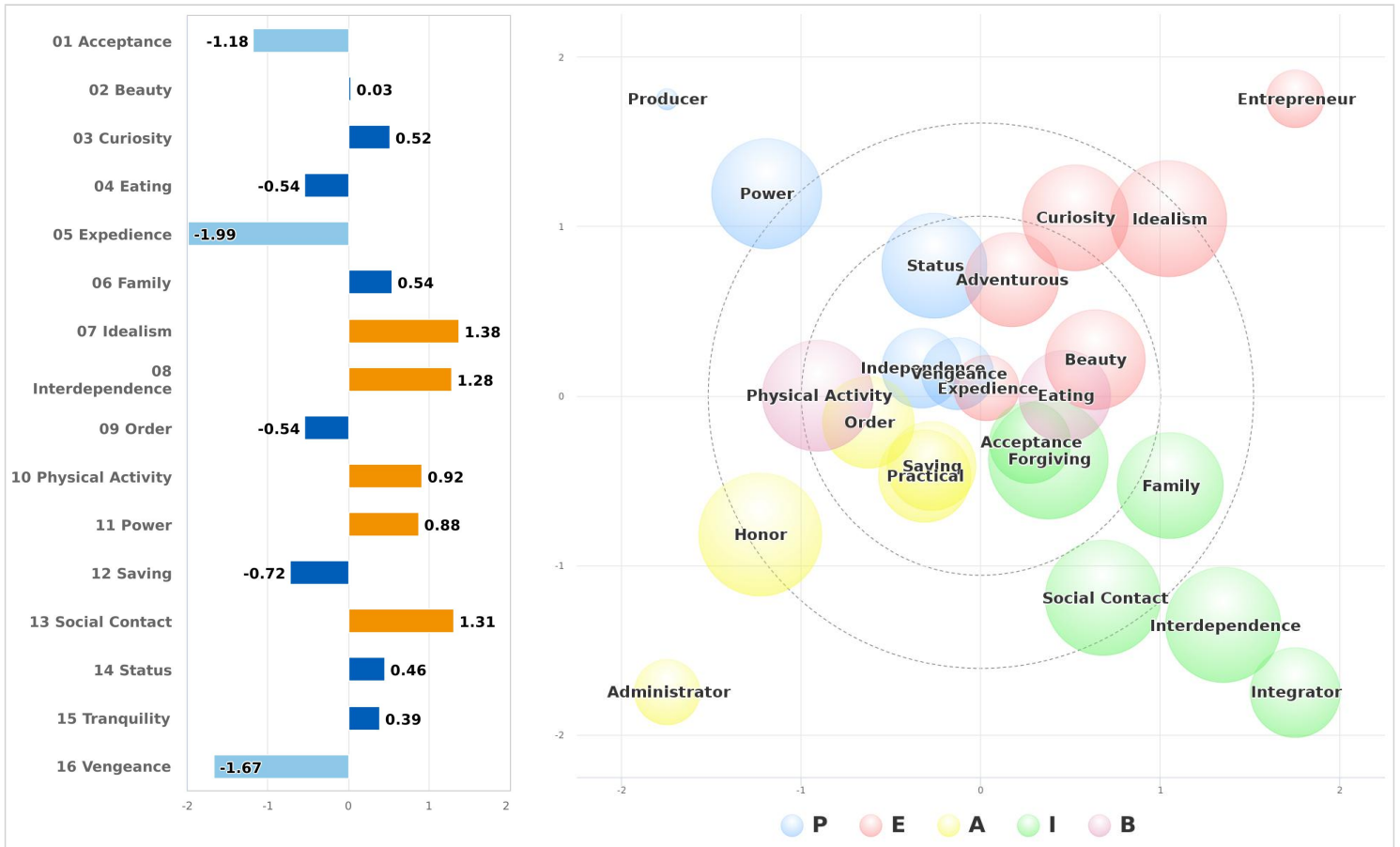






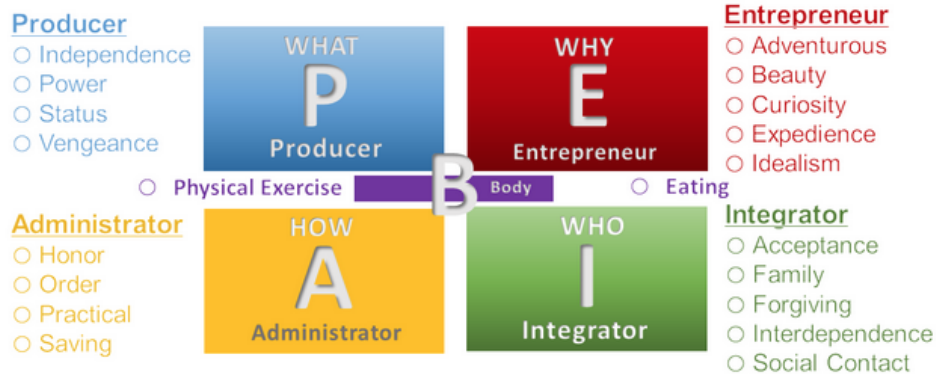
# Passion Assessment Report

Mark / Cupp / May 25, 2022



## 16 Passions + PQ Dynamics

From Being to Becoming & Belonging



# **Passion Assessment Report**

**THE REMAINDER of this PQWE Passion Assessment Report provides full explanations\* of every passion. The passions are listed according to their ranking in each quadrant.**

**\*IT IS IMPORTANT TO NOTE that these individual descriptions are general and depending on your unique passion sets, they may or may not be applicable. It is recommended to schedule a coaching session so we can walk with you and invest in your life. This is essential to anyone's growth and we are ready and willing to be a part of it!**



## Independence

### **+Strong Need for Independence (-Weak Need for Interdependence)**

The basic desire for Independence is the desire for self-reliance. It motivates people to value their personal freedom and to make their own decisions. It also motivates attitudes toward individuality, or how important it is to the person to stand out as an individual.

**Your high score on the Independence scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for independence may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

Many individuals with this need are self-reliant. They prefer to make their own decisions and to do things their own way. They are unlikely to ask for help from supervisors, teachers, or coaches. They may dislike receiving the well-intentioned advice of family members. In a leadership role, they rarely seek input from underlings before deciding upon a course of action.

Independent people place great value on their personal freedom. They like to assert their individuality by developing their own style or their own ways of doing things. Some attempt to “stand out” by dressing differently, wearing their hair differently, or having unusual interests. Some are unconventional in their thinking.

Individuals with a strong desire for independence dislike being in need of others. Many prefer to work alone. They often dislike being assigned to a study group in which they must work with classmates to complete a project and are expected to compromise on how the task is to be accomplished. They may enjoy individual sports rather than team sports.

Some people with this need can be stubborn. They are not concerned with trying to please others, even their supervisors, teachers, or coaches. They are reluctant to go along to get along, instead sticking with their own point of view. These individuals particularly dislike compromising on issues they view to be a matter of personal choice. Under stress, independent people may become unyielding.

Some independent people are uncomfortable sharing their private thoughts and feelings with others. They may dislike touchy-feely experiences. Some may limit their emotional closeness with others so as to avoid compromising their independence.

Independent people may respond best to supervisors, teachers, or coaches who respect their individuality. When assigned a task, independent people prefer to be allowed to determine on their own how to accomplish it. Some dislike being asked if they need help. Some respond to moderate levels of support but not to high levels of support.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are independent, they are likely to understand each other's need for self-reliance. However, if one person is independent and the other is interdependent, they will tend to misunderstand one another. The independent person may think the interdependent person is immature and would be happier if he were less reliant on others, while the interdependent individual may think the independent individual is stubborn or afraid of intimacy. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues of emotional support and/or stubbornness.



# Vengeance

## **+Strong Need for Vengeance (-Weak Need for Forgiving)**

The basic desire for Vengeance is the desire to confront those who frustrate or offend us. Common provocations are threats to an individual's status, territory, or children; competition for resources; strange or unfamiliar people; and aggressive behavior by others. The desire for Vengeance motivates the competitive spirit.

**Your high score on the Vengeance scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for vengeance may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

Some people with a strong desire for vengeance are confrontational or combative. They may vow to get even with those who offend them or who stand in their way. Some are quick to anger, tending to become involved in verbal arguments or physical fights. Some hold grudges. Some experience frequent feelings of jealousy. For example, they may resent a colleague's promotion, a classmate's superior grades, or a teammate's winning score.

Some people with this need compare themselves to others, thinking they are smarter, stronger, faster, richer, better looking, more successful, or harder working. They believe, "I am better than him/her."

The desire for vengeance motivates the competitive spirit. People with a strong need for vengeance place great value on winning. Some have an aggressive, "in your face" style of competing. Many do not quit regardless of the odds against them. For example, they may compete for salesperson-of-the-year award even if they were hired mid-year, may campaign for class president despite being a new student in the school, or may enter a race that features several previous marathon winners. Some of these individuals hate losing so much they are unable to accept defeat gracefully, instead expressing anger at the victors. When faced with losing, some are determined to get another chance to win.

Under stress, some people with a strong need for vengeance threaten those they view as standing in their way. Some may try to verbally intimidate the opposition. A few may attempt to physically harm those who frustrate or offend them.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are warriors, they are likely to understand each other's need for vindication. However, if one person is a warrior and the other is a peacemaker, they will tend to misunderstand one another. The warrior may think the peacemaker is naïve and weak, while the peacemaker may think the warrior does not consider the consequences of his behavior. Since the conflict is one of core values, the relationship may be characterized by a tendency for differences to be resolved in favor of the warrior inasmuch as the warrior is willing to engage in confrontation while the peacemaker is not.

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## **-Weak Need for Vengeance**

The basic desire for Vengeance is the desire to confront those who frustrate or offend us. Common provocations are threats to an individual's status, territory, or children; competition for resources; strange or unfamiliar people; and aggressive behavior by others. The desire for Vengeance motivates the competitive spirit.

**Your low score on the Vengeance scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for vengeance may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for vengeance are motivated to avoid conflict. Many overlook insults and provocations from others, preferring not to challenge the instigator. Even when faced with a strong provocation, they usually respond in a non-aggressive manner. Some are slow to anger. Some are quick to forgive those who cross them.

People with this need value harmony. They are peacemakers who attempt to negotiate solutions to disputes. Some are skilled at bringing people together after a quarrel, fight, or competition. Some believe in nonviolence, thinking that aggression worsens the problem rather than solving it.

People with a weak need for vengeance dislike competition. These individuals value cooperation, not competing. Since they may believe that participation is more important than winning, they tend to focus on process goals instead of outcome goals. For example, they may focus on running a personal best time rather than on winning the race. Many of these individuals dislike comparing themselves to others. Some prefer not to keep score when playing games or sports.

Under stress, some people with a weak desire for vengeance become more determined than ever to avoid confrontation. Since they may not respond even in the face of strong provocations, they may be subject to bullying by others.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are peacemakers, they are likely to understand each other's need to avoid conflict. However, if one person is a peacemaker and the other is a warrior, they will tend to misunderstand one another. The peacemaker may think the warrior does not consider the consequences of his behavior, while the warrior thinks the peacemaker is naïve and weak. Since the conflict is one of core values, the relationship may be characterized by a tendency for differences to be resolved in favor of the warrior inasmuch as the warrior is willing to engage in confrontation while the peacemaker is not.



# Power

## +Strong Need for Power

The basic desire for Power is the desire for influence of will. Power drives hard work, determination, and the need for achievement. It also can motivate the desire for leadership.

**Your high score on the Power scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for power may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

Many people with a desire for power are achievement oriented. They are ambitious individuals who set challenging goals and work hard to accomplish them. Some are prepared to work very long hours to achieve success. Some are persistent even in the face of adversity. For example, they may strive for an early promotion, to be the class valedictorian, or to win their team's most valuable player award.

Many people with this need value competence, productivity, and excellence. They may be motivated to expand and/or improve their skills for the purpose of enhancing their expertise. They may learn a foreign language to help navigate the global economy, enroll in advanced classes to increase their knowledge, or work with a private coach to better their performance.

Some of these individuals like to create things. Some enjoy constructing buildings, writing books or screenplays, producing works of art, or starting new businesses or organizations.

Some people with a strong desire for power seek leadership roles. They may aspire to be the decision maker at home, a senior manager at work, the class president at school, or a captain for their sports team.

Many of these individuals are assertive. They do not hesitate to express their views. Some are quick to give advice even to strangers. Some inject themselves into situations that do not concern them but that nonetheless interest them.

Some people with a strong need for power are at their best when they are pursuing challenging goals. Supervisors, teachers, and coaches should maintain high expectations for them consistent with their lofty standards. Ambitious people can become unmotivated if they are not sufficiently challenged.

Some people with this need push themselves hard. Some become so absorbed in meeting their goals they neglect their health. Some may gain weight because they overeat in order to relax after working long hours.

Under stress, willful people have a tendency to step up and take charge. Many work even harder than before. A few become domineering, controlling, or pushy in their relationships with family members, coworkers, fellow students, or teammates.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are willful, they are likely to understand each other's need for achievement. However, if one person is willful and the other is nondirective, they will tend to misunderstand

one another. The willful person may think the nondirective person lacks ambition and would be happier if he worked harder, while the nondirective individual may think the willful individual is a workaholic who would be happier if he devoted more time to leisurely pursuits. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues related to control and/or work-life balance.

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### **-Weak Need for Power**

The basic desire for Power is the desire for influence of will. Power drives hard work, determination, and the need for achievement. It also can motivate the desire for leadership.

**Your low score on the Power scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for power may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for power dislike self-assertion. Some are nondirective even when thrust into a position in which they are expected to provide guidance. Some refrain from giving advice because they do not want to be responsible for others. They may believe that each individual must make his own decisions and learn from his own mistakes.

A weak need for power motivates interest in “work-life balance.” Many of these individuals are easygoing and laidback. They may value achievement but only when pursued in moderation. Some set goals that are less challenging so they have time to enjoy other interests. If pushed to work harder, some of these individuals simply quit.

Many people with a weak desire for power dislike leadership roles. They may be more comfortable following the lead of others rather than serving as the leader. Some are at their best in supportive roles. They may feel proud knowing they provided others with the assistance they needed to accomplish a task.

Under stress, some people with a weak need for power have a tendency to become passive onlookers who watch events unfold without intervening. For example, they may observe close friends quarrel repeatedly without sharing their opinion as to how they might resolve their problems. They may watch a sibling make a foolish career decision without offering suggestions for choosing a different path.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are nondirective, they are likely to understand each other’s dislike of self-assertion. However, if one person is nondirective and the other is willful, they will tend to misunderstand one another. The nondirective person may think the willful person is a workaholic who would be happier if he devoted more time to leisurely pursuits, while the willful individual thinks the nondirective individual lacks ambition and would be happier if he worked harder. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues related to control and/or work-life balance.





# Status

## +Strong Need for Status

The basic desire for Status is the desire for respect based on social standing. It motivates people to value wealth, fame, and prestige.

**Your high score on the Status scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for status may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a strong need for status like to feel important. They typically are motivated to maintain an image of themselves as worthy of respect. Thus, they often embrace materialistic values, striving to acquire symbols of wealth such as expensive homes, designer clothes, and luxury cars.

Some people with this need are impressed with fame and popularity. They may be impressed, for example, with celebrities or royalty. Some join exclusive clubs for the purpose of mingling with important individuals. Some exhibit formal or dignified behavior that imitates the mannerisms of high society. For example, they may choose clothes similar to those worn by a famous person.

Many of these individuals place great value on their reputation. They may wonder what other people think of them, worrying if they are perceived as important, successful, or wealthy. Some may view social class as a key consideration when choosing a spouse. Some may decide on a profession based on its perceived status. Some may strive for acceptance by a prestigious university.

Some people with a strong need for status excel at understanding the “pecking order.” They are careful to show the appropriate amount of deference to people who have a higher status in their personal and professional circles. They also expect to receive the proper amount of respect from others who have a lower status.

A strong need for status can motivate a sense of entitlement. These individuals may think they are owed more respect than what others are willing to give them. They may believe they are entitled to certain privileges and may complain about unfair treatment if they do not receive the privileges they expect.

Under stress, some people with a strong desire for status underestimate the competition. They particularly tend to underestimate those who do not look impressive, who act informally, or who lack style.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are formal, they are likely to understand each other’s need for status. However, if one person is formal and the other is informal, they will tend to misunderstand one another. The formal person may think the informal person is unimportant and can be ignored, while informal individual may think the formal individual is condescending and has a tendency to exaggerate his importance. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about lifestyle issues such as where to live, with whom to associate, and/or what to buy.

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## **-Weak Need for Status**

The basic desire for Status is the desire for respect based on social standing. It motivates people to value wealth, fame, and prestige.

**Your low score on the Status scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for status may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**People with a weak desire for status value social equality.** Since they identify with the middle or working class, they typically exhibit behaviors associated with ordinary people. For example, they may wear casual clothes such as jeans, sneakers, and baseball hats. Many are humble or informal individuals who interact with others in an unassuming manner.

**Some people with this need dislike elitism** because it conflicts with their belief in egalitarianism. They may not respect wealthy people just because they have money. They may think celebrities are undeserving of all the attention they receive. They may be unimpressed with royalty. Many of these individuals treat everyone the same without regard to their social status.

**Some people with a weak desire for status reject materialism.** They may live in an ordinary house in a middle-class neighborhood even if they can afford to buy a much larger home in a wealthy area. Many purchase products based on how well they are made, not on their prestige value. For example, they may buy a reliable car but not a luxury vehicle.

**Some people with this need pay little attention to what others think.** They may wear casual clothes to a formal event, not realizing how others will view their choice of attire.

**Many of these individuals are slow to notice marks of social status** associated with job titles, designer clothing, expensive cars, or exclusive addresses. As a result, they may not know who is important and thus may not show the proper amount of deference to individuals with higher status.

**Under stress, some people with this need may act in ways that can be viewed as disrespectful to elitists.**

**People naturally bond to others with similar values, and they naturally separate from those with different values.** If both people in a relationship are informal, they are likely to understand each other's belief in egalitarianism. However, if one person is informal and the other is formal, they will tend to misunderstand one another. The informal person may think the formal person is condescending and has a tendency to exaggerate his importance, while the formal individual thinks the informal individual is unimportant and can be ignored. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about lifestyle issues such as where to live, with whom to associate, and/or what to buy.



### **+Strong Need for Curiosity (-Weak Need for Practical Thinking)**

The basic desire for Curiosity is the desire for understanding. As defined by Professor Steven Reiss's theory of motivation, the desire for Curiosity is the need for intellectual activity, not the need to explore one's environment (which falls under a different basic desire, Tranquility). Professor Reiss's theory of motivation also distinguishes between intelligence and curiosity. Intelligence is the ability to learn, whereas curiosity is the desire to think deeply. Some curious people are not particularly smart, and some smart people are not particularly curious.

**Your high score on the Curiosity scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for curiosity may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

People with a strong desire for curiosity want to understand things. Of course, everyone likes to understand things, but individuals with a strong need for curiosity place an uncommonly high value on knowledge.

Many people with this need embrace intellectual pursuits such as thinking, reading, writing, and conversing. Some like to think deeply, becoming so absorbed in their thoughts they pay little attention to what is happening around them. Some are easily bored if they are not engaged in analyzing complex issues. Many like to read books. Some seek out stimulating company with whom they can enjoy intellectual discussions. Many of these individuals could be described as lifelong learners. They often are viewed by others as contemplative, inquisitive, and analytical.

People with a strong desire for curiosity value theoretical knowledge and ideas, regardless of their practical relevance. They generally enjoy a wide range of intellectual interests even though they may focus on a particular area of expertise. Many of these individuals respect people who are smart and thoughtful.

People with this need want to know the "why" of everything. They may dislike having to follow simplistic instructions that do not include an explanation for why the task is to be done in a certain way. They may ask a lot of questions until they fully understand a task.

Due to their enjoyment of nuance, some individuals with a strong need for curiosity tend to make things more complicated than is necessary. They may talk or write in long, complex sentences. Some use unnecessarily sophisticated vocabulary.

Under stress, some curious people have a tendency to become too talkative or ask too many questions. Some may become overly analytical.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are intellectuals, they are likely to understand each other's need for

intellectual pursuits. However, if one person is an intellectual and the other is a practical individual, they will tend to misunderstand one another. The intellectual may think the practical person is boring, while the practical individual may think the intellectual is too “nerdy.” Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about the difficulty of understanding each other, the amount of time that should be spent talking about theoretical ideas versus superficial topics, and/or the importance of education.



# Tranquility

## **+Strong Need for Tranquility (-Weak Need for Adventurous)**

The basic desire for Tranquility is the desire to avoid experiencing anxiety and pain. This desire influences attitudes toward safety, danger, adventure, and risk.

**Your high score on the Tranquility scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for tranquility may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

Many people with a strong desire for tranquility place a high value on their personal safety. They often worry about becoming ill or injured. Many have a low tolerance for pain. Some are quick to complain about pain even when the discomfort is minor.

Many people with this need are timid or cautious. Some are risk-avoidant. For example, they may drive defensively or avoid visiting cities with high crime rates. Some of these individuals tend to develop many fears such as fears of animals, insects, heights, or flying. Some worry about panic attacks.

Many of these individuals dislike adventure. They may be disinclined to travel, particularly to faraway places. Some prefer to remain close to home with its familiar comforts. Some avoid activities that involve excitement or thrills such as paragliding, alpine skiing, or scuba diving.

Many people with a strong need for tranquility experience a fair amount of anxiety. Since they often have difficulty coping with stress, they usually prefer activities that involve little pressure. For example, they may choose a career that has few deadlines, a major in school that is less competitive than most, or hobbies that do not result in a winner.

Under stress, some individuals with this need have a tendency to become apprehensive and/or to overeat. A few may experience panic attacks.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are cautious, they are likely to understand each other's need for safety. However, if one person is cautious and the other is a risk taker, they will tend to misunderstand one another. The cautious person may think the risk taker is reckless and underestimates his exposure to danger, while the risk taker may think the cautious individual is too timid and would be happier with a more exciting lifestyle. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about how much focus should be placed on issues of safety.

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## **-Weak Need for Tranquility (*Adventurous*)**

Your low score on the Tranquility scale suggests you feel a weak intensity for this basic desire.

The following is a general description of how a weak need for tranquility may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**P**eople with a weak desire for tranquility have a low sensitivity to anxiety. They typically are calm and relaxed individuals who have few fears and who are unlikely to experience panic attacks.

**P**eople with this need exhibit a high capacity for handling stress. They remain “cool” under pressure, staying poised and focused. Some excel in difficult situations. For example, they may perform exceptionally well when facing an important deadline.

**P**eople with a weak desire for tranquility rarely worry about the possibility of becoming sick or experiencing physical pain. Many are slow to complain of pain when they are ill or injured.

**S**ome people with a weak need for tranquility are risk takers. These individuals seek thrills, excitement, and adventure. Some are attracted to activities that provide a brush with danger such as alpine skiing or mountain climbing. Some may enjoy the exhilaration of making a risky investment with the potential for a big payoff.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are risk takers, they are likely to understand each other's need for excitement. However, if one person is a risk taker and the other is cautious, they will tend to misunderstand one another. The risk taker may think the cautious person is too timid and would be happier with a more exciting lifestyle, while cautious individual thinks the risk taker is reckless and underestimates his exposure to danger. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about how much focus should be placed on issues of safety.



# Idealism

## **+Strong Need for Idealism**

The basic desire for Idealism is the desire for social justice. It motivates people to become involved in social causes, pay attention to current events, and support charities.

Professor Steven Reiss's theory of motivation distinguishes two types of morality: Traditional values, which connect people to their own ethnic group, fall under the basic desire for Honor; whereas humane values, which connect individuals to humanity as a whole, fall under the basic desire for Idealism. These two types of morality are only moderately correlated and thus need to be assessed separately.

**Your high score on the Idealism scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for idealism may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

A strong need for idealism motivates altruism and compassion. People with this need generally value helping others. For example, they may organize charitable activities such as a food drive. Some volunteer in community programs that benefit the homeless, at-risk youth, or the elderly. Some donate money to local hospitals, anti-poverty organizations, or disabilities groups.

Many people with a strong desire for idealism place great value on fairness. They may complain, for example, when they perceive that a co-worker, a fellow student, or a teammate is being treated unfairly.

A strong need for idealism motivates concern with the welfare of humanity as a whole, not just with those who happen to live in one's city or nation. Some idealistic people may be outraged by violations of human rights, by policies that promote economic inequality, or by acts of racial or religious discrimination. Some are concerned with world peace or climate change. Some are interested in humanitarian causes such as eradicating disease or eliminating hunger in underdeveloped countries.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are idealists, they are likely to understand each other's focus on social justice. However, if one person is an idealist and the other is a realist, they will tend to misunderstand one another. The idealist may think the realist lacks compassion and would have a richer life if he were to become more involved in helping others, while the realist may think the idealist is a dreamer whose efforts to improve society are likely to fail despite good intentions. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about social causes, charitable works, and/or fairness.

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## **-Weak Need for Idealism**

The basic desire for Idealism is the desire for social justice. It motivates people to become involved in social causes, pay attention to current events, and support charities.

Professor Steven Reiss's theory of motivation distinguishes two types of morality: Traditional values, which

connect you to your own ethnic group, fall under the basic desire for Honor; whereas humane values, which connect you to humanity as a whole, fall under the basic desire for Idealism. These two types of morality are only moderately correlated and thus need to be assessed separately.

**Your low score on the Idealism scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for idealism may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**A** weak need for idealism motivates psychological realism. Many realistic people accept the world for what it is, believing that injustice and unfairness are a part of life. They typically do not support social or humanitarian causes. Some think that efforts to address economic inequality are unlikely to be successful. Some maintain that the downtrodden must work to improve their own lives without relying on help from others.

**M**any people with this need are focused on events in their own lives rather than on issues that affect society. They generally ignore the forces of injustice, racism, and tyranny, tending to “look the other way” instead of voicing an objection. Some believe their first responsibility is to their family. They may think it would be unwise to risk the welfare of their family to help people they do not even know.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are realists, they are likely to understand each other’s lack of interest in social causes. However, if one person is a realist and the other is an idealist, they will tend to misunderstand one another. The realist may think the idealist is a dreamer whose efforts to improve society are likely to fail despite good intentions, while the idealist thinks the realist lacks compassion and would have a richer life if he were to become more involved in helping others. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about social causes, charitable works, and/or fairness.





## Expedience

### **+Strong Need for Expedience (-Weak Need for Honor)**

The basic desire for Honor is the desire for upright character. It motivates people to embrace moral codes of conduct, to be loyal to their parents as well as to other ancestors, and to take pride in their ethnic heritage.

**Professor Steven Reiss's theory of motivation distinguishes two types of morality: Traditional values, which connect people to their own ethnic group, fall under the basic desire for Honor; whereas humane values, which connect individuals to humanity as a whole, fall under the basic desire for Idealism. These two types of morality are only moderately correlated and thus need to be assessed separately.**

**Your low score on the Honor scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for honor may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for honor place great value on expedience. Many act out of self-interest, looking for opportunities that benefit them personally. For example, they may not keep a promise to a friend if the promised behavior is no longer convenient for them, or they may renege on a job commitment if a better position becomes available in a different company. Some are loyal to their friends and colleagues only to the extent they perceive the friends and colleagues are loyal to them. Some have a tendency to change jobs, schools, or teams frequently.

Some of these individuals believe they must bend the rules to get ahead. They may shirk their duties when they think they won't be caught. Many people with a weak need for honor rarely accept personal responsibility for their own mistakes, tending to blame others. Some are not particularly forthright.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are expedient, they are likely to understand each other's need to act out of self-interest. However, if one person is expedient and the other is conscientious, they will tend to misunderstand one another. The expedient person may think the conscientious person is righteous and only follows the rules out of fear of being caught, while conscientious individual may think the expedient individual is self-serving. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about integrity, loyalty, and/or responsibility.



# Beauty

## **+Strong Need for Beauty**

The basic desire for Beauty is the desire for aesthetically appealing experiences. This desire motivates an interest in art, design, and fashion.

**Your high score on the Beauty scale suggests he feels a strong intensity for this basic desire.**

People with a strong desire for beauty are more sensitive to the aesthetic appeal of their surroundings than is the average person. Although everyone appreciates beauty to some extent, students with a strong need for this basic desire place an uncommonly high value on beautiful people, places, and things.

A strong desire for beauty motivates an interest in art, design, and fashion. People with this need are attuned to such indicators of beauty as color, elegance, grace, symmetry, refinement, and good looks. Some put forth great effort in decorating their environment and possessions such as their bedroom at home, their locker at school, or their dorm room at college. Some are concerned with wearing the most fashionable clothes. Some are highly attentive to their own physical attractiveness.

People with this need may feel more motivated in environments that are aesthetically appealing as opposed to those that are drab or plain. They may be sensitive to the attractiveness of their rooms including the color of the walls, the style of the desks, and the view from the windows.

Some people with a strong need for beauty place considerable value on producing work that is aesthetically pleasing. They may care not only about the content of a written report but also about its presentation in a colorful binder. The “look and feel” of the report may be just as important as the accuracy of their answers.

People with a strong desire for beauty may be at their best where offices are colorfully decorated.

People with high beauty are likely to relate well to people who share their strong desire for beauty. They may not relate well, however, to individuals with a weak need for beauty. People with opposite needs tend to misunderstand one another. People who place a high value on beauty may view people who do not share this value as lacking in elegance and refinement, while individuals with a weak need for beauty may think that students with a strong need for beauty are superficial.

People with a strong desire for beauty may match well to jobs or careers that relate to art, design, or fashion. Possible examples include artist, interior designer, and fashion magazine editor. They may dislike positions that require them to wear a plain uniform while working in a drab environment.

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## **-Weak Need for Beauty**

The basic desire for Beauty is the desire for aesthetically appealing experiences. This desire motivates an interest in art, design, and fashion.

**Your low score on the Beauty scale suggests he feels a weak intensity for this basic desire.**

**People with a weak desire for beauty** are much less sensitive to the aesthetic appeal of their surroundings than is the average person. Although everyone appreciates beauty to some extent, people with a weak need for this basic desire place a relatively low value on beautiful people, places, and things.

**People with a weak need for beauty** have little interest in art, design, or fashion. They generally are not attuned to such indicators of attractiveness as color, elegance, grace, symmetry, refinement, and good looks. They may put little effort into decorating their environment or possessions such as their bedroom at home, their locker at school, or their dorm room at college. Many are content with surroundings that are plain or even drab.

**People with a weak desire for beauty** can perform well regardless of the physical attractiveness of their school. Compared to those with a strong need for aesthetically appealing experiences, these people are not likely to feel a loss of motivation in an old building with shabby rooms and dilapidated desks.

**People with low beauty** are inattentive to their own physical attractiveness. They may not value good looks, be unconcerned with how they appear to others, and dress plainly in casual clothes with little consideration to whether or not they are fashionable. Some tend to wear the same type of outfit again and again. Some are comfortable dressing in hand-me-downs from an older sibling. Some wear their hair in an out-of-date style.

**People with a weak need for beauty** are not focused on producing work that is aesthetically pleasing. They may believe only the content of a written report is important, not its presentation in a colorful binder. For oral presentations, they may create black-and-white slides that are devoid of graphics.

**People with lower beauty** are likely to relate well to people who share their weak desire for beauty. They may not relate well, however, to individuals with a strong need for beauty. People with opposite needs tend to misunderstand one another. Students who place a low value on beauty may view people who do not share this value as too concerned with superficial appearances, while individuals with a strong need for beauty may think that students with a weak need for beauty are lacking in elegance and refinement.

Compared to the average individual, students with a weak desire for beauty have more tolerance for jobs or careers that involve exposure to unattractive or austere environments. Possible examples include oil refinery employee, coal miner, and sanitation worker. They may dislike positions that reward attentiveness to beauty or design.

# Administrator



## Saving

### +Strong Need for Saving

The basic desire for Saving is the desire to collect things. Saving influences how well people take care of the things they own as well as their attitudes toward spending.

**Your high score on the Saving scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for saving may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a strong need for saving are collectors. They may collect objects such as antiques, art, autographs, automobiles, books, coins, stamps, firearms, religious relics, and sports memorabilia. While some savers collect objects of value, others hold on to items that have no monetary or practical worth such as broken tools or old clothes they are unlikely to wear again.

A strong need for saving motivates people to take good care of their possessions. Some make regular appointments to maintain their cars. Some make household repairs as soon as a problem occurs. Many would rather fix something old than buy something new. Thinking it is wrong to be wasteful, they tend to “make do” with what they have.

Many people with this need value frugality. Some become highly educated shoppers whose buying decisions are based on a careful analysis of what is good value versus what is poor value. Some are uncomfortable spending money. A few become misers.

Under stress, these individuals may count their money or review their collections. They may be even less inclined to spend money or to discard useless objects.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are savers, they are likely to understand each other's need to collect things. However, if one person is a saver and the other is a spender, they will tend to misunderstand one another. The saver may think the spender is wasteful and would be happier if he took better care of his possessions and spent money more wisely, while the spender may think the saver is a miser who would be happier if he spent more money to live a comfortable life. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about how to care for possessions and/or how much money to spend.

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### -Weak Need for Saving

The basic desire for Saving is the desire to collect things. Saving influences how well people take care of the things they own as well as their attitudes toward spending.

**Your low score on the Saving scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for saving may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**P**eople with a weak desire for saving are not motivated to collect things. They tend to use things and then dispose of them. For example, they do not hold on to clothes that no longer fit them, paperwork from finished projects, or magazines they have already read.

**S**ome people with a weak need for saving prefer to buy something new rather than repair something old. If an appliance stops working, for example, they may be quick to replace it rather than attempt to fix it. Some are careless with their personal belongings.

**S**ome people with this need enjoy spending money. They may like to shop even if there is nothing they need to buy. Some have difficulty living within a budget. For example, instead of first saving for an expensive item, they may purchase it on credit.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are non-savers, they are likely to understand each other's preference not to collect things. However, if one person is a non-saver and the other is a saver, they will tend to misunderstand one another. The non-saver may think the saver is a miser who would be happier if he spent more money to live a comfortable life, while the saver thinks the non-saver is wasteful and would be happier if he took better care of his possessions. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about how to care for possessions and/or how much money to spend.



# Order

## **+Strong Need for Order**

The basic desire for Order is the desire for structure and stability. It motivates people to plan, schedule, and organize.

**Your high score on the Order scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for order may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

People with a strong desire for order are organized. They value preparation, planning, and precision. When attempting to accomplish a task, they begin by being prepared with all necessary materials, develop a plan for completing the task, and then execute the task in a methodical fashion. Some are punctual. Many dislike engaging in spontaneous, spur-of-the-moment activities.

Many individuals with this need are exceptionally attentive to detail. Some strive for perfection, which may result in their needing more time to complete tasks than does the typical individual. Some are so focused on details they have difficulty seeing the “big picture” – that is, seeing “the forest from the trees.” Some have a tendency to pay almost equal attention to both important and unimportant details.

People with a strong desire for order prefer structure and predictability. Many enjoy the consistency of following the same daily routine. They may start each day by checking their calendar while eating breakfast. At work, they may park in the same place each morning, eat the same sandwich for lunch, and write reports that follow the same format. In school, they tend to prefer teachers who rarely deviate from the instructional activities that were previously announced. As an athlete, they may follow the same scripted workout each day.

Some organized people experience difficulty adapting to change. They may dislike changing their usual way of approaching a task, thinking that there is only one way to do things. When things become difficult, they are motivated to stay the course rather than to seek a new path.

Many people with this need value neatness and cleanliness. For example, they may dust their office on a regular basis, organize their schoolwork in a different colored folder for each subject, and wear a freshly laundered uniform for every practice. These individuals tend to embrace organizing and cleaning because these habits produce an environment that seems similar from day to day.

Organized people tend to respond best to others who share their strong desire for order. Many prefer supervisors, teachers, and coaches who rarely diverge from the planned schedule and from the usual way of approaching tasks. Some may react poorly when expectations are changed without notice.

Under stress, some of these individuals perform rituals. For example, they may wear a “lucky charm” or a particular item of clothing that has been associated with good luck in the past. Some increase their sense of preparation by writing a “to do” list. Others bring added structure to their environment by organizing their workspace or cleaning their home.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are organized, they are likely to understand each other's need for structure and stability. However, if one person is organized and the other is flexible, they will tend to misunderstand one another. The organized person may think the flexible person is scattered and inefficient, while the flexible individual may think the organized individual is mired in trivia. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues such as cleanliness, neatness, punctuality, organization, and/or spontaneity.

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## **-Weak Need for Order**

The basic desire for Order is the desire for structure and stability. It motivates people to plan, schedule, and organize.

**Your low score on the Order scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for order may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for order value flexibility. These individuals typically dislike planning. Many have a tendency to start a task without giving much thought to how they will accomplish it. For example, they may begin writing a report without first outlining what they plan to say, or they may raise their hand in class to answer a question before they have any idea of what their response will be. Many of these individuals are reluctant to plan the steps necessary for satisfactory completion of long-term projects.

People with this need are motivated by spontaneity. Since they dislike conforming to rigid schedules, they may arrive late to work, class, or practices. They may become frustrated if required to follow the same daily routine.

Individuals with a weak need for order dislike activities that involve precision and repetition. Many become bored if required to perform the same task in the same way again and again. Some are motivated when they are permitted to vary their task performance. Many enjoy improvisation, preferring not to adhere to conventional problem-solving approaches. Some have a high tolerance for ambiguity.

Many of these individuals tend to be disorganized. They may lose track of work deadlines, or they may forget to bring required materials to class. Some frequently misplace or lose belongings.

Flexible people like to focus on the "big picture," often paying little attention to details. Some consider details as unimportant. Some have trouble even noticing details. Although some supervisors, teachers, or coaches may appreciate the focus on understanding the essence of a matter, others look unfavorably on the tendency to make careless mistakes by overlooking details.

People with a weak desire for order have a tendency to change directions frequently. Some start new projects before finishing their current projects. These individuals may think they are impressing others with their multitasking. Some become engaged in so many activities at once their performance suffers.

Some of these individuals are sloppy. They tend to place low value on neatness and cleanliness. Their clothes may be wrinkled; their desk may be filled with clutter; and their backpack may be stuffed with objects they no

longer need.

Under stress, some flexible people change plans so quickly they do not give any plan a sufficient opportunity to work.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are flexible, they are likely to understand each other's need for spontaneity. However, if one person is flexible and the other is organized, they will tend to misunderstand one another. The flexible person may think the organized person is mired in trivia, while the organized individual may think the flexible individual is scattered and inefficient. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues such as cleanliness, neatness, punctuality, organization, and/or spontaneity.





# Practical Thinking

## **+Strong Need for Practical Thinking (-Weak Need for Curiosity)**

The basic desire for Curiosity is the desire for understanding. As defined by Professor Steven Reiss's theory of motivation, the desire for Curiosity is the need for intellectual activity, not the need to explore one's environment (which falls under a different basic desire, Tranquility). Professor Reiss's theory of motivation also distinguishes between intelligence and curiosity. Intelligence is the ability to learn, whereas curiosity is the desire to think deeply. Some curious people are not particularly smart, and some smart people are not particularly curious.

### **Your low score on the Curiosity scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for curiosity may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for curiosity tend to dislike intellectual activity. Many become frustrated if required to think for a sustained period of time. Some view common sense as just as important as book learning. Some believe that effort, not genius, is the key to success.

People with this need value practical knowledge over theoretical ideas. The ideas that interest practical people are those that are relevant to their everyday lives – that is, ideas they can use. They also value action over thinking, preferring to learn by doing.

Some practical people value simplicity. They dislike complexity and may be uncomfortable with nuance. They want to be told what to do and how to do it; they do not want lengthy explanations of why. At work, they may prefer supervisors who give instructions that are specific, action-oriented, and clear. At school, they usually respond better to questions that are based on factual comprehension rather than to those that require inferential reasoning. In sports, they tend to perform well when the coach shows them what to do and refrains from explaining why one technique is better than another.

A weak need for curiosity motivates some people to rely on their common sense, intuition, imagination, or hunches. Some like to express themselves through images rather than words. Some value insight and intuition more than rigorous logic.

Under stress, some people with a weak desire for curiosity have a tendency to act first and think later.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are practical, they are likely to understand each other's dislike of thinking. However, if one person is practical and the other is intellectual, they will tend to misunderstand one another. The practical person may think the intellectual should devote less time to analyzing things, while the intellectual may think the practical individual should think more carefully about what he is doing. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about the difficulty of understanding each other, the amount of time that should be spent talking about theoretical ideas versus superficial topics, and/or the importance of education.



# Honor

## **+Strong Need for Honor (-Weak Need for Expedience)**

The basic desire for Honor is the desire for upright character. It motivates people to embrace moral codes of conduct, to be loyal to their parents as well as to other ancestors, and to take pride in their ethnic heritage.

Professor Steven Reiss's theory of motivation distinguishes two types of morality: traditional values, which connect people to their own ethnic group, fall under the basic desire for Honor; whereas humane values, which connect individuals to humanity as a whole, fall under the basic desire for Idealism. These two types of morality are only moderately correlated and thus need to be assessed separately.

### **Your high score on the Honor scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for honor may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

People with a strong desire for honor place great value on personal character, moral codes, and ethical principles. Rather than making excuses or blaming others for their mistakes, they readily accept responsibility for their actions. They tend to be honest, conscientious, trustworthy, and loyal.

Many of these individuals behave morally. They keep promises. They do not cheat, even when it is unlikely they will be caught. They do not take property that does not belong to them. They are faithful to their partners. Many prefer to lose on principle rather than to win by cheating.

Many conscientious people are dutiful. They follow the rules. They are present at work unless ill, arrive on time, and do not leave early. They complete their homework even if the teacher has announced it will not be graded. As a member of a sports team, they readily accept the role assigned to them by the coach.

Individuals with this need are self-disciplined. Resisting the temptation to act out of self-interest, they do what is right, not what is expedient. They refrain from taking advantage of others. Many do what is right even when this requires personal sacrifice.

Using self-discipline, conscientious people often try to inhibit aggression when they are angry. If they believe it is their duty to avoid an argument, they will withstand significant provocation before responding. On the other hand, they can be quick to confront others when they believe this is the honorable course of action - for example, to protect a weaker person who is being bullied.

Some individuals with a strong need for honor are loyal to their parents. Some are proud of their heritage. Some are patriotic. Some value the traditions of their family, ethnic group, or nation. They may be mindful of the sacrifices made by their parents and by others who came before them.

Under stress, conscientious people have a tendency to feel guilty. Some become righteous and judgmental.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are conscientious, they are likely to understand each other's need to

behave in accordance with a moral code. However, if one person is conscientious and the other is expedient, they will tend to misunderstand one another. The conscientious person may think the expedient person is self-serving and lacks character, while the expedient individual may think the conscientious individual is righteous and only follows the rules out of fear of being caught. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about integrity, loyalty, and/or responsibility.



## Family

### +Strong Need for Family

The basic desire for Family is the desire to raise one's children. It motivates people to spend time with their children and to place their children's needs before their own. It also motivates the desire to spend time with siblings. The desire for Family, which binds parent to child, is unrelated to the desire for Honor, which binds child to parent.

**Your high score on the Family scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for family may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

Many individuals with a strong desire for family derive much of their enjoyment from raising children. They may like to nurture or protect their children because this makes them feel needed. Some want to serve as role models for children by volunteering to help coach youth sports teams or to co-lead youth organizations.

A strong need for family motivates parents to want to spend significant time with their children. They enjoy sharing meals, discussing daily events, and vacationing together. Many put their family first before work as well as before their own activities and interests.

Many people with this need dislike being away from their family for extended periods. When they are away, they miss their children and frequently think about them. Some communicate with their adult children on a daily basis.

Many family-oriented people often talk about their children and siblings. They may enjoy sharing photos of their children. Some view their siblings as their best friends.

Under stress, many of these individuals seek comfort by being with their family.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are family oriented, they are likely to understand each other's need to spend significant time with their children and/or siblings. However, if one person is family oriented and the other is nonfamily oriented, they will tend to misunderstand one another. The family-oriented person may think the nonfamily-oriented person is selfish and is missing out on one of life's greatest joys, while the nonfamily-oriented individual may think the family-oriented individual is too tied down and would be happier if free to live life to its fullest without the responsibilities of parenthood. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about having children, raising them, and/or time spent away from home.

## **-Weak Need for Family**

The basic desire for Family is the desire to raise one's children. It motivates people to spend time with their children and to place their children's needs before their own. It also motivates the desire to spend time with siblings. The desire for Family, which binds parent to child, is unrelated to the desire for Honor, which binds child to parent.

**Your low score on the Family scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for family may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for family may care about their children and siblings but not want to spend significant time with them. They may prefer to focus on their own career, interests, and friends. Some may have experienced conflict within their families and thus consider family life to be stressful.

Many people with this need view the duties of parenthood as burdensome. They may not want to have children, perhaps choosing to pursue goals that are not compatible with raising a family. If they do have children, they may have difficulty relating to them. They may experience the day-to-day routine of caring for their children as boring. Children may annoy them.

On the job, some of these individuals may welcome the opportunity to work overtime or to travel for business meetings. When choosing a college, some students with this need may decide to enroll in a school that is not close to home. Athletes with a weak desire for family may particularly enjoy away games that give them a break from their children.

Under stress, people with a weak desire for family may become easily annoyed or frustrated when they are with their children or siblings.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are nonfamily-oriented, they are likely to understand each other's desire to avoid too much family time. However, if one person is nonfamily-oriented and the other is family-oriented, they will tend to misunderstand one another. The nonfamily-oriented person may think the family-oriented person is too tied down and would be happier if free to live life to its fullest without the responsibilities of parenthood, while the family-oriented individual may think the nonfamily-oriented individual is selfish and would have a more fulfilling life if he had children or spent more time with his children. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about having children, raising them, and/or time spent away from home.



# Interdependence

## **+Strong Need for Interdependence (-Weak Need for Independence)**

The basic desire for Independence is the desire for self-reliance. It motivates people to value their personal freedom and to make their own decisions. It also motivates attitudes toward individuality, or how important it is to the person to stand out as an individual.

**Your low score on the Independence scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for independence may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with a weak desire for independence are comfortable trusting others to meet their needs. They welcome psychological support, particularly when making decisions.

A weak need for independence motivates people to be humble and to dislike displays of individuality. Many tend to conform to group standards. Some go along to get along.

Some individuals with a weak desire for independence seek emotional closeness. Some are sensitive to others' feelings. Some like to share their own emotions with close family and friends. People with this need may want to feel as if they and their partner are "one."

Many of these individuals value teamwork. As a leader at work, they may make decisions by striving to reach consensus before initiating action. In school, they may enjoy cooperative learning groups, feeling comfortable that their grades depend on the performance of the group rather than on their own individual effort. Some prefer to play team sports rather than individual sports. Being a member of a close-knit team energizes them and gives them an inner sense of being grounded. Some are motivated to participate in sports that require coordinated effort between two more individuals such as rowing, pairs skating, and synchronized swimming.

Under stress, some people with a weak need for independence may need emotional support from a partner, parent, or other loved one. Some may become "needy." Some look to others to take care of them.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are interdependent, they are likely to understand each other's need for support. However, if one person is interdependent and the other is independent, they will tend to misunderstand one another. The interdependent person may think the independent person is stubborn or afraid of intimacy, while the independent individual may think the interdependent individual is immature and would be happier if he were less reliant on others. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues of emotional support and/or stubbornness.

Interdependent people and independent people tend to misunderstand one another. Many interdependent people think that independent people are stubborn and would be happier if they would just go along to get along. Many independent people think that interdependent people would be happier if they were less reliant on others. The truth is that individuality is much greater than is commonly supposed. Some people are born to be interdependent, and others are born to be independent. Since each person is happiest with a lifestyle

that fulfills his/her own nature, he/she will resist external pressures to change.



# Acceptance

## + Strong Need for Acceptance

The basic desire for Acceptance is the desire for positive self-regard. It motivates people to avoid criticism and rejection. It also motivates evaluation anxiety. Children seek acceptance from their parents, whereas adults seek acceptance from partners, peers, and colleagues. Acceptance is the basic desire most relevant to self-esteem. It is about being valued for who we are.

### **Your high score on the Acceptance scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for acceptance may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

An individual with a strong desire for acceptance is more sensitive to failure, criticism, and rejection than is the average person. No one likes to fail, but people with this need respond to setbacks harder than do others. Although no one likes to be criticized, individuals with a strong need for acceptance tend to overreact to negative feedback. Rejection is hurtful for most people, but individuals who feel a strong intensity for this basic desire are unusually sensitive to being excluded by others. Much of the person's behavior may be motivated by efforts to avoid the embarrassment of failure, criticism, and rejection.

Some people with a strong need for acceptance lack an inner conviction of their own worth. They feel good about themselves when others accept or praise them, but they feel unworthy when others reject or criticize them. Some view themselves as undeserving of success.

Many of these individuals are insecure. They may not believe in themselves. Some may have doubts about their abilities or appearance. Some wish they were more self-confident. When things go wrong, they may be quick to blame themselves.

Some people with this need are negative thinkers. They tend to view the glass as "half empty" rather than "half full." Many worry about what might go wrong rather than what might go right. They are quick to notice when they do poorly but may be slow to recognize when they perform well. Some are pessimistic about the future.

Many individuals with a strong desire for acceptance become nervous when judged or tested. For example, they may become unduly anxious about job interviews, tests in school, or tryouts in sports. They may interview poorly. Many have difficulty working for a supervisor, teacher, or coach who is quick to criticize.

These individuals have a tendency to misinterpret constructive feedback as criticism. When a supervisor, teacher, or coach offers feedback, they become anxious thinking they did something wrong, which results in their tuning out the message. Thus, they may not reach their potential because they do not fully benefit from the opportunity to learn from their mistakes.

A strong desire for acceptance often leads to inconsistent effort and performance. Some of these individuals try hard when they feel confident of success but not when they are worried about doing poorly, a pattern that produces uneven work output.



As part of their effort to avoid situations in which they might experience failure, criticism, or rejection, some people with this need settle for less than what they really want. They lack the confidence to try for more. To minimize the chance for failure, they may accept an easy job rather than try to succeed at a job that is both more challenging and more rewarding. In school, they may choose a relatively easy major rather than a more difficult field of study in which they are interested. Many people with this need require encouragement to pursue challenging goals that are consistent with their abilities.

Under stress, people with a strong need for acceptance may become negative, indecisive, or anxious.

Individuals with a strong need for acceptance tend to be at their best when they keep their attention focused on their effort, not on outcomes such as success or failure. They should be encouraged to concentrate on what they are doing at the moment rather than how they did last week or how far they still need to go. They should be cautioned to avoid comparing themselves to others.

Individuals with this need are likely to respond best to people who provide regular encouragement and positive feedback. They may perform well when they are not criticized for their mistakes but rather are praised for their effort. In romantic relationships, they may need regular reassurances of their partner's love.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are insecure, they are likely to understand each other's need for encouragement. However, if one person is insecure and the other is self-confident, they will tend to misunderstand one another. The insecure person may think the self-confident person is arrogant or conceited, while the self-confident individual may think the insecure individual is too "needy" and requires too much reassurance. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about whether or not to engage in activities that pose a risk of failure, criticism, or rejection.

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## **- Weak Need for Acceptance**

**The basic desire for Acceptance is the desire for positive self-regard.** It motivates people to avoid criticism and rejection. It also motivates evaluation anxiety. Children seek acceptance from their parents, whereas adults seek acceptance from partners, peers, and colleagues. Acceptance is the basic desire most relevant to self-esteem. It is about being valued for who we are.

**Your low score on the Acceptance scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for acceptance may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

Many people with a weak desire for acceptance are self-confident. They have an inner conviction of their own self-worth, which does not depend on how others view them. They feel secure and rarely doubt themselves. When things go wrong, they work to solve the problem, remaining optimistic about a positive outcome.

This need motivates a "can do," upbeat attitude. Since confident people are not afraid to try, they are willing to pursue what they want in life. They believe in themselves and typically expect to be successful. They are willing to risk failure in order to give themselves a chance at success, and they tend to view setbacks as temporary obstacles. They generally focus their efforts on the task at hand without being unduly worried

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about the possibility of failure.

Individuals with a weak desire for acceptance are self-motivated, requiring little encouragement from others. Some are decisive. Since they are not afraid of failure, they consistently give good effort. Their self-confidence allows them to learn from constructive feedback.

Under stress, people with a weak need for acceptance should guard against overconfidence. They may overestimate what it is possible to accomplish, and they may be too optimistic about how quickly they can achieve their goals.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are confident, they are likely to understand each other's need to pursue their dreams without being overly concerned about the possibility of failure. However, if one person is confident and the other is insecure, they will tend to misunderstand one another. The confident person may think the insecure person is too "needy" and requires too much reassurance, while the insecure individual may think the confident individual is arrogant or conceited. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about whether or not to engage in activities that pose a risk of failure, criticism, or rejection.



## Social Contact

### **+Strong Need for Social Contact**

The basic desire for Social Contact is the desire for companionship with peers. This basic desire is about friendship with peers and does not include companionship with parents and children. How much time a person wants to spend with parents or children does not predict how much time the person wants to spend with peers. The basic desires for Honor and Family, respectively, motivate interest in parents and children.

**Your high score on the Social Contact scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for social contact may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

People with this need are friendly, outgoing, and gregarious. They take a strong interest in others and typically develop excellent interpersonal skills. They often have a wide circle of friends and tend to maintain those friendships over the years.

Many people with a strong desire for social contact seek an active social life. Some are fun-loving individuals who are tuned into the local social scene. Some are playful in that they enjoy pranks. They may organize neighborhood activities, plan social events at work, invite classmates to parties, or seek the company of teammates outside of practices and competitions.

Many of these individuals like to participate in groups. They may embrace the philosophy, "One for all, and all for one." Some join clubs and organizations. Some prefer group projects rather than independent work. Some are attracted to team sports because of the opportunity to socialize, make friends, and enjoy camaraderie with other players.

Under stress, sociable people have a tendency to seek the company of others, particularly those with whom they are close. Being alone at difficult times may increase their feeling of stress.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are sociable, they are likely to understand each other's need for companionship with peers. However, if one person is sociable and the other is private, they will tend to misunderstand one another. The sociable person may think the private person is too serious and would be happier with a richer social life, while the private individual may think the sociable individual is superficial and should be more serious about life. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about how much time to spend socializing.

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### **-Weak Need for Social Contact**

The basic desire for Social Contact is the desire for companionship with peers. This basic desire is about friendship with peers and does not include companionship with parents and children. How much time a

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person wants to spend with parents or children does not predict how much time the person wants to spend with peers. The basic desires for Honor and Family, respectively, motivate interest in parents and children.

**Your low score on the Social Contact scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for social contact may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**People with a weak desire for social contact enjoy solitude.** They may like to be alone for significant periods of time, typically preferring jobs and hobbies that involve little interaction with others. Many of these individuals find solitude to be relaxing. Some appreciate its quietness and measured pace. Some enjoy solitude due to the absence of interruptions and the freedom from social demands.

**People with this need value their privacy.** They may prefer to work on their own rather than as a member of a team. When required to work in a group, some keep to themselves by interacting with other group members only to the extent necessary to accomplish the task. Some are more likely to play an individual sport instead of a team sport.

**People with a weak need for social contact prefer interacting with a few close friends rather than with many casual acquaintances.** Some decline most invitations to parties. Some belong to few clubs or social groups. Some experience socializing as superficial and/or burdensome.

**People with this need may have a serious or quiet personality.** Some do not smile much. Some dismiss pranks or practical jokes as childish. Some rarely engage in casual conversations or chitchat.

**Under stress, some people with a weak desire for social contact may temporarily withdraw into themselves.** At such times they want to be left alone until they feel ready to interact with others. A few may become brusque.

**People naturally bond to others with similar values, and they naturally separate from those with different values.** If both people in a relationship are private, they are likely to understand each other's need for solitude. However, if one person is private and the other is sociable, they will tend to misunderstand one another. The private person may think the sociable person is superficial and should be more serious about life, while the sociable individual may think the private individual is too serious and would be happier with a richer social life. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about how much time to spend socializing.



## Eating

### +Strong Need for Eating

The basic desire for Eating is the desire to consume food.

**Your high score on the Eating scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for eating may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

People with a strong desire for eating have hearty appetites. Of course, everyone likes to eat, but an individual with a strong need for eating tends to eat more than does the average person.

Individuals with this need typically enjoy many different kinds of food, are eager to try new foods from different cultures, and spend considerable time thinking about their next meal. They may like to cook, may post interesting recipes on social media, and may subscribe to cooking magazines.

Some people who are hearty eaters may cultivate their sense of taste, taking pride in their ability to discern good quality meals from those of lesser quality.

Individuals with a strong desire for eating may struggle to control their weight. They may overeat at mealtimes and may snack between meals. Some have difficulty making healthy choices, preferring foods that are high in calories but low in nutritional value. Even when full, they may be thinking about their next meal.

Since stress sometimes increases the physical craving to eat, stressful events can present additional challenges for people who are hearty eaters. When under pressure, they may use food to relieve stress so as to feel more relaxed, without realizing how much they are eating.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are hearty eaters, they are likely to understand each other's focus on food. However, if one person is a hearty eater and the other is a light eater, they will tend to misunderstand one another. The hearty eater may think the light eater is denying himself pleasure and would be happier if he ate more, while the light eater may think the hearty eater lacks self-discipline and would be happier if he ate less. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about meals, weight, and/or self-control.

### -Weak Need for Eating

The basic desire for Eating is the desire to consume food.

**Your low score on the Eating scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for eating may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**P**eople with this desire have weak appetites. Of course, everyone likes to eat, but an individual with a weak need for eating tends to eat less than does the average person.

**M**any of these individuals do not find eating as enjoyable as it is for others. They may have a limited diet, tending to eat the same foods again and again rather than choosing a variety of foods. They typically spend little time thinking about their next meal. Some may forget to eat when they are especially busy.

**S**ome light eaters need to be careful about eating enough to satisfy their basic nutritional needs, particularly if they are active. These individuals may benefit from working with a dietician for help in planning a nutritionally sound diet. Rather than eating three larger meals, people with this need may prefer to eat a number of smaller meals interspersed with snacks throughout the day.

**U**nder stress, some individuals with a weak desire for eating may skip meals without even realizing it.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are light eaters, they are likely to understand each other's lack of interest in food. However, if one person is a light eater and the other is a hearty eater, they will tend to misunderstand one another. The light eater may think the hearty eater lacks self-discipline and would be happier if he ate less, while the hearty eater may think the light eater is denying himself pleasure and would be happier if he ate more. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about meals, weight, and/or self-control.



# Physical Activity

## **+Strong Need for Physical Activity**

The basic desire for Physical Activity is the desire for muscle exercise. It motivates people to engage in physically vigorous activities such as sports.

**Your high score on the Physical Activity scale suggests you feel a strong intensity for this basic desire.**

The following is a general description of how a strong need for physical activity may influence your values, behavior, and personality traits. Typically, people with this need show only some of these characteristics. In the final analysis, you must decide which of the statements apply to you.

People with a strong desire for physical activity seek an active lifestyle. They have a high energy level and thus enjoy physical exertion, exercise, and movement. When they are inactive for a period of time, they may become restless and fidgety. They may need a movement break while reading or doing computer work, during a long meeting, or in the middle of a school day.

Many active people value physical strength, fitness, vitality, and stamina. Some become “weekend warriors” who enjoy exercising on a regular basis. They may run, swim, bike, or lift weights. Many play one or more sports.

Under stress, people with a strong need for physical activity often turn to exercise as a means of coping with their problems. While this can be an effective strategy, some may push themselves too far. For example, running that extra mile with muscles that are already cramped can cause injury. Thus, it is important for people with this need to educate themselves about exercise programs that are both safe and effective so as to minimize the chance for injuries that could threaten their ability to remain active.

People naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are active, they are likely to understand each other’s need for physical exertion. However, if one person is active and the other is inactive, they will tend to misunderstand one another. The active person may think the inactive person is physically lazy and would be happier if he were more fit, while the inactive individual may think the active individual is overdoing his physical exertion and would be happier if he exercised less. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues related to fitness and time spent working out or playing sports.

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## **-Weak Need for Physical Activity**

The basic desire for Physical Activity is the desire for muscle exercise. It motivates people to engage in physically vigorous activities such as sports.

**Your low score on the Physical Activity scale suggests you feel a weak intensity for this basic desire.**

The following is a general description of how a weak need for physical activity may influence your values, behavior, and personality traits. Typically, people with this need show only some of these behaviors. In the final analysis, you must decide which of the statements apply to you.

**P**eople with a weak desire for physical activity dislike muscle movement and physical exertion. Everybody likes to exercise to some extent, but individuals with a weak need for physical activity enjoy exercising much less than does the average person.

**P**eople with this need prefer a sedentary lifestyle. Their natural inclination is to conserve energy in their everyday lives. They may drive instead of walk to a nearby store. They may choose a career that involves sitting at a desk. They may engage in hobbies that require little muscle movement such as playing computer games, watching television, or reading.

**F**rom a wellness perspective, it is important for these individuals to find a reason to exercise despite their natural tendency to minimize their physical activity. For example, highly sociable individuals may enjoy participating in group fitness classes, whereas family-oriented people may exercise in order to be healthy for their children and grandchildren.

**S**ome people with a weak need for physical activity may prefer to incorporate muscle movement into their daily routines rather than engaging in sports or exercise programs. They may take their dog for a walk, wash their own car, use a push mower to cut the grass, or use the stairs instead of an elevator. For these individuals, it may be easier to maintain physical activity when it becomes a natural part of their lifestyle.

**U**nder stress, some people with this need may become even more sedentary than usual. For example, they may skip their daily walk and spend more time watching television.

**P**eople naturally bond to others with similar values, and they naturally separate from those with different values. If both people in a relationship are inactive, they are likely to understand each other's preference for a sedentary lifestyle. However, if one person is inactive and the other is active, they will tend to misunderstand one another. The inactive person may think the active person is overdoing his physical exertion and would be happier if he exercised less, while the active individual may think the inactive individual is physically lazy and would be happier if he were more fit. Since the conflict is one of core values, the relationship may be characterized by repeated quarrels about issues related to fitness and time spent working out or playing sports.





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