

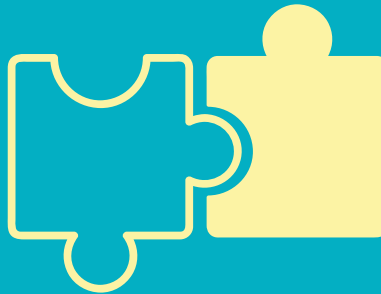


THE STAR

Recognition-driven, Status-orientated, Hierarchical

VALUES

- Social & public recognition
- Being noticed & held in high esteem
- Awards & certificates
- Clear hierarchy / pecking order
- Competitive opportunities
- Positive feedback



STRATEGIES

- Opportunities for Awards
- Involvement in projects
- Role models/mentors/coaches
- Clear career progression
- Regular review of targets & goals
- Consult and ask their opinion

DESCRIPTOR



A Star's need is to be recognized, admired and respected by the community at large. This means obviously at work, but suggests they want recognition on a wider canvas - say, within the profession they are in - or by people in associations they respect (for example, other directors, professional associations, peers, sporting groups, etc). A good way for them to map out what they want from life is to write their own obituary as a whole page in The Times - what will be said about them, who will be at their funeral? This is what is called 'starting with the end in mind'. If they're clear about their end result, then the means and goals along the way also become a lot clearer. Promotion is clearly motivating for them because of the recognition it brings.

WHERE IT IS THE HIGHEST MOTIVATOR

Where Star is the highest score, receiving recognition and respect is crucial to their sense of well being. Consider rank, position, awards, medals, perks, and good publicity as all being part of what they wish to have.



WHERE IT IS THE LOWEST MOTIVATOR



Where Star is the lowest score, the need to be admired and respected because of one's position is completely alien to them. Hierarchy and pecking order have little meaning or attraction to them. However, they must remember - this motivation is highly important to many other people, especially in large organisations - so they should try to avoid alienating those who have a Star motivational profile.