

**MOTIVATION AND PERSONAL GROWTH:** MRG believes that success is most readily achieved when people are energized and engaged in their worlds. At the deepest level, people are motivated to seek satisfaction in both life and work. Understanding this driving force can be a powerful tool for individuals, groups and organizations to reach their full potential.

The **Personal Directions®** (PD) assessment is founded on the assumption that people have the power to engage in their worlds in order to gain greater levels of satisfaction and personal growth.

PD encompasses 18 life architecture and 11 quality of life variables along with 17 key motivational dimensions to provide individuals with clear, powerful feedback on how they see themselves in significant areas of their lives. Capitalizing on the enlightenment this feedback brings, PD creates a deep, robust foundation for both career development and personal growth which fosters success at work and in life.

Through a process of reflection and development, PD reveals:

- What individuals want from their worlds
- Areas of life where individuals have chosen to invest their energy and resources
- Unique insights into how individuals feel about the investments and choices they have made
- Actions to consider, based on what they now know about themselves, as they look toward the future

The **Individual Directions Inventory™** (IDI) assessment measures 17 key dimensions reflecting the depth of emotional satisfaction from work and life. Highlighting the connection between motivation and behavior, the IDI offers a deeper understanding of what drives an individual. This high-impact tool will:

- Help people understand their motivations and how they relate to work and performance
- Inspire leaders to use motivation to support business initiatives
- Help leaders strengthen team dynamics
- Offer a thoughtful coaching model built on the unique potential of each individual

Explore Personal Directions with All 3 Assessments ...



... Or Leverage the Power of IDI On Its Own.



"The impact of Personal Directions feedback is like an internal 360! Coaching clients of mine have made life-altering decisions with confidence using this rich, comprehensive process".

- Stanlee Phelps, Lee Hecht Harrison  
Irvine, CA

**PERSONAL DIRECTIONS GIVES FEEDBACK BASED ON A 3-PART QUESTIONNAIRE**

**Individual Directions Inventory**

Affiliating	Perceiving
Challenging	Attracting
Mastering	Maintaining

**Appraise Your World**

Professional / Public Self  
Leisure Self  
Personal Self  
Inner Self

**World Outcomes**

Satisfaction / Dissatisfaction  
Security / Insecurity  
Balance / Growth / Support  
Internal / External Focus of World

## PD or IDI?

Both **Personal Directions® (PD)** and the **Individual Directions Inventory™ (IDI)** focus on the whole person, helping to uncover an individual's deepest motivations and emotional drivers. Determining the most appropriate assessment tool for a specific situation, therefore, is critical for a successful coaching or consultation engagement.

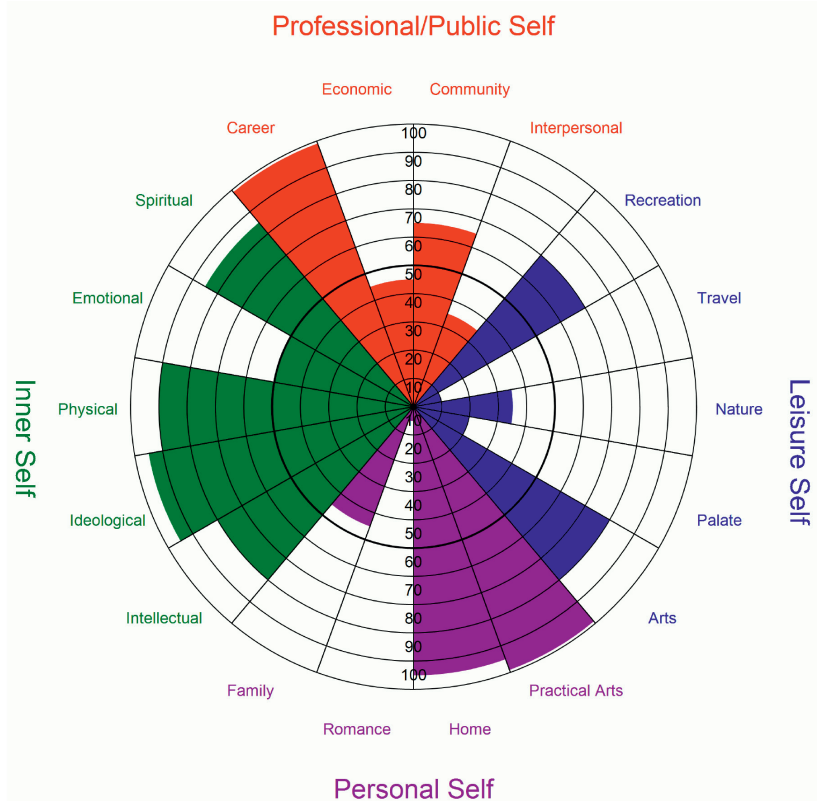
**PD** is designed to reveal profound insights exposing a more comprehensive view of an individual's life and the choices he or she can consider moving forward. Use PD when the focus is on:

- Life transition stages
- A holistic approach to professional development
- Uncovering career dissatisfaction
- Pre-retirement planning and legacy building

**IDI** encourages deep exploration into an individual's motivations and emotional drivers while maintaining a focus on career. Use IDI in order to:

- Explore professional development
- Weigh promotional opportunities
- Better understand leadership behaviors
- Build a coordinated and cohesive team
- Aid in selection

## PARTIAL SAMPLE: APPRAISE YOUR WORLD DIMENSIONS



### FACILITATOR CERTIFICATION

MRG's PD® and IDI™ are sophisticated assessments requiring skilled facilitation. Our certification workshops provide extensive training for interpretation and use of our products. Flexible education options for your organization's unique needs and learning styles include an ever-growing suite of remote and online education opportunities as well as in-person and on-site workshops at your location of choice.

For current opportunities, please visit:

[www.mrg.com/education-resources/certifications](http://www.mrg.com/education-resources/certifications)



## Management Research Group®

Founded in 1983, Management Research Group is an international assessment firm specializing in Leadership Development, Personal Development and Motivation, and Sales Force Effectiveness. We honor the uniqueness of each individual. All of our assessments and services are designed and delivered to offer meaningful insight, inspire reflection, and make people feel valued, respected, and encouraged. We believe in the interrelated power of **Business, Science, and the Human Spirit.**

### The MRG Difference:

- Our unique semi-ipsative questionnaire design significantly reduces rater biases, producing more accurate, valid and actionable feedback.
- We have one of the largest research databases in the world.
- We boast a network of 1500 consultants active in over 100 countries.
- MRG's assessments are available in 15 languages and are normed in 15 countries and 8 global regions.
- Our assessments are based on 40 years of research.

