



## The Aspire Values Index

### Personal Motivators

The Aspire Values Index combines the work of Dr. Eduard Spranger and Dr. Gordon Allport into a single profile that delivers the world's most comprehensive understanding of a person's value structure or their motivational style. Everyone has their own unique mix of personal drivers and motivators that help guide them toward success. Understanding what really drives a person is a crucial part of success.



### Key Areas of Interest:

The Aspire Values Index is useful for understanding how to motivate yourself and others by understanding the reason that drive individuals toward success. This information is invaluable in helping employees align their environment with what creates passion.

### The Seven Dimensions of Value

- Aesthetic: A drive for harmony, balance and form.
- Altruistic: A drive for helping others to achieve.
- Economic: A drive for economic or practical returns.
- Individualistic: A drive to stand out, be independent.
- Political: A drive for control, stability and influence.
- Regulatory: A drive for tradition, steadiness, and certainty.
- Theoretical: A drive for learning, understanding, and knowledge



### Key Activities and Outcomes:

- Administration of the Aspire Values Index
- Interpretation of Results
- Individual Debrief/Interview
- Applications to Success

### The Aspire Formula for Success:

$$\text{Ask} + \text{goals} = \text{PBC} \rightarrow \text{IR}$$

Attitudes  
Skills  
Knowledge

Positive Behavior Change  
Improved Results

Aspire Consulting, Ltd.  
One Horseshoe Drive  
Hyde Park, NY 12601  
(845) 803-0438  
Email: [info@AspireAdvantage.com](mailto:info@AspireAdvantage.com)  
Online: [www.AspireAdvantage.com](http://www.AspireAdvantage.com)  
© 2009 Aspire Consulting, Ltd.