



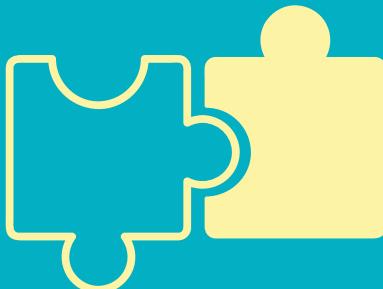
# THE BUILDER

Commercial, Goal-orientated, Competitive

## VALUES

- Above average standard of living
- Material and financial rewards
- Clear goals & targets
- Work that is visibly well rewarded
- Responsibility
- Competitive/targeted environment

## STRATEGIES



- Money
- Material benefits
- Clear career path & plan
- Regular review of progress
- Give them responsibility
- Training – learn more : earn more

## DESCRIPTOR



A Builder's need is for material satisfactions, money and a high standard of living. High here means above the average – they tend to compare themselves with what others have got and want more. Decisions they make will be geared towards achieving more material success. For them, money is a driver, and in its extreme form becomes the pursuit of wealth. This will mean they are fascinated by possessions and clothes and will spend much time reviewing their investments and worth, and all financial areas of their life. For them a pay rise, bonus or performance-related pay is highly motivating – and so is promotion but only if it leads to more pay.

## WHERE IT IS THE HIGHEST MOTIVATOR

Where Builder is the highest score, materialism can become something they value above everything else, and judge and measure everything else by. They will tend to be good at exploiting situations for gain.



## WHERE IT IS THE LOWEST MOTIVATOR

Where Builder is the lowest score, the preoccupation with seeking possessions and a high standard of living is irrelevant to them. A pay increase will not motivate them (unless they are chronically underpaid). They will tend to regard people who have this motivation with some disdain – it may appear to them as a 'base' value. It is important to remember that all the motivations are equally important. The Builder may be motivated by money but they should try to see a Builder's contribution in a more rounded way and consider what value does this Builder bring to the organisation (apart from the financials)?

