

How Each of the 12 Driving Forces® React to Crisis

During periods of crisis or uncertainty about the future, professionals in all industries will find themselves in increasingly stressful and confusing situations. **In times like these, it makes sense to turn to what you know best: Yourself.**

While the science of self is explored through all of our assessments, you should focus on your Drivers right now, which come from the 12 Driving Forces® assessment. These Drivers tell you what's important to you, and explain why you do what you do.

Think about your top 4 Drivers, and take a look at how those Drivers react to crisis.

KNOWLEDGE - Instinctive & Intellectual

INSTINCTIVE

Pain Point - Sorting through constant influx of information to find out what is relevant to them.

DO: Find a trusted and reliable source of information, and gather a daily snapshot.

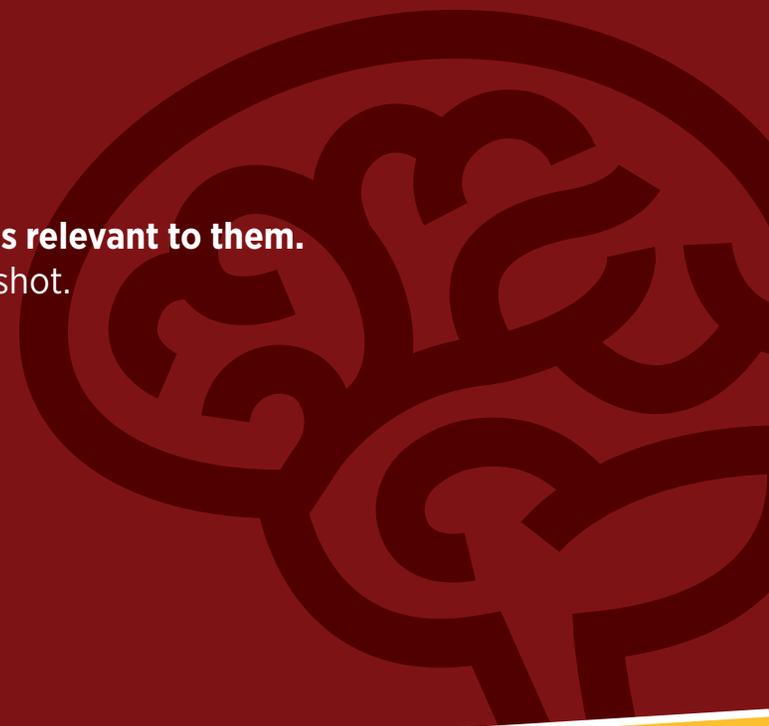
DON'T: Overextend and stress yourself out to stay current.

INTELLECTUAL

Pain Point - Burnout from constant information seeking.

DO: Pivot from information gathering to information sharing.

DON'T: Try to learn everything at once.



UTILITY - Selfless & Resourceful

SELFLESS

Pain Point - Not sure where to focus in chaotic situations.

DO: Ask for the clarity that you need.

DON'T: Be inflexible.

RESOURCEFUL

Pain Point - Frustrated at the slow pace we've had to adopt, in business and personal lives.

DO: Help others maximize productivity and resources.

DON'T: be impatient with others who are less reactive than you.



SURROUNDINGS - Objective & Harmonious

OBJECTIVE

Pain Point - Frustrated at lack of adaptability from others.

DO: Try to feel connected with everything going on around you and your team.

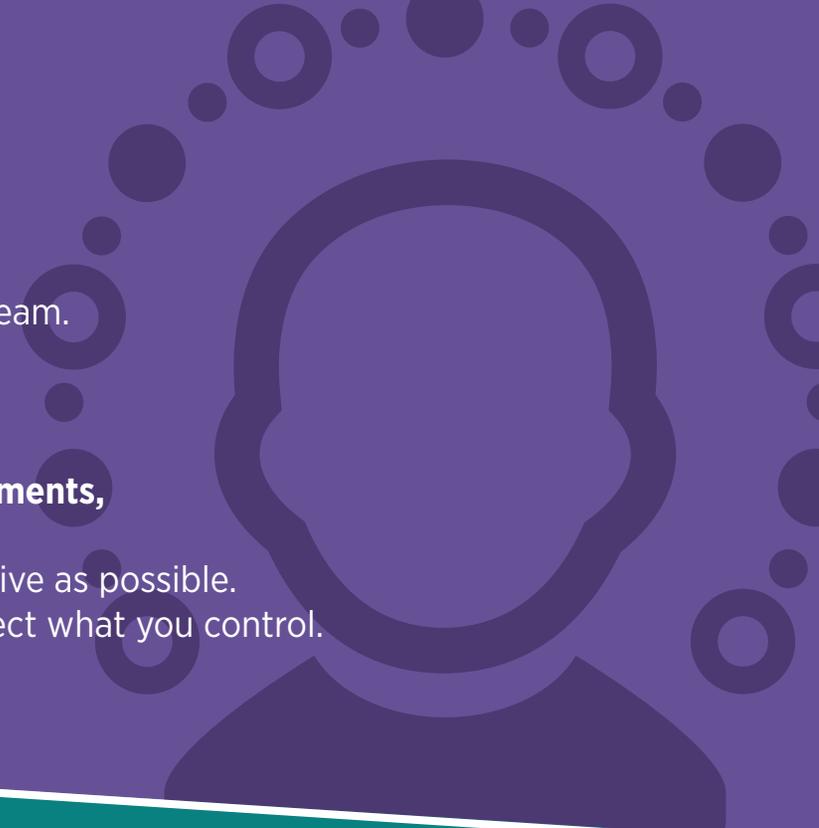
DON'T: Isolate yourself and shut off from emotions.

HARMONIOUS

Pain Point - Struggling with the shifts in their social and physical environments, especially when their current 'experience' is one of panic.

DO: Make your environment, even when WFH, as comfortable and productive as possible.

DON'T: Try to focus on a large scale picture right now. Understand and effect what you control.



OTHERS - Intentional & Altruistic

INTENTIONAL

Pain Point - Concerned about 'your circle', while worrying about the overreactions and actions of others.

DO: Reach out to others and protect your people by preparing and sharing.

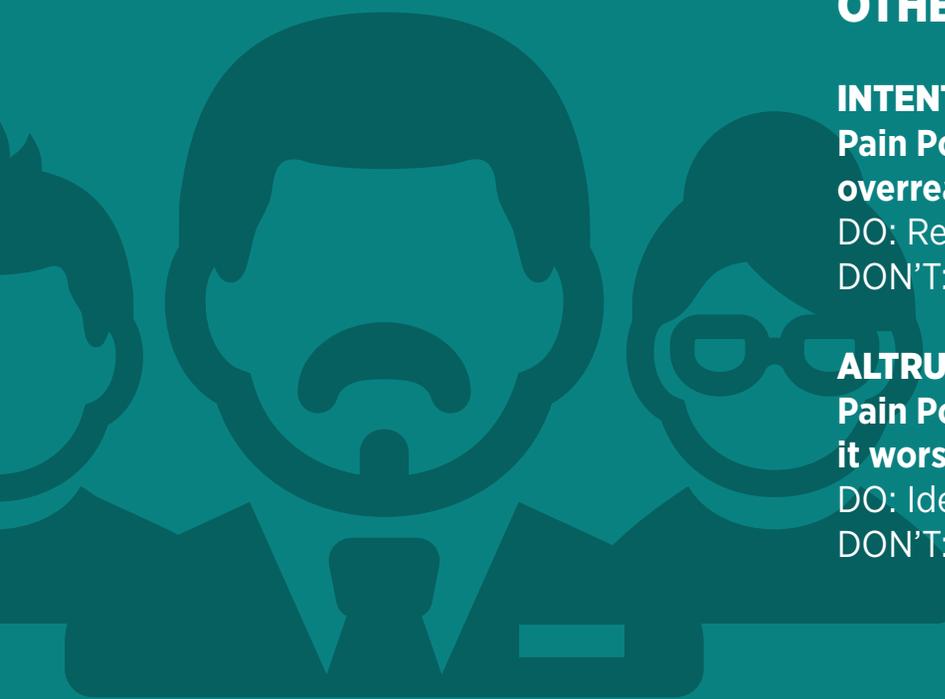
DON'T: Be insensitive of the plight of others.

ALTRUISTIC

Pain Point - Likely extremely worried about all the other people who have it worse off than they do. This can lead to spiraling anxiety.

DO: Identify reasonable ways you can help.

DON'T: Overextend your giving ability.



POWER - Collaborative & Commanding

COLLABORATIVE

Pain Point - Missing in-person collaboration as transition to WFH continues.

DO: Reach out and meet goals as a team.

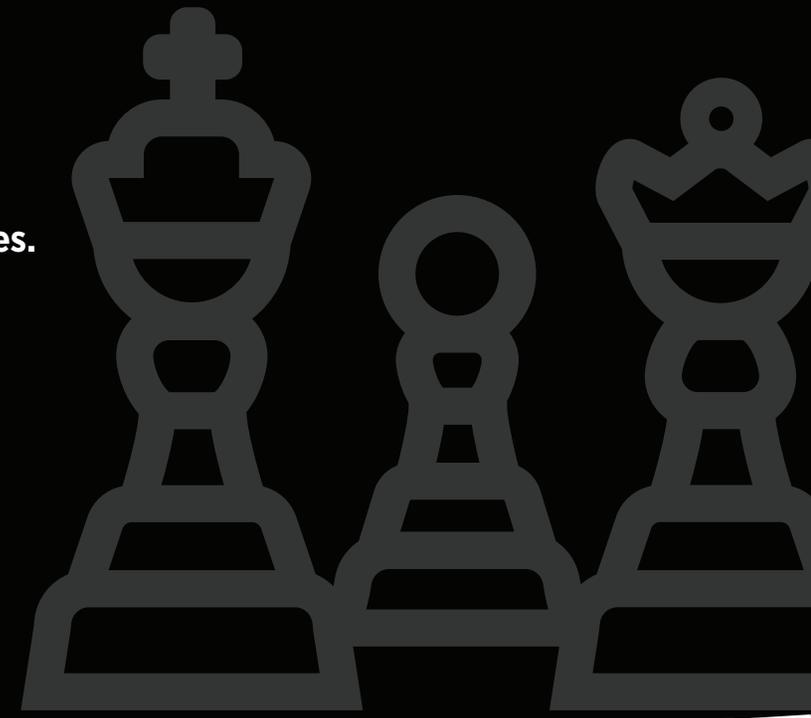
DON'T: Underestimate yourself and your own ability.

COMMANDING

Pain Point - Overextending to help team transition.

DO: Use your power to lead and inspire others.

DON'T: Run over people with your opinions.



METHODOLOGIES - Receptive & Structured

RECEPTIVE

Pain Point - Others aren't adjusting as quickly as them to changes.

DO: Embrace the change and help others adapt.

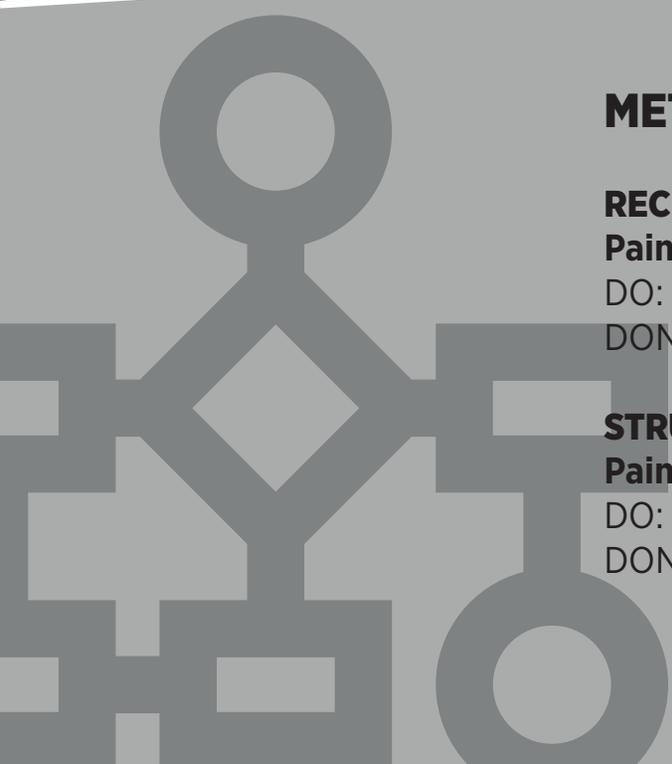
DON'T: Try push change too quickly/ move too fast.

STRUCTURED

Pain Point - Struggling to accept that ritual and habit are disrupted across a global scale.

DO: Become a cultural guardian and help team and loved ones transition.

DON'T: Get bogged down in old ideas.



What's Your Next Step?

Now you know how to immediately react to crisis situations, according to your top Drivers. But, what's your next step? **How can you continue to develop your awareness and understanding?**

- Consider your Drivers and the Drivers of your peers while communicating in close quarters.
- Learn more about your Drivers at www.CortexLeadership.com
- Contact Cortex to learn more about other assessments and possibilities for increasing your understanding of yourself and others.



To learn more about 12 Driving Forces, and how they can impact your future, contact Lynda McNutt Foster today at 540-815-1300 or visit www.CortexLeadership.com



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