



WHAT IS THE 12 DRIVING FORCES ASSESSMENT?



12 Driving Forces is an assessment tool created by TTI Success Insights that measures why a person does what they do. It looks at the motivation (and strength) behind behaviors, using 6 different motivators.

What Does 12 Driving Forces Measure?

12 Driving Forces measures six factors.

- **Knowledge** (Instinctive and Intellectual)
- **Utility** (Selfless/Resourceful)
- **Surroundings** (Objective/Harmonious)
- **Others** (Intentional/Altruistic)
- **Power** (Collaborative/Commanding)
- **Methodologies** (Receptive/Structured)

PROVIDED BY:



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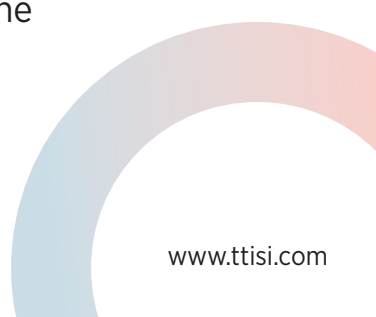
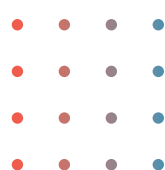
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These 6 motivators are each divided into two distinct sides, list above, measuring each factor. Based on a continuum, these 12 drivers make up a person's cluster of Driving Forces.

How Can You Use the 12 Driving Forces Assessment in the Workplace?

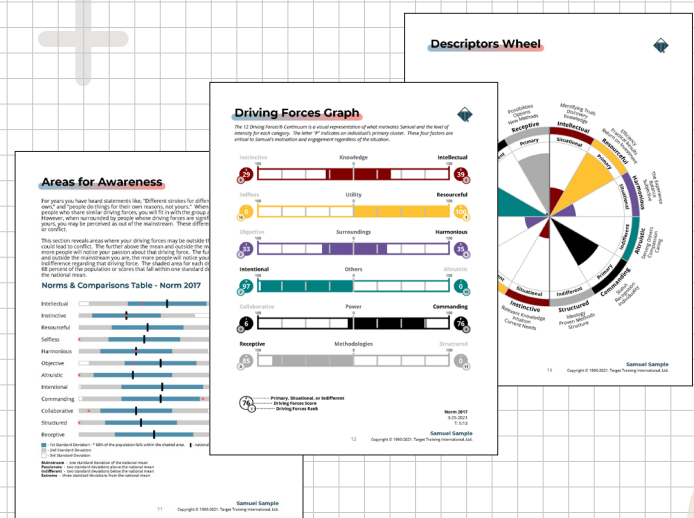
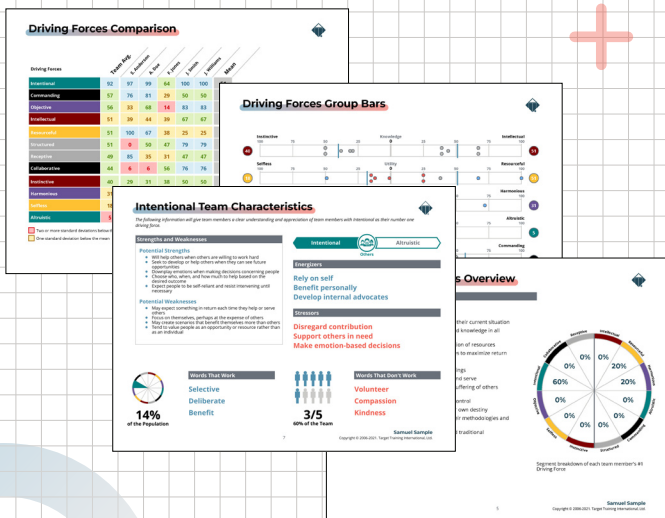
- Quickstart personal and professional development
- Improve productivity and engagement
- Get an edge with strategic planning
- Make hiring make sense
- Develop your talent pipeline



What Does the 12 Driving Forces Assessment Do For Individuals and Teams?

For Individuals

The 12 Driving Forces Individual Report is a starting point into each individual's motivations behind behavior. It includes Driving Characteristics, Strengths & Weaknesses, Energizers & Stressors, Areas for Awareness, and more.



For Teams

The 12 Driving Forces Team Report highlights how each individual fits within the overall team dynamic. This report includes the Team Driving Forces Overview, Driving Forces defined, a Primary Cluster overview and more.

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Industry-Leading Reports

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