



**Comparison of**  
**Metaprogram Scales (LAB Profile)**  
**and**  
**Motivational and Attitudinal Patterns (iWAM)**

**Language & Behavior Profile (LAB)**  
**&**  
**Inventory for Work Attitude and Motivation (iWAM)**

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## Comparison of Terms: Language & Behavior Profile (LAB) vs. iWAM<sup>i</sup>

The original *Language and Behavior Profile* and *Inventory for Work Attitude and Motivation* were the work of Rodger Bailey. As a result, the two assessment tools have a number of scales in common. These scales measure a number of metaprograms or patterns that are the same or very similar.

During this decade, the LAB and iWAM evolved differently and from different sources. By working with Success Strategies and jobEQ, This Institute is able to provide professionals with a comparison of the scales of both tools.

Note that in some categories, the two tools define the patterns differently or in different combinations. In others, there are simply no equivalents.

Since The Institute considers this a work in progress, we invite you to relay any questions or feedback to one or all of the following:

jobEQ (iWAM):	<a href="mailto:info@jobeq.com">info@jobeq.com</a>
Success Strategies (LAB Profile):	<a href="mailto:info@successtrategies.com">info@successtrategies.com</a>
The Institute:	<a href="mailto:info@iwaminstitute.com">info@iwaminstitute.com</a>

Note: There have been some changes in the scale labels for the Inventory for Work Attitude and Motivation since this document was originally published. Those changes are reflected in this version.

Pattern/Metaprogram	Pattern-A	Pattern-B	Pattern-C
LAB – Level	Proactive	Reactive	N/A <sup>1</sup>
iWAM – Action Level	Initiation	Reflection/Patience	N/A
LAB – Direction	Toward	Away From	N/A
iWAM-Action Direction	Goal Orientation	Problem Solving	N/A
LAB – Source	Internal	External	N/A
iWAM-Evaluation Reference	Internal Motives	External Reference	N/A
LAB – Reason	Options	Procedures	N/A
iWAM-Task Attitude	Alternatives	Procedures	N/A
LAB – Scope	General	Specific	N/A
iWAM-Task Orientation	Breadth	Depth	N/A
LAB – Style <sup>2</sup>	Independent	Proximity	Co-operative
iWAM-Work Environment Type	Individual	Group	Group
iWAM-Work Assignment	Sole Responsibility	?	Shared Responsibility
LAB – Attention Direction	Self	Other	N/A
iWAM – Communication Sort <sup>3</sup>	Neutral	Affective	N/A

LAB – Change <sup>4</sup>	Sameness	Sameness with Exception	Difference
iWAM-Relationship Sorting	Sameness	Evolution	Difference

<sup>1</sup> N/A = Not Applicable

<sup>2</sup> Each of the LAB Profile patterns is a combination of the Work Assignment/Work Environment patterns in the iWAM. For example, “Independent” is a combination of Individual and *Sole Responsibility*. “Proximity” is a combination of *Group* and *Sole Responsibility*. “Co-operative” is *Group* and *Shared Responsibility*.

<sup>3</sup> The comparison here is not parallel. The LAB patterns are an indication of whether the individual pays attention to non-verbal behavior or not. The iWAM patterns indicate an interest in non-verbal (Affective) and/or in content (Neutral).

<sup>4</sup> The LAB Profile has a fourth category called “Sameness and Difference with Exception” for which there is no explicit iWAM counterpart. An individual would probably be high in both “Comparison” and “Difference” in this category.

Basic Motivation (iWAM)	Note: There are no comparable scales in the LAB <sup>5</sup>		
McClelland	Dominance	Affiliation	Achievement
iWAM	Power	Affiliation	Achievement

LAB-Rules <sup>6</sup>	My/My	My/No	No/My	My/Your
iWAM-Norms	Assertive	Indifferent	Compliance	Tolerance

Convincer Patterns and Processes				
LAB-Convincer	See	Hear	Read	Do
iWAM-Channels	See	Hear	Read	Do
LAB-Consistency	Automatic	# of Repetitions	Consistent	Time Frame
iWAM-Process	Automatic	# of Examples	Consistent	Period of Time

LAB- Organization	Person	Thing(s)
iWAM – Interest Filters	People	Tools/Systems/Money/Information/Place/Time/Activity

**The following patterns in one system do not appear to have a counterpart in the other.**

LAB – Stress Response	Feelings	Choice	Thinking
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iWAM – Temporal Processing	Past	Present	Future
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<sup>i</sup> The Inventory for Work Attitude and Motivation (iWAM) and Language and Behavior Profile (LAB) are licensed and protected names and products. See jobEQ.com (iWAM) and Successtrategies.com (LAB Profile) for additional information.

<sup>5</sup> In the LAB Profile, these factors might be identified through “Criteria.”

<sup>6</sup> The LAB “My/No” and “No/My” patterns are not defined the same as the iWAM *Indifferent* and *Compliant* patterns.