



Motives, Values, Preferences Inventory (MVPI) Scale Definitions

MVPI	Lower Scores Value:	Higher Scores Value:
Recognition	Modesty, sharing credit, “behind the scenes” roles	Notoriety, public praise, high-visibility roles
Power	Cooperation, democratic decision-making	Authority, advancement, competition, influence
Hedonism	Professionalism, self-discipline, formality	Fun, variety, excitement, lighthearted cultures
Altruistic	Personal responsibility, self-reliance , productivity	Helping others, coaching, providing service
Affiliation	Privacy, task focus, minimal interruptions	Networking, relationships, teamwork, belongingness
Tradition	Progress, change, diversity, autonomy	Conservatism, convention, principled standards of conduct
Security	Risk-taking, limit-testing, flexibility	Structure, order, predictability, minimizing risk
Commerce	Generosity, people over profits, less focus on bottom line	Profitability, making money, focus on bottom line
Aesthetics	Functionality, pragmatics, substance over form	Quality, style, brand image, product “look and feel”
Science	Action, intuition, experience-based decisions	Analysis, data-driven decisions, rational arguments