

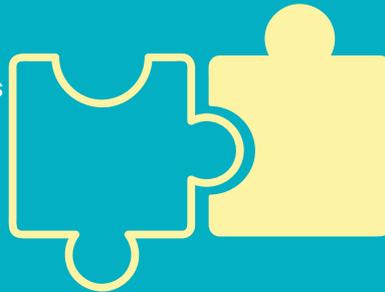


THE FRIEND

Connector, Involvement orientated, Accurate

VALUES

- Feeling of belonging
- Nourishing & fulfilling relationships
- Collaborative environment
- Being liked & supported
- Being listened to
- Loyalty & continuity



STRATEGIES

- Involvement and consultation
- Social events for the team
- Personalised approach
- Mentors/coaches/projects
- Good social working environment
- People centred culture

DESCRIPTOR



A Friend's need is for belonging. They want nourishing relationships with other people at work - and they want to belong, to be part of a community. Work for them, does not need to be competitive but more collaborative. They need to work for an organization with a strong identity and culture where people are valued. They will tend to view all proposed changes through the filter question: 'How does that affect the people here?' Loyalty and continuity are key values and they especially like being close to people. They may not like a job, but will stick if they like the people. A good social life is highly motivating for them.

WHERE IT IS THE HIGHEST MOTIVATOR

Where Friend is the highest score, they are probably skilled socially and have very positive and supportive relationships at work – and within their own personal circle. They will want to be a team player.



WHERE IT IS THE LOWEST MOTIVATOR



Where Friend is the lowest score, they do not seek nourishing relationships with other people at work - and don't go into work for social reasons. If they are a team player, it's not because they want to be part of the team. Others who have strong Friend motivator they will probably regard as weak or as dependent. They must bear in mind that all they want to achieve, ultimately, requires the co-operation of others and they will at some point need others support. This is especially true if Director is in their top three motivators.