



Reiss **Motivation** **Profile** The Science of Motivation

Administered in Australia by

Reiss Motivation Australia

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Overview

The Reiss Motivation Profile® is a scientifically developed assessment tool that measures the 16 fundamental desires driving human behaviour.

Professor Steven Reiss spent decades studying human needs to advance our understanding of intrinsic motivation. Asking thousands of people from diverse cultures and stages of life what they wanted and needed (rather than observing), he discovered we are driven by 16 Basic Desires. These desires are common to all of us and are deeply rooted in human nature.

These 16 Basic Desires (or needs) reveal our values, give rise to personality traits and help to predict how we behave, make decisions and perform. If we understand our intrinsic needs, we can identify the environments, activities and habits that help to satisfy our needs, increase our performance and lead us to live a productive and fulfilled life.



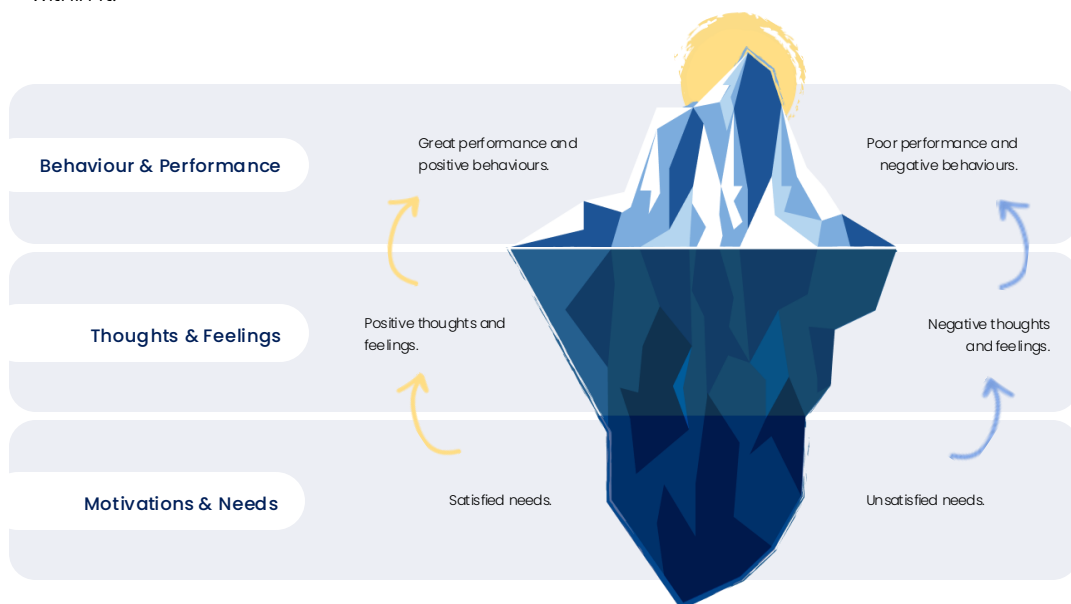
If I know how an individual prioritises and combines the 16 Basic Desires, I can predict with significant validity the individual's personality traits, values, relationships and behaviour in real-life situations.



Professor Steven Reiss

Predicting and Driving Performance

Intrinsic motives inform how we think, feel, act and react to our environment and the people within it.



The Intensity Scale

Your report gives you a score of intensity against the 16 Basic Desires. The score of intensity represents how significant the desire is to you, and how much you need of it. The more intense or significant the need is, the more predictable future decision-making and behaviour becomes.



Weak Need

Score falls between -2 to -0.84.

Weak needs are considered significant and display as light blue. A weak need means you need very little or none of that desire, in most or all situations. You may seek out the opposite of that desire.

Average Need

Score falls between -0.84 to +0.84.

Average needs display as orange. An average need means this desire is situationally dependent for you. Maintaining a balance of too much and too little will help to satisfy this need.

Strong Need

Score falls between +0.84 to +2.

Strong needs are considered significant and display as dark blue. A strong need means you need a lot of that desire, in most or all situations.



Everybody wants the same things, just not to the same degree.



Professor Steven Reiss

Applying Your Results

Awareness of our needs helps us understand ourselves and others better, enabling us to drive improved performance, stronger relationships, and greater satisfaction in all areas of life.

Performance

We experience frustration when our needs are unmet. We experience satisfaction and fulfillment when our needs are met.

Relationships

Similar needs promote bonding. Dissimilar needs promote conflict. Awareness promotes tolerance.

Blind Spots

Significant needs can lead to personal blind spots, i.e. it is difficult to see or understand the other side or perspective.

Habits and Traits

Satiation is only temporary. We develop habits and traits to continuously satisfy our important desires.

16 Basic Desires – Snapshot

Each desire is measured on its own scale of intensity with opposing weak and strong values for each desire. Full definitions for each desire are available in your report.

Acceptance

The desire for positive self-regard.



Confident

Sensitive

Beauty

The desire for aesthetically appealing experiences.



Functional

Stylish

Curiosity

The desire for understanding.



Practical

Intellectual

Eating

The desire to consume food.



Eat to Survive

Eat to Enjoy

Family

The desire to raise children and spend time with siblings.



Self-oriented

Family-oriented

Honour

The desire for upright character.



Expedient

Principled

Idealism

The desire for social justice.



Realist

Idealist

Independence

The desire for self-reliance.



Interdependent

Independent

Order

The desire for structure and stability.



Flexible

Organised

Physical Activity

The desire for muscle exercise.



Inactive

Active

Power

The desire for influence of will.



Non-assertive

Influential

Saving

The desire to collect things.



Spender

Saver

Social Contact

The desire for companionship with peers.



Time with Self

Time with Others

Status

The desire for respect based on social standing.



Informal

Formal

Tranquility

The desire to avoid pain and anxiety.



Risk Taker

Cautious

Vengeance

The desire to confront those who frustrate or offend us.



Peacemaker

Competitor