COMPETENCIES ARE SOCIALLY RELEVANT. MOTIVATORS ARE PERSONAL

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In a rapidly evolving world, the way we define ***skills***, ***behaviors***, and ***competencies*** is constantly shifting. A person's expertise is often measured in comparison with others, to available technology, and to the demands of their environment. What was once considered a highly skilled profession, such as artisanal craftsmanship a century ago, may no longer hold the same status in today's technology-driven society. Competencies are contextual; they are shaped by external factors, such as ***work requirements***, ***leadership expectations***, and ***social norms***.

On the other hand, motivators are deeply personal. They are intrinsic, tied to an individual's genetic blueprint, thought patterns, and core drives. Unlike competencies, which are assessed in relation to external conditions, motivators remain a personal constant; an unchanging force that guides decisions, behaviors, and life choices regardless of the environment.

This distinction between competencies as a socially relevant concept and motivators as a personal constant is key to understanding how people develop, grow, and make choices. It also explains why some individuals thrive in specific environments while others struggle, even if they possess the same technical skills or leadership capabilities.

Competencies: Shaped by Context, Measured by Comparison

Competencies, whether technical, behavioral, or leadership-related, are measured relative to their usefulness in a given setting. A person's skills are valuable only if they align with what is needed or considered advanced at a particular time.

For example:

- A blacksmith in the 1800s was a highly skilled professional, but in today's world, that skill has largely been replaced by industrial manufacturing and automation.
- A software developer skilled in coding languages from the early 2000s must continuously adapt, learning new programming languages and frameworks to remain relevant.
- A leader in the past might have succeeded through hierarchical authority, whereas modern leadership requires emotional intelligence, adaptability, and social influence.

Competencies evolve with societal and technological shifts, and they are always assessed in relation to something else: peers, industry standards, or new innovations.

Personal development programs, leadership coaching, and organizational training mostly focus on developing competencies that align with the current and future needs of

the environment. They help individuals stay relevant in their careers and relationships by adjusting their skills and behaviors accordingly.

Motivators: A Deeply Personal, Unchanging Force

While competencies are shaped by external factors, ***motivators*** are internal and stable over time. They define who we are at our core and what naturally drives us, independent of social or professional expectations.

Unlike skills and behaviors, which can be learned or adapted, motivators are not something a person chooses to adopt. Instead, they emerge from a combination of ***genetic predispositions, and cognitive processing preferences.***

For example:

- Two people may have the same leadership competencies, but one is driven by **achievement and personal growth**, while the other is motivated by **social connection and teamwork**.
- A skilled engineer might enjoy solving technical problems because they are naturally motivated by **intellectual curiosity**, while another equally skilled engineer may be driven by **financial security**.
- A creative professional may have strong design skills, but their true motivator could be **autonomy**, leading them to prefer freelance work over a corporate job.

Because motivators are **personal constants**, they serve as an individual's **inner compass**, guiding long-term fulfillment and sense of ***purpose***. Unlike competencies, which must evolve, motivators provide clarity about what truly matters to a person, regardless of their environment.

Meet Yourself™: Measuring Both Competencies and Motivators

This distinction between **competencies as externally shaped, and motivators as internally driven,** is at the heart of the Meet Yourself™ personality assessment.

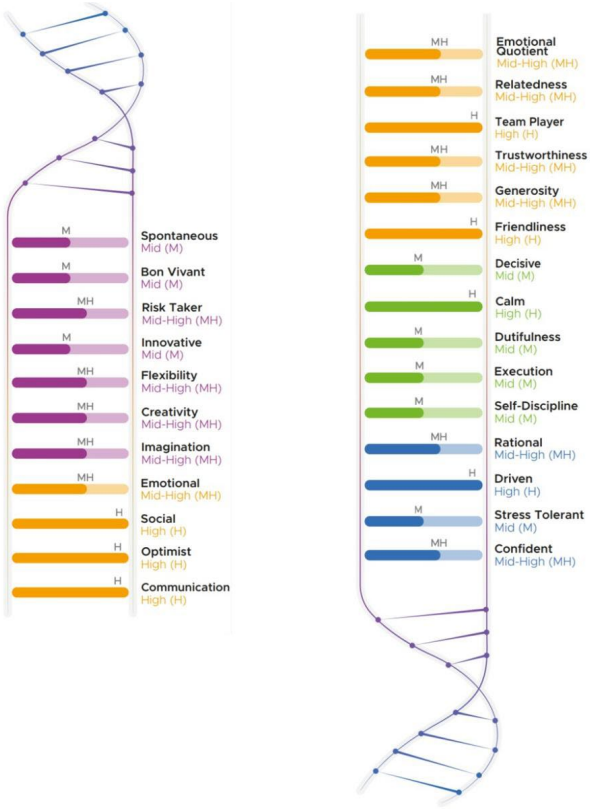
How Meet Yourself™ Measures Competencies

Meet Yourself evaluates behavioral competencies through psychology-driven assessment. This helps individuals and organizations understand **which skills and behaviors** they can develop to succeed in specific environments, whether in leadership, career, or personal relationships.

How Meet Yourself™ Measures Motivators

Unlike traditional personality assessments that focus only on learned skills and behaviors, Meet Yourself™ identifies motivators through **DNA testing and neuroscience-based thinking analysis**. This provides insight into a person's **core drivers**, revealing what energizes them and what environments they naturally thrive in, regardless of acquired competencies.

For example, if two people score high in leadership skills, Meet Yourself™ can distinguish whether one is **driven by power and influence** while the other is **driven by innovation and problem-solving.** This depth of understanding allows for truly **personalized development journeys.**



Why This Matters for Personal Growth and Leadership Development

Understanding this distinction between competencies and motivators helps individuals and organizations make better decisions about **career development, leadership styles, and team dynamics**.

- **For Individuals**: Recognizing your motivators ensures that you pursue a path aligned with your true nature, not just what society deems "needed" at a given moment.
- **For Leaders**: Understanding what drives your team members helps you create work environments where people **feel naturally motivated**, rather than relying solely on skill development.
- **For Organizations**: Balancing competency development with a deep understanding of employee motivators leads to **higher engagement, retention, and overall performance.**

By using Meet Yourself™, individuals and businesses can align **competency development with intrinsic motivators**, leading to long-term success and fulfillment.

Aligning External Growth with Internal Purpose

While skills, behaviors, and competencies change with the world around us, motivators remain the **unchanging force within us**. The key to true success, whether personal or professional, is recognizing both:

- **Develop competencies that keep you relevant in your field and environment.**
- **Stay true to your motivators to ensure long-term fulfillment and purpose.**

By understanding **both the external (competencies) and internal (motivators) forces**, you can make better decisions about personal growth, career direction, and leadership effectiveness.

Meet Yourself™ provides a **scientifically backed framework** for uncovering both aspects, allowing individuals to navigate life with greater clarity, confidence, and authenticity.