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Columnist

Professional Development

How To Manage the High Utilitarian Worker

Our values/attitudes are our passions. They determine what we want most, how we see the world, and what is vitally important to us.

People high in the Utilitarian value are driven by making money and getting a return on investment of their time, talent, and resources. They are practical people who want utility in all areas of life. They may have a high need to surpass others in wealth.

High Utilitarian (Economic) workers are good at setting and meeting goals and they're highly motivated by economic incentives. They will measure their work effort and success in terms of how much money they make. They'll work long and hard to achieve success.

Value to your organization

People high in this value are good workers. They're:

- Able to multi-task
- Able to keep important projects moving
- Competitive
- Highly productive
- Highly responsive to competition, challenges, and financial rewards

Managing the High Utilitarian worker

Keys to managing and motivating these workers are:

- Realize that it's not just money that motivates them, but also personal payback from the job.
- Assure that economic rewards are fair, clearly communicated, and provide a high-end return for those willing to work for them.

- Be aware that for those who score in this very high range there is a potential for low company loyalty. Be certain to reward performance and encourage participation as an important member of the team.
- Be certain they are balancing their professional and personal life.

Professional Development

When training those driven by the Utilitarian attitude:

- Make group competition part of the activities.
- Provide monetary rewards and incentives for continuing professional development and training.
- Provide information and means for them to increase bottom-line results and effectiveness.

Continuous Improvements

Areas in which managers may need to guide and mentor these workers are:

- Understand they may have an insatiable need to achieve goals and need encouragement in not being so attached to the outcome of their efforts
- Help them hide the dollar signs in their eyes so they can establish better rapport with others.
- Help them bring balance to their workaholic tendencies.

It's important for managers to understand the behavioral styles and attitudes of their team members in order to manage them effectively as individuals. It's important not just for managers, but for all team members. Values team-building training is one of the best investments you can make in your people.

These tips come from the Workplace Motivators™ assessment developed by Target Training International. It was done on someone who ranks #1 in the Utilitarian attitude. Contact me if you'd like to know more about the importance of understanding values in the workplace.

Next time I'll have tips on how to manage the high Aesthetic worker – those who may frustrate you with their lack of workaholic tendencies.

Business management performance software identifies worker behavior, attitudes, and personality type, which The Estes Group's clients use to improve employee recruiting, increase employee retention, and reduce employee turnover. Annette Estes is a Certified Professional Behavioral and Values Analyst, Coach, Trainer, and Behavioral Safety Consultant. She is author of the award-winning book *Why Can't You See It My Way? Resolving Values Conflicts at Work and Home*. Freight shipping companies can subscribe to her free newsletter at <http://www.hiresafedrivers.com>