PSYCHOMETRICS · SIGMUND

PRO MOTIVATION®

Maps the eleven motivational drivers behind commitment — 20 minutes, ipsative.



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THE SOLUTION TO RECRUIT PEOPLE WHO STAY MOTIVATED.

Motivation Pro® measures eleven motivational drivers, from recognition and financial reward to stability, ambition, work-life balance and ethics. Comparing a candidate's drivers with what the role actually offers shows where commitment will hold and where it will fade, before the hire is signed.

What is it used for? Compare candidate drivers with what the job really offers, anticipate early turnover and prepare the engagement conversation with facts.



01 Recruiters
Screen on motivation, not only on skills

02 HR managers
Align the role with individual drivers

03 Line managers
Anticipate disengagement in the first year

04 HR directors
Cut mismatched hires and early exits

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WHAT THIS TEST CHANGES FOR YOU.

Eleven motivational drivers, read together to judge real fit.

01

Eleven drivers

Recognition, pay, stability, ambition, balance, ethics.

02

Ipsative format

Forced choices limit socially desirable answers.

03

Fit before hire

Compare drivers with what the role offers.

04

Turnover signals

Spot the profiles likely to disengage early.

05

Management angle

Adapt coaching to each person's drivers.

06

Validated design

Double external and internal validation.

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IPSATIVE · ~120 QUESTIONS · 20 MINUTES

DIMENSIONS & CRITERIA ASSESSED

11 criteria across 3 dimensions.

01 WORK-RELATED MOTIVATIONS

4 CRITERIA

Social Success and Recognition: desire to be valued and recognized for accomplishments

Financial Motivation: seeking material rewards and economic security

Stability: aspiration for a reliable and secure environment

Professional Development: willingness to learn, progress, and climb the ladder

02 RELATIONAL MOTIVATIONS

2 CRITERIA

Responsibility and Leadership: desire to influence, guide, and make decisions

Ambition: aspiration to achieve high goals and tackle major challenges

03 PERSONAL MOTIVATIONS

5 CRITERIA

Work-Life Balance: desire for harmony between professional commitment and personal fulfillment

Passion for the Job: motivation through direct interest in the tasks performed

Self-Realization: quest for meaning, contribution, and personal accomplishment

Challenge: enjoyment in taking on challenges and stepping out of one's comfort zone

Ethics: importance given to human values and respect for moral principles in one's work

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RESULTS YOUR HR TEAM CAN USE IMMEDIATELY.

After the assessment, SIGMUND turns answers into concrete markers to recruit, compare and prepare the interview. An AI-based assistant, available as a chatbot, also helps you interpret the results and move to action.



01

Scores and reference profile

A competency report with detailed scores, self-assessment and comparison against the expected profile.

02

Report that fits the need

From the full report to the short summary, depending on the level of detail the recruiter or manager needs.

03

Clear visualisations

Radar charts, histograms and comparisons to spot strengths and development areas at a glance.

04

Action guides

Interview questions and tailored follow-up tracks to dig deeper and prepare next steps.

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SCIENTIFIC RELIABILITY

A test built to support hiring, assessment and development decisions.

~120
QUESTIONS

3
DIMENSIONS

20 minutes
COMPLETION TIME

VALIDATION

- **Independent external validation**
  Internal validation and consistency
- **Reliability and stability**
  Consistency of answers and scales
- **Job knowledge**
  500+ job-specific knowledge questionnaires

AVAILABLE IN

More than 10 languages

French · English · German · Spanish and more

Contact our team for a demo: service@sigmund.net

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