

McClelland's Theory of Needs

Dominant Motivator

Characteristics of This Person

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| Achievement | <ul style="list-style-type: none">• Has a strong need to set and accomplish challenging goals.• Takes calculated risks to accomplish their goals.• Likes to receive regular feedback on their progress and achievements.• Often likes to work alone. |
| Affiliation | <ul style="list-style-type: none">• Wants to belong to the group.• Wants to be liked, and will often go along with whatever the rest of the group wants to do.• Favours collaboration over competition.• Doesn't like high risk or uncertainty. |
| Power | <ul style="list-style-type: none">• Wants to control and influence others.• Likes to win arguments.• Enjoys competition and winning.• Enjoys status and recognition. |