







	THE 9 MOTIVATORS	WANTS & NEEDS	TEACHING STRATEGIES
GROWTH (SELF) MOTIVATORS	 Searcher	<ul style="list-style-type: none"> likes to feel what they are doing is important and has meaning needs to see value and purpose in tasks wants to improve things likes to see the bigger picture can be disorganised dislikes routine, prefers variety insatiably curious 	<ul style="list-style-type: none"> emphasise the value and benefit in tasks set, both for them and others provide variety in tasks and formats allow them to ask questions and brainstorm new ideas/solutions give extra support with personal organisation and routines works well with Creators / Spirits can struggle with Builders / Defenders
	 Creator	<ul style="list-style-type: none"> highly motivated by new projects, new problems to solve enjoys creating new things cope well with change, dislikes routine, can feel bored quickly high levels of perseverance needs to feel the 'play buzz' to be engaged and motivated responds well to use of colour 	<ul style="list-style-type: none"> provide problem-solving activities as much as possible set open-ended activities in which they can feel some ownership give them time to share creations provide intellectual stimulation build time for brainstorming / planning works well with Searchers and Spirits can struggle with Defenders
	 Spirit	<ul style="list-style-type: none"> needs freedom and opportunity to make independent decisions a fast thinker, able to see the bigger picture high levels of energy prefers to work alone needs positive feedback can be disorganised so needs deadlines and limits set 	<ul style="list-style-type: none"> show them how every action can contribute to the bigger picture provide constant feedback and focus structure is important, so break up tasks into individual steps motivate with positive feedback as much as possible, promoting their decision-making and choices made discuss their long term goals
RELATIONSHIP MOTIVATORS	 Defender	<ul style="list-style-type: none"> feels most comfortable when roles and tasks are made clear prefers routine and can feel unsettled by unplanned change enjoys working on plans and preparations can be very loyal and enjoys being part of a team with identifiable roles and duties 	<ul style="list-style-type: none"> make plans clear, including timescale, learning objectives and expectations provide personal support to clarify any concerns at the planning stage take interest in them and their ideas reward them by highlighting their value within the team/group can struggle with Creators, Searchers and Spirits who favour new changes
	 Friend	<ul style="list-style-type: none"> needs to feel they belong and are a valued member of team likes to feel they are being listened to wants fulfilling relationships can be very loyal and sociable needs continuity and proper time to prepare for any change 	<ul style="list-style-type: none"> always use their name when talking to them to show you are listening pair up with partners whom they like and trust encourage them to become mentors or buddies for new pupils ensure classroom is welcoming and group work is respectful and friendly
	 Star	<ul style="list-style-type: none"> needs to be recognised likes to be at centre of things wants to be visibly rewarded will push themselves to be the best in the group likes to set themselves goals for what they want to achieve ambitious and focused 	<ul style="list-style-type: none"> within reason, ensure their praise and recognition is visible and public provide responsibility within group work so their role is recognised establish and follow success criteria use housepoints, credits, stars often manage carefully when working with Stars or Creators

ACHIEVEMENT MOTIVATORS



Expert

- highly motivated by learning new things
- likes the opportunity to show what they know, teach others
- dislikes repetition, prefers to move on to new things quickly
- wants to read beyond and around set topics
- enjoys sharing knowledge
- can appear impatient at times
- wants recognition

- provide extension work and guidance for wider reading
- provide opportunity to share with the group what they have learned
- support if work is routine and repetitive
- reward extra efforts and reading
- encourage presentations that involve research and training
- ensure work is challenging
- works well most other types



Builder

- driven by need for possessions and material gain
- highly motivated by the latest gadgets, including learning tools and equipment in class
- works well for reward and material incentives
- likes to set clear goals
- can be highly competitive

- channel their competitiveness into working hard for group reward
- create scenarios in which they role play marketing, advertising, sales
- set clear goals and targets and reward when these are met
- provide support to guard against jealousy or resentment
- can struggle with Searchers



Director

- wants to be leading a group
- needs some degree of autonomy in their learning/work
- motivated by managing others in a team and setting goals
- needs constant challenge
- wants to see the end goal and will set their own action plan to reach it

- appoint them as group leader whenever possible
- establish clearly defined roles
- set success criteria and group goals
- consider how they can make some decisions themselves
- can struggle with Spirits or Friends
- requires support to see others' contributions and values