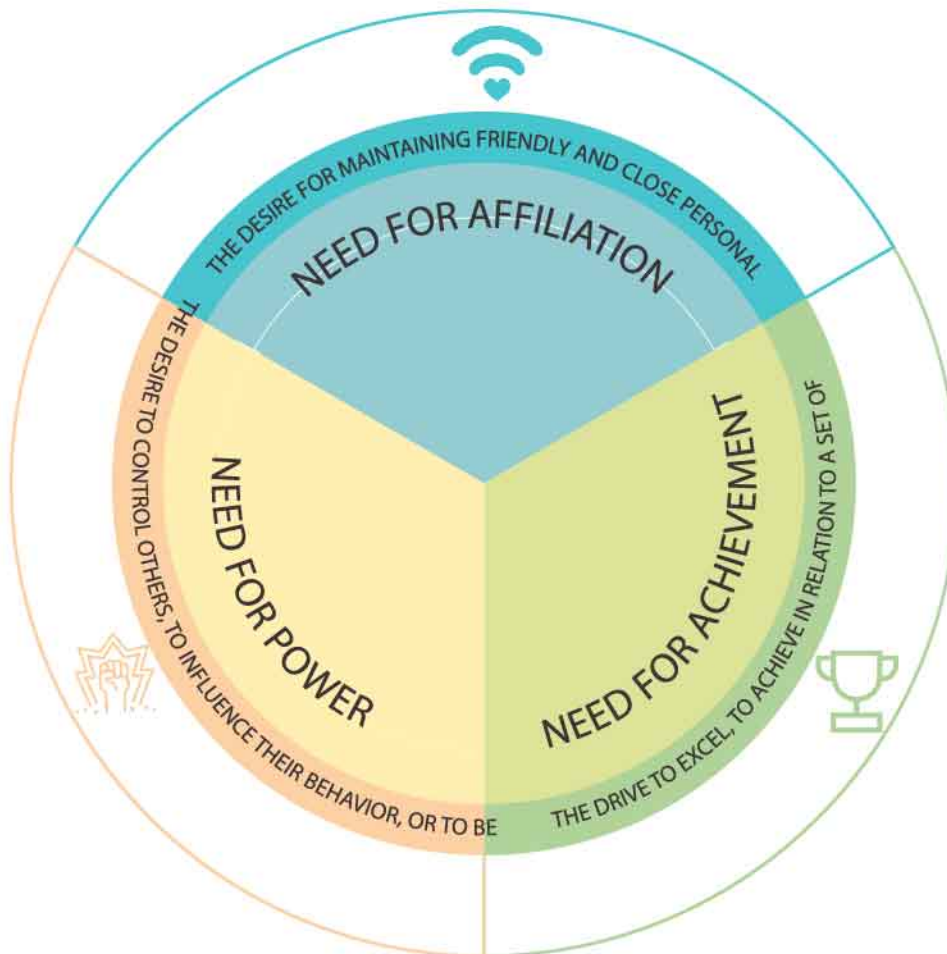


# ACHIEVEMENT MOTIVATION

(成就动机)



**Achievement motivation analysis** is adapted from motivation theory by **David Clarence McClelland** (1917 - 98), a Professor of Psychology in Wesleyan University, United States. Motivation arises from within because there is a need, wish, dream, sense of belonging, sense of worthiness, and self actualization. Motivation is also triggered by external factor such as appreciation, praises, or presents, and even sanctions.



## NEED FOR AFFILIATION

Always motivated to maintain and build a relationship ("affiliation motivated person"). Has the need to build friendships and interact with the others. A team player.

## NEED FOR ACHIEVEMENT

Always motivated to gain achievement ("achievement motivated person"). Looking for achievements, reaching the challenging goals realistically, and always be at the front in getting the work done. Has a high spirit of achievement to succeed (sense of accomplishment)

## NEED FOR POWER

Always motivated to have authority ("authority motivated person"). Has a need to influence, act effectively, make something impactful for the society. Has a strong need to lead and implement the ideas. Has a big hope to increase the personal status and prestige.

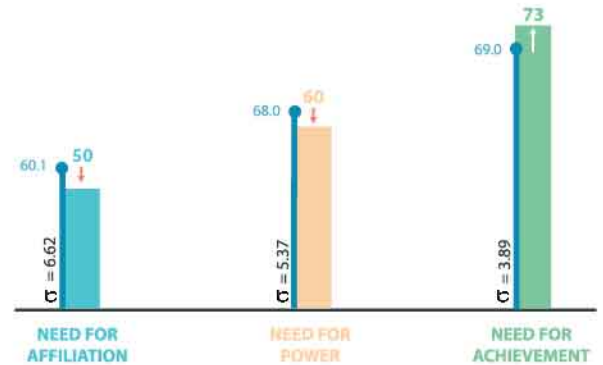
# STEP 1



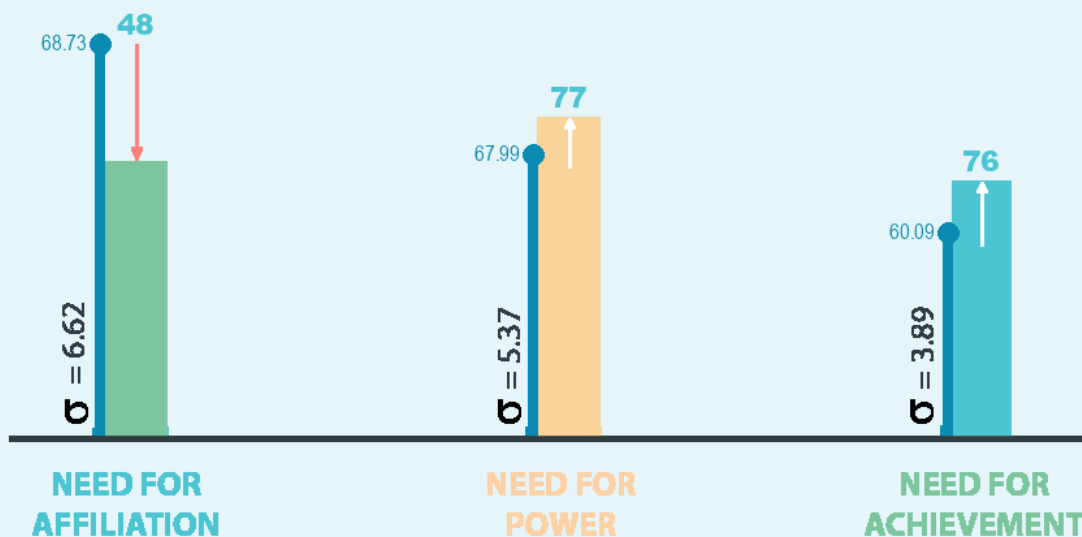
## THE ORIGIN OF YOU

### Tips on reading PRiADI test result

Picture on the side is an example of PRiADI test result for "Achievement Motivation" section. Score of the testee in need for affiliation section is 50. The need for affiliation score of the testee is far below the sample average of 60.09, with standard deviation of 6.62. It is predicted that more than 92% of the population show more interest to be close with the others in socialization compared to the testee. It means that "testee tends not to have a big motivation in building a relationship with the others, except for a certain 'reason' or 'interest'"



## Your achievement motivation preference result



**Average ( $\mu$ )**  
Average of test result data

**Your natural data**  
Result based on your fingerprints

**Standard deviation ( $\sigma$ )**  
Distance to the average value

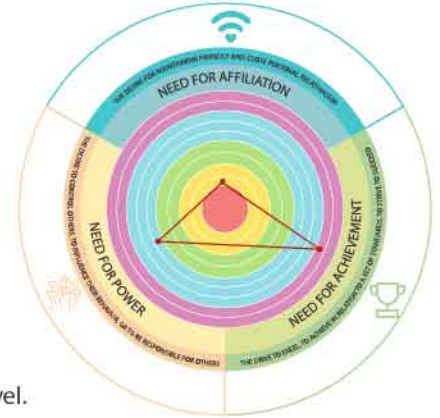
# STEP 2



## DATA INTERPRETATION

### TIPS MEMBACA HASIL LAPORAN "RAINBOW MODEL" PRIADI

"Rainbow" report result on the side is an interpretation of the original data in STEP 1 by PRIADI inventor. This interpretation result is presented in a gradation of rainbow colors where each of the colors represent the work projection of each facet. The picture of "rainbow" Achievement Motivation on the side, for example, shows that testee has a very high motivation to gain achievements (need for achievement) - even seem to be competitive, brave, and "forcing" a little in order to always gain achievements - which is shown by the "first purple" level. However, in terms of the motivation to build closeness and warmth with the other people (need for affiliation), testee is considered not being to enthusiastic and selective in choosing friends, as shown by the level of need for affiliation which is located on the "first yellow" level.



## Rainbow model interpretation result based on your achievement motivation preference

- purple
   
**TOUCHING THE LIMITS**
  
*all criteria are met, but some exceeding the limit*
- blue
   
**HIGH PERFORMING**
  
*all criteria are met*
- green
   
**MEET EXPECTATIONS**
  
*many criteria are met*
- yellow
   
**NEEDS IMPROVEMENT**
  
*several criteria are met*
- orange
   
**POOR**
  
*only few criteria are met*

