

# RESEARCH DIRECTIONS

## Driven by Instinct

**Associate Professor Anneke Fitzgerald, Associate Professor Terry Sloan, Dr Kate Hayes, Dr Ann Dadich and Mr Geoffrey Chapman from the Centre for Industry and Innovation Studies are working with Link-up International to identify ways to improve team dynamics and leadership within the workplace by examining the role of the Instinctive Drives (I.D.) System®.**

'Managing change within an organisation can be difficult, especially in this current economic climate,' says Associate Professor Fitzgerald. 'Although the availability of resources might have diminished, uncertainty and insecurity certainly hasn't. We need to find ways that help organisations weather the storm. All sectors can benefit from understanding how to effectively manage organisational change and although we know that strong leadership and effective teamwork are essential, what we don't know is how to effectively harness these qualities. We are determining if the I.D. System® can do this and whether it might be used to enhance leadership capacities for the benefit of the leader, their team and the organisation as a whole. This system doesn't just examine learned skills and behaviour it is a tool that reveals innate drives that are linked to individual motivation. To identify an individual's drive-strength, a questionnaire is used and the resulting profile provides insight into their natural tendencies. This helps individuals and their team to understand ways to achieve their peak performance.'

Statistical analysis will be used with previously collected data to detail the changes in direction and intensity of the I.D.™ of workers over time. The I.D. System® will also be compared with the reliability of other psychological analysis tools and assessed for usefulness in the development of leadership capability and its organisational effectiveness, using semi-structured interviews with program participants.



By examining the role of the I.D. System® in leadership and teamwork, it may be possible to assist organisations in becoming more adaptable to a changing environment, more innovative in their approach, and better equipped to retain effective teams. These improvements, including more efficient and effective leadership are very important for the development of the Australian workplace.

**Project Title:** The Instinctive Drive records: exploring data, presenting results and expanding horizons.

**Funding has been set at:** \$93,377

**Contact Details:** [a.fitzgerald@uws.edu.au](mailto:a.fitzgerald@uws.edu.au)  
<http://www.uws.edu.au/cinis>

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