

iWAM Motivational and Attitudinal Patterns and Their Historical Origins

While comparatively new as an instrument, the iWAM derives its power from a long line of distinguished psychological researchers. Building upon the work of such greats as Jung and McClelland and the transformative work of Neurolinguistic Psychology, the iWAM incorporates 48 Motivational & Attitudinal Patterns (MAPs) into a single instrument. Below is a summary created by Patrick Merlevede of jobEQ. It provides an overview of the academic roots lineage that led to the development of the iWAM and its components.

iWAM Motivational and Attitudinal Patterns		Origin outside NLP	First appeared inside NLP
OF1	Action Level: Initiation vs. Reflection & Patience	Proaction-Reaction (Bales, 1950)	
OF2	Action Direction: Goal Orientation vs. Problem Solving	Pleasure Principle (Freud)	Towards Coherence -Away from Incoherence (DOTAR, 1980)
OF3	Evaluation Reference: Individual/Internal vs. External	Judgmental vs. Perceptive (Jung, 1922)	Structure of Magic II (1975)
OF4	Task Attitude: Alternatives vs. Procedures	Transactional Analysis (Berne 1962, 1972)	Possibility, Necessity (derived from modal operator: Structure of Magic I, 1975)
OF5	Task Orientation: Breadth vs. Depth	Scope (Ed Klima)	Big Chunk – Small Chunk
OF6	Communication Sort: Affective vs. Neutral	Extroversion vs. Introversion (Jung, 1922)	Self-Other: Changing with Families (1976)
OF7	Work Environment Type: Group vs. Individual	Extroversion vs. Introversion (Jung, 1922)	
OF8	Work Assignment Type: Sole vs. Shared Responsibility	Individualism vs. Collectivism: (Parsons, 1951)	
So	Relationship Sorting: Sameness, Evolution, and Difference	Equivalence Range (R.W Gardner, 1953)	Match – Mismatch
WA	Work Approach: Use, Concept, and Structure	Sensing vs. Intuition (Florence Kasai, 1990)	
TP	Temporal Processing: Past, Present, Future	Value Orientations (Kluckhohn & Strodtbeck, 1961)	Patterns I (1975)
Mo	Motivational Sort: Power, Affiliation, Achievement	Motivational Types: Power, Affiliation, Achievement (McClelland, 1953)	Yeager (1985) in <i>Thinking about Thinking</i>
N	Norming Patterns: Universal Rules, No Rules, Organizational Rules, Particular Rules	Universalism—Particularism (Parsons, 1951)	
Co	Convincer Patterns – Input: See, Hear, Read, Do		Visual, Auditory, Kinesthetic (Structure of Magic II)
Co	Convincer Patterns - Interpretation: Automatic, Consistency, Examples, Period of Time		Building a Complex Equivalence as Function of Frequency, Tempo, Duration
IF	Interest Filters: People, Tools, Systems, Information, Money, Place, Time, Action		Separates by Person, Place, Time, Action, Activity (DOTAR 1980)