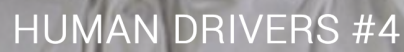


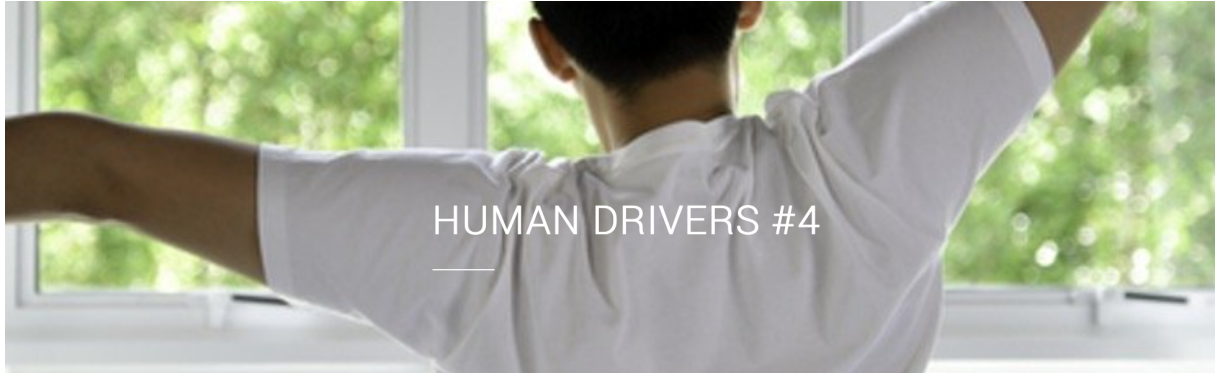
Your belief system, upbringing, cultural background, and personal perspective shape the way you perceive the world around you, and as a result, you may be motivated by certain factors in life. What are those drivers that inspire you to wake up every morning and start your day? Please explain.

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



There is an overwhelming amount of influence in today's world. Various personal and social media platforms bombard us with tailored information, while newspapers and media sources shape our individual and collective realities with their choice of words. Given this scenario, how do you perceive (y)our world? What is your outlook?

[illegible]



04.4 HUMAN DRIVERS*

Marketing, business development, and psychology have recognized that people tend to respond in specific ways, leading to the identification of five human drivers that are linked to their reactions. These drivers are Hope (aspirations for sex, wealth, leaving a legacy), Belongingness (to oneself, family, friends, and communities), Importance (connecting with brands, lifestyle, and communication styles to feel important), Excitement (maximizing sensory experiences), and Security. These drivers are closely tied to our emotional well-being and self-assurance. Which of these drivers resonate with you also looking at the previous answers?

Materials: video / article

**In the Genuine Personal Program 2.0 and 3.0, you will delve into these drivers in greater detail.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.