

# My Founder Profile

## MY MOTIVATORS

Score each of the below statements between 1 and 5 using the following scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neither Agree nor Disagree
- 4 = Agree
- 5 = Strongly Agree

		Score
Q1	I often find myself distracted or drawn in by new ideas and opportunities.	
Q2	If I feel strongly about something, I am better able to focus on it.	
Q3	I often leave it to the latest possible opportunity before I start a more significant task.	
Q4	I am more motivated to carry out a task if it stretches me.	
Q5	I often experience times of hyper-focus or hyper-fixation where I am absorbed in one activity for many hours.	
Q6	I often find there is a tipping point where things become too chaotic or out-of-control, and I am suddenly spurred into action.	
Q7	My curiosity often leads me down interesting and unexpected new avenues.	
Q8	When I find an interest, cause or activity that I am passionate about, I put 100% into it.	
Q9	I need hard deadlines in order to get more significant tasks done.	
Q10	I find mundane or boring tasks difficult to carry out.	
Q11	Sometimes when I am focusing on something, I realise I haven't had a drink or been to the bathroom for a very long time.	
Q12	If I experience sensory overload, I remove myself from the situation as quickly as possible.	
Q13	I find it difficult to start tasks which "just need doing".	
Q14	If I have doubts or am not fully behind something, I find it difficult to engage with.	
Q15	I do my best work under time pressure (when a deadline is looming).	
Q16	If something feels like a game or challenge, I am more likely to be engaged.	

Q17	When I'm in deep focus, I find someone interrupting me fills me with a temporary rage.	
Q18	If there are a set of tasks on my to-do list, and one of them is particularly difficult or uncomfortable, I will put that task off as long as possible.	
Q19	Once I'm familiar with a repetitive task, I find it difficult to motivate myself to keep doing it.	
Q20	I often find ways to prioritise activities related to my passions and interests over more important tasks.	
Q21	If I have too much time before something is due, I struggle to start it.	
Q22	I am more motivated to keep going on a larger task if there are smaller milestones to "achieve" or tick off along the way.	
Q23	I have periods where it feels like I can get a weeks' worth of work done in just a few hours.	
Q24	If discomfort levels are high during a task, I will rush through it so that it's over quicker.	
Q25	I often lose interest during larger tasks or projects which take a lot of time to complete.	
Q26	If I care deeply about something, I find it easy to get lost in activities relating to it.	
Q27	If there is no real deadline, I find that my goals can drift.	
Q28	I prefer to operate just outside of my comfort zone (but not too far outside).	
Q29	I enjoy getting completely lost in an activity.	
Q30	I put off things that I believe are truly out of my comfort zone.	

Map your score for each question into the table below, then total each row to find your strongest motivator(s)

						Total Score
<b>STIMULATION</b>	Q1=	Q7=	Q13=	Q19=	Q25=	
<b>PASSION</b>	Q2=	Q8=	Q14=	Q20=	Q26=	
<b>IMMEDIACY</b>	Q3=	Q9=	Q15=	Q21=	Q27=	
<b>CHALLENGE</b>	Q4=	Q10=	Q16=	Q22=	Q28=	
<b>ENGAGEMENT</b>	Q5=	Q11=	Q17=	Q23=	Q29=	
<b>DISCOMFORT</b>	Q6=	Q12=	Q18=	Q24=	Q30=	

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	0	5	10	15	20	25
STIMULATION						
PASSION						
IMMEDIACY						
CHALLENGE						
ENGAGEMENT						
DISCOMFORT						

**Shade in your score** against each of the ADHD SPICED Motivators to easily see your most and least dominant drivers.

### STIMULATION

If you scored highly on STIMULATION, you are likely to be more motivated to start and complete things when there is an element of novelty, variety, or something that piques your curiosity and imagination.

**So What?** For tasks which feel mundane, or like too much of a mountain to climb, try to think of ways to hack the process to include one of these elements.

### PASSION

If PASSION was a high-scoring driver for you, you are likely to find it easy to access flow-state when the tasks align with your deep interests and things you care about.

**So What?** Cultivating a real sense of connection and love for your business and your customers, and then consciously linking your task-list back to this may help motivate you in your business.

### IMMEDIACY

If you had a high score for IMMEDIACY, it's likely that you need the pressure of a looming deadline to really kick into gear – and often produce your best work!

**So What?** It's tempting to fight this tendency, but this often leads to shame spirals when you inevitably do it again. Instead, it's about embracing it and planning for it, so that you can carry it out intentionally and safely, for both your mental and physical health.

## CHALLENGE

If you scored highly on CHALLENGE, you likely thrive in the growth sweet spot, where something is *hard*, but not *too* hard. You enjoy being stretched and challenged, and perhaps even enjoy an element of competition.

**So What?** An easy way to hack your daily task-list is to make it a game or a challenge in itself. This could be setting up a points system so that for each item you complete you win points, it could be running leaderboards with other founders and friends, or it could be setting yourself stretch targets with rewards for achieving them.

## ENGAGEMENT

If ENGAGEMENT was a high-scoring driver for you, you may often find yourself lost in a deep flow-state, called hyper-focus or hyper-fixation. In this state you may feel like you can achieve 10 times what an average person would in the same time frame and you are totally absorbed in what is in front of you.

**So What?** Being able to access states of hyper-focus is both a blessing and a curse for ADHD founders. Learning how to access it appropriately and intentionally, and how to exit it, will enable you to harness it as a productivity super-power in your arsenal.

## DISCOMFORT

If you had a high score for DISCOMFORT, you may find that you often reach certain thresholds or tipping points where the disorder or noise around you (mental or physical) becomes too much and you find yourself leaping into action.

**So What?** By cultivating an awareness of our comfort/discomfort levels, we can use discomfort avoidance as a tool to hack our productivity workflows. This may sometimes placing ourselves into the path of discomfort so that it acts as that trigger towards purposeful action.