

Master-
Table 33

Properties of the five components of drive.
Drives promote change and overcome opposition to desired values. Each is a triad formed by combining three adjacent types of purpose. They are operated by individuals and organizations within communities and directed either inwardly to modify the self, or outwardly to modify others. See text for further details and explanation.

Triad No. (Levels)	Component of Drive	Function	Desired Effect	Expression	Locus of Responsibility	Inherent Criticism	Consequence of Failure
5 (Ls 7-5)	Ideal	To commit people to desired values despite their differences.	People feel encouraged to persevere despite all obstacles.	Aspirational conception	Social movements explained by their elites.	Unrealistic	Cynicism and apathy weakens the social fabric.
4 (Ls 6-4)	Crusade	To convert people to ideas of potential social benefit.	People's energies and loyalty are enduringly harnessed.	Reform agenda	Causes represented by their champions.	Extremist	People do not understand what the change is about.
3 (Ls 5-3)	Campaign	To persuade people to act on dormant values which they hold in common.	People are temporarily activated to choose according to preferences.	Memorable slogan	Constituencies activated by their campaigners.	Intrusive	People do not act on their values.
2 (Ls 4-2)	Initiative	To generate activities which forward given but neglected values.	People are engaged over a defined time to achieve results.	Costed proposals	Organizations advised by their experts.	Distorting	Disillusionment with management's ability to make progress.
1 (Ls 3-1)	Directive	To produce specific action when there is intractable value conflict.	People in the situation are immediately controlled.	Compulsory decree	Leaders sanctioned by the organization's crises.	Dictatorial	Deterioration in the situation due to an impasse.