



INTRODUCING THE REISS MOTIVATION PROFILE

The **Reiss Motivation Profile®** is a scientifically validated assessment that reports on how what a person values impacts their behaviour, performance, personality and happiness.

The **RMP®** answers the question “**what is truly important**” and shows how a persons feelings and actions are the result of the way they prioritise and combine 16 basic human desires.



Steven Reiss's list of 16 basic desires is the first scientifically derived and validated taxonomy of universal goals.

Format

The **Reiss Motivation Profile®** is a 128 item test completed online in 10-15 minutes. The following versions are available through Valley Training:

▶ **RMP - Self Discovery**

For learning about self, behaviour, happiness, personality and career preferences.

▶ **RMPS - Sports**

For athletes and coaches with a focus on stress reactions, how to motivate self and be motivated.

Access

Assessments for individuals or teams are only accessible through qualified psychology professionals.

Who created it?

Steven Reiss, Ph.D. with Susan Haverkamp (graduate student) between 1995 and 1998.

Is it Reliable and Valid?

It has been through 3,000+ independent scientific reviews. Ken Olson, Ph.D. validated each of the 16 needs against personality measures (e.g., Big 5 scales, motivation scales, Anxiety Sensitivity Index, romance scales) as an indicator of behaviour. Reiss reported this work in 17 scientific journal articles, three published in APA journals, and three books.

Who Uses it?

Over 80,000 people throughout the world have taken the test and it has been used by 30+ global and national companies. The RMP® has been used by elite athletes, Olympic competitors, dynamic leaders and business teams.

Further Learning

This factsheet was adapted from:

The Reiss Motivation Profile, 2013, Steven Reiss

For an introduction to the 16 needs in detail consider reading: **Who am I?**, 2000, Steven Reiss

Video and article downloads are available from the RMP® publishers: www.idspublishing.com



THE 16 BASIC DESIRES

The 16 basic desires of human nature evolved from scientific research with 2,554 people aged between 12 and 76. Research now covers more than 80,000 people across North America, Asia, Australasia and Europe. **The research has shown that all human motives can be reduced to one of the 16 basic desires** or to a combination of them.

People pursue basic desires for no reason other than that is what they want. They are an intrinsic motivation to meet a universal need (a specific goal, aim or intention). It is possible to predict someones behaviour by understanding the basic desires that motivate them.

The 16 basic desires

- **Acceptance**, the desire for positive self regard
- **Curiosity**, the desire for understanding
- **Eating**, the desire for food
- **Family**, the desire to raise children and spend time with siblings
- **Honour**, the desire for upright character
- **Idealism**, the desire for social justice
- **Independence**, the desire for self-reliance
- **Order**, the desire for structure
- **Physical Activity**, the desire for muscle exercise
- **Power**, the desire for influence or leadership
- **Romance**, the desire for beauty and sex
- **Saving**, the desire to collect
- **Social Contact**, the desire for peer companionship
- **Status**, the desire for respect based on social standing
- **Tranquility**, the desire for safety
- **Vengeance**, the desire to confront those who offend

What makes a basic desire?

Basic desires are defined by goals, not emotions. Goals are forward looking and are predictive of future behaviour - people act in order to achieve their goals. **Basic desires can be satisfied only temporarily**, never permanently. They motivate people over and over, throughout their life.

Each desire has a genetic and a cultural component. Upbringing influences both **what** is wanted (the need) and **how much** is wanted (the value placed on the need). A persons core profile is likely to be stable throughout much of their life, though their ways of meeting their needs may change.

Basic desires have psychological significance. Universal motives that have no relevance for personality and relationships (for example, the desire to maintain a constant body temperature) are excluded. Survival is not included as it is often a drive to meet one of the 16 basic desires.



PERSONALITY TRAITS AND THE 16 BASIC DESIRES

Basic Desire	Traits of Low Importance	Average	Traits of High Importance
Acceptance , the desire for positive self regard	Confident, optimistic, open to challenges, self-assured	No trait	Insecure, inconsistent effort, self-doubting, indecisive
Curiosity , the desire for understanding	Action orientated, non-intellectual, practical	No trait	Contemplative, inquisitive, deep thinker, reflective
Eating , the desire for food	Eats sparingly, fussy eater, light eater, thin	No trait	Gluttonous, overeater, voracious, hedonistic
Family , the desire to raise children and spend time with siblings	Childless, non-involved parent, absentee parent	No trait	Family person, loving person, motherly / fatherly, nurturing
Honour , the desire for upright character	Expedient, opportunistic	No trait	Dependable, genuine, loyal, honest, sincere, upright
Idealism , the desire for social justice	Hard nosed, pragmatic, realistic, looks the other way	No trait	Altruistic, compassionate, fair, humanitarian, idealist, martyr
Independence , the desire for self-reliance	Humble, inter-dependant, mystic, likes touchy-feely	No trait	Autonomous, independent, self-reliant, proud, stubborn,
Order , the desire for structure	Disorganised, follows nose, flexible, spontaneous, untidy	No trait	Careful, methodical, neat, inflexible, precise, prepared
Physical Activity , the desire for muscle exercise	Lackadaisical, listless, inactive, lethargic, sedentary	No trait	Active, athletic, energetic, fit, outdoorsy, perky, physical
Power , the desire for influence or leadership	Easygoing, laid-back, onlooker, unambitious	No trait	Ambitious, assertive, bold, hard working, focussed, wilful
Romance , the desire for beauty and sex	Celibate, chaste, platonic, puritanical, undersexed	No trait	Amorous, flirtatious, romantic, passionate, promiscuous
Saving , the desire to collect	Spendthrift, profligate, wasteful, extravagant	No trait	Saver, accumulator, collector, hoarder, frugal, thrifty
Social Contact , the desire for peer companionship	Quiet, private, serious, detached, distant, withdrawn	No trait	Affable, charming, engaging, friendly, outgoing, prankster
Status , the desire for respect based on social standing	Casual, down-to-earth, egalitarian, informal	No trait	Formal, materialistic, proud, lofty, dignified
Tranquility , the desire for safety	Brave, calm, explorer, risk-taker, fearless, adventurous	No trait	Fearful, anxious, timid, cautious, worrier
Vengeance , the desire to confront those who offend	Co-operative, kind, merciful, non-aggressive, peacemaker	No trait	Competitor, fighter, mean, pugnacious, aggressive



APPLICATIONS OF THE REISS MOTIVATION PROFILE®

RMP® for Individuals

- **INDIVIDUAL MOTIVATION.** The RMP® is as personal as a fingerprint. It does not categorise or classify people.
- **HELPS PEOPLE GET WHAT THEY WANT.** When people know what motivates them, they can find the best environment to excel.
- **BE POSITIVE WITH PRESSURE.** Know how to boost motivation during critical moments.
- **FAST AND EASY TO UNDERSTAND.** Answer online in 10-15 minutes. No jargon used. Clear one page visual and a personal report.
- **VALID FOR A VERY LONG TIME.** People can use their Reiss Motivation Profile in different situations for many years. Research shows that life motives are stable over time.

RMP® for Teams

- **INCREASE AUTHENTIC LEADERSHIP.** With knowledge on individual motives, everybody can be led the way they want to be led.
- **GET PEOPLE IN THE RIGHT POSITION.** Build long term performance. Recruit people with the right motivations. Let people do what truly motivates them.
- **VALUE INDIVIDUALITY.** When everybody is understood the way they truly are, real changes can happen.
- **BUILD A TEAM THAT TRULY UNDERSTANDS.** When each team member knows each others' key motives, they understand why other people behave the way they do.
- **REDUCE BURNOUT AND SICKNESS.** Know and manage the motives behind stress responses.

Applications in Coaching

- ▶ **Focusing on** meeting basic desires - what is the best time, place and method to get needs met?
- ▶ **Planning how** to use skills, talents, strengths and support to meet needs, be happy and be successful.
- ▶ **Matching goals** with basic desires. Build your confidence by knowing that your motivation to prepare and perform comes from meeting your personal needs.
- ▶ **Examining internal conflict** and conflict in relationships. Look at situations when opposing desires clash and see another point of view.
- ▶ **Reducing anxiety** by recognising when not getting needs met is a source of stress or worry.
- ▶ **Making faster** and more satisfying decisions by using basic desires as a solid base for looking at options and evaluating choices.
- ▶ **Solving career dilemmas and lack of motivation at work** by focussing on meeting basic desires. Is work the best place to get that need met? Can your job be redesigned to allow you to meet your needs as well as achieve the organisations goals? Would you be better served by changing your job role or employer?
- ▶ **Looking at how behaviour in high pressure situations** is a habit that is influenced by a persons basic desires and the methods and opportunities they have to get their needs met.
- ▶ **Motivating and supporting** others in ways that are right for the other person. Understand how to present ideas and goals that will align with the other persons basis desires.