

Dominant Motivating Factor (or Dominant Buy-in Motive)

This is one of the key concepts taught to anyone handling executive talent acquisition. It's an executive search 101 concept taught during the first week on the job as a search consultant or internally with corporate recruiters.

Simply put, Dominant Motivating Factor is the key underlying reason a candidate is considering having an interview for a new job.

Motivating Factors or "DBMs" (Dominant Buy-In Motivations) can include:

- More responsibility
- A position offering greater visibility or ...
- The next rung up the ladder (wanting to move from Regional Manager to Vice President or Director)
- Closer to home
- Reduction in weekly travel
- Better benefits
- More recognition or ability to impact (being a larger fish in a smaller pond)

Ways finding out what the motivating factors are include questions such as:

- How would this position change your career path?
- Why are you considering making a move?
- What would it take for you to make a move?
- What does a new position need to have that's different from your current role?
- If you could write your job description, how would your next position read compared to your current job?