

# TTI Success Insights™ Collection

## Personal Interests, Attitudes and Values™ Version



### THE WHY BEHIND YOUR BEHAVIOR AND ACTIONS

What is it that motivates you to take action? What is the source of your desire to become involved in certain activities—or to avoid them? Why do you behave in the manner you do? The answers lie deep within your unique set of personal interests, attitudes and values. These powerful motivating forces within you largely affect how you behave and how others perceive you. Identifying them is important to understanding what makes you effective, satisfied and personally successful.

### DEFINING ATTITUDES

In 1928, Eduard Spranger wrote a book entitled "Types of Men." He identified six major attitudes or world-views. These attitudes are a type of window through which we view the world and seek fulfillment in our lives. If we are participating in a discussion, activity or career that is in alignment with our attitudes, we will value the experience. Conversely, if we are in a conversation, activity or career that is in conflict with our dominant attitudes, we will be indifferent or even negative toward the experience, possibly causing stress.

### THE SIX ATTITUDES—IN BRIEF

**Theoretical:** a passion to discover, systematize and analyze; a search for knowledge

**Utilitarian:** a passion to gain return on investment of time, resources and money

**Aesthetic:** a passion to achieve self-actualization, balance and harmony in one's own life

**Social:** a passion to eliminate hate and conflict in the world and to assist others

**Individualistic:** a passion to achieve position and to use that position to influence others

**Traditional:** a passion to pursue the higher meaning in life through a defined system for living

### THE ASSESSMENT

The Personal Interests, Attitudes and Value™ assessment measures your responses in each of the six attitudes. The computerized report shows each of the six attitudes compared to a recently validated national average. You are provided with information on the WHY of your actions which, with application, can positively impact your life.

### "VALUING" YOUR LIFE AND OTHERS

Once you are aware of the dominant attitudes contributing passion and purpose to your life, you will be able to clarify what drives your actions, as well as what causes conflict. For example, if you are currently questioning whether you are in the right career, knowing your attitudes will help you decide. In addition, applying an understanding of attitudes to your relationships with others will deepen your appreciation of them and clarify the "why" of your interactions.

### RESULTS AND BENEFITS

The knowledge you gain from the Personal Interests, Attitudes and Values report will help you take control of your decisions, your life's direction and your appreciation of others. You will:

- Know the WHY of your automatic reactions.
- Make career choices that are more in line with your underlying passions.
- Understand the causes of conflict in your life.
- Develop an increased appreciation for each of the six attitudes.
- Gain the flexibility of being able to see life from different viewpoints.
- Increase your satisfaction and fulfillment in life.

The Personal Interests, Attitudes and Values report is a valuable tool for maximizing your personal and professional life.

Provided By:

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# TTI SUCCESS INSIGHTS™

Personal Interests, Attitudes and Values™

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*"He who knows others is learned.  
He who knows himself is wise."  
—Lao Tse*

**Joan Doe**

Software Development Team

ABC Company

11-17-2003



## UNDERSTANDING YOUR REPORT

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Knowledge of an individual's attitudes help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The PIAV report measures the relative prominence of six basic interests or attitudes (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Attitudes help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six attitudes. Your top two and sometimes three attitudes cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top attitudes.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six attitudes.

- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These attitudes tend to become more important as your top attitudes are satisfied.
- **INDIFFERENT** - your feelings will be indifferent when related to your 5th or 6th attitude.

YOUR ATTITUDES RANKING		
1st	THEORETICAL	Strong
2nd	UTILITARIAN	Strong
3rd	AESTHETIC	Situational
4th	TRADITIONAL	Situational
5th	INDIVIDUALISTIC	Indifferent
6th	SOCIAL	Indifferent



## THEORETICAL

*The primary drive with this value is the discovery of TRUTH. In pursuit of this value, an individual takes a "cognitive" attitude. Such an individual is nonjudgmental regarding the beauty or utility of objects and seeks only to observe and to reason. Since the interests of the theoretical person are empirical, critical and rational, the person appears to be an intellectual. The chief aim in life is to order and systematize knowledge: knowledge for the sake of knowledge.*

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- Joan is comfortable around people who share her interest for knowledge and especially those people with similar convictions.
- She may have difficulty putting down a good book.
- Joan has the potential to become an expert in her chosen field.
- Joan is very good at integrating past knowledge to solve present problems.
- A comfortable job for Joan is one that challenges her knowledge.
- She will usually have the data to support her convictions.



## UTILITARIAN

*The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family. This value includes the practical affairs of the business world - the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average American business person. A person with a high score is likely to have a high need to surpass others in wealth.*

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- Joan tends to give freely of time and resources, but will want and expect a return on her investment.
- The accumulation of material possessions results from her ability to follow through and accomplish goals.
- She may use wealth as a yardstick to measure her work effort.
- She evaluates things for their utility and economic return.
- Goals for the future are easily accomplished with her ability to integrate the past and the present.
- She will work long and hard to satisfy her needs.
- Joan is good at achieving goals.



## AESTHETIC

*A higher Aesthetic score indicates a relative interest in "form and harmony." Each experience is judged from the standpoint of grace, symmetry or fitness. Life may be regarded as a procession of events, and each is enjoyed for its own sake. A high score here does not necessarily mean that the incumbent has talents in creative artistry. It indicates a primary interest in the artistic episodes of life.*

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- At times Joan will look for the beauty in all things.
- There could be a specific area that is of great interest to her. For instance, she may be appreciative of the natural beauty of mountains and streams, but may not be overly impressed by the works of Picasso or Rembrandt.
- The need for the appreciation of beauty is determined on an individual basis and is not generalized in terms of the total world around her.
- Joan may desire fine things for her spouse or family members, but is not concerned with the depth of her relationships with others.



## TRADITIONAL

*The highest interest for this value may be called "unity," "order," or "tradition." Individuals with high scores in this value seek a system for living. This system can be found in such things as religion, conservatism or any authority that has defined rules, regulations and principles for living.*

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- Joan lets her conscience be her guide.
- She will have strong beliefs within a system that she feels most comfortable with, and she will not be as strong in her beliefs or approach if she lacks that interest level.
- Joan at times will evaluate others based on her rules for living.
- Joan needs to be able to pick and choose the traditions and set of beliefs to which she will adhere.



## INDIVIDUALISTIC

*The primary interest for this value is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power value. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.*

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- As long as Joan's belief systems are not threatened, she will allow others to set the tone and direction of her work.
- Being in total control of a situation is not a primary motivating factor.
- Joan will be less concerned about her ego than others may be.
- She will not attempt to overpower others' points of view or change their thinking.
- Stability is a primary concern. Patience and fortitude will win in the long run.
- Joan's passion in life will be found in one or two of the other dimensions discussed in this report.
- Joan feels that struggles should be the burden of the team, not just the individuals.



## SOCIAL

*Those who score very high in this value have an inherent love of people. The social person prizes other people and is, therefore, kind, sympathetic and unselfish. They are likely to find the Theoretical, Utilitarian and Aesthetic attitudes cold and inhuman. Compared to the Individualistic value, the Social person regards helping others as the only suitable form for human relationships. Research into this value indicates that in its purest form, the Social interest is selfless.*

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- Joan's passion in life will be found in one or two of the other dimensions discussed in this report.
- Believing that hard work and persistence is within everyone's reach - she feels things must be earned, not given.
- She will be firm in her decisions and not be swayed by unfortunate circumstances.
- She will not normally allow herself to be directed by others unless it will enhance her own self-interest.
- Joan is willing to help others if they are working as hard as possible to achieve their goals.
- Joan will be torn if helping others proves to be detrimental to her.



# ATTITUDES - NORMS & COMPARISONS

For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energized. However, when surrounded by people whose attitudes are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. When confronted with this type of situation you can:

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your attitudes may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that attitude. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that attitude. The shaded area for each attitude represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

NORMS & COMPARISONS TABLE - Norm 2003		
Joan Doe		
THEORETICAL		Mainstream
UTILITARIAN		Mainstream
AESTHETIC		Mainstream
SOCIAL		Indifferent
INDIVIDUALISTIC		Mainstream
TRADITIONAL		Mainstream

- 68 percent of the population      | - national mean      \* - your score

- Mainstream - one standard deviation of the national mean
- Passionate - two standard deviations above the national mean
- Indifferent - two standard deviations below the national mean
- Extreme - three standard deviations from the national mean



## ATTITUDES - NORMS & COMPARISONS

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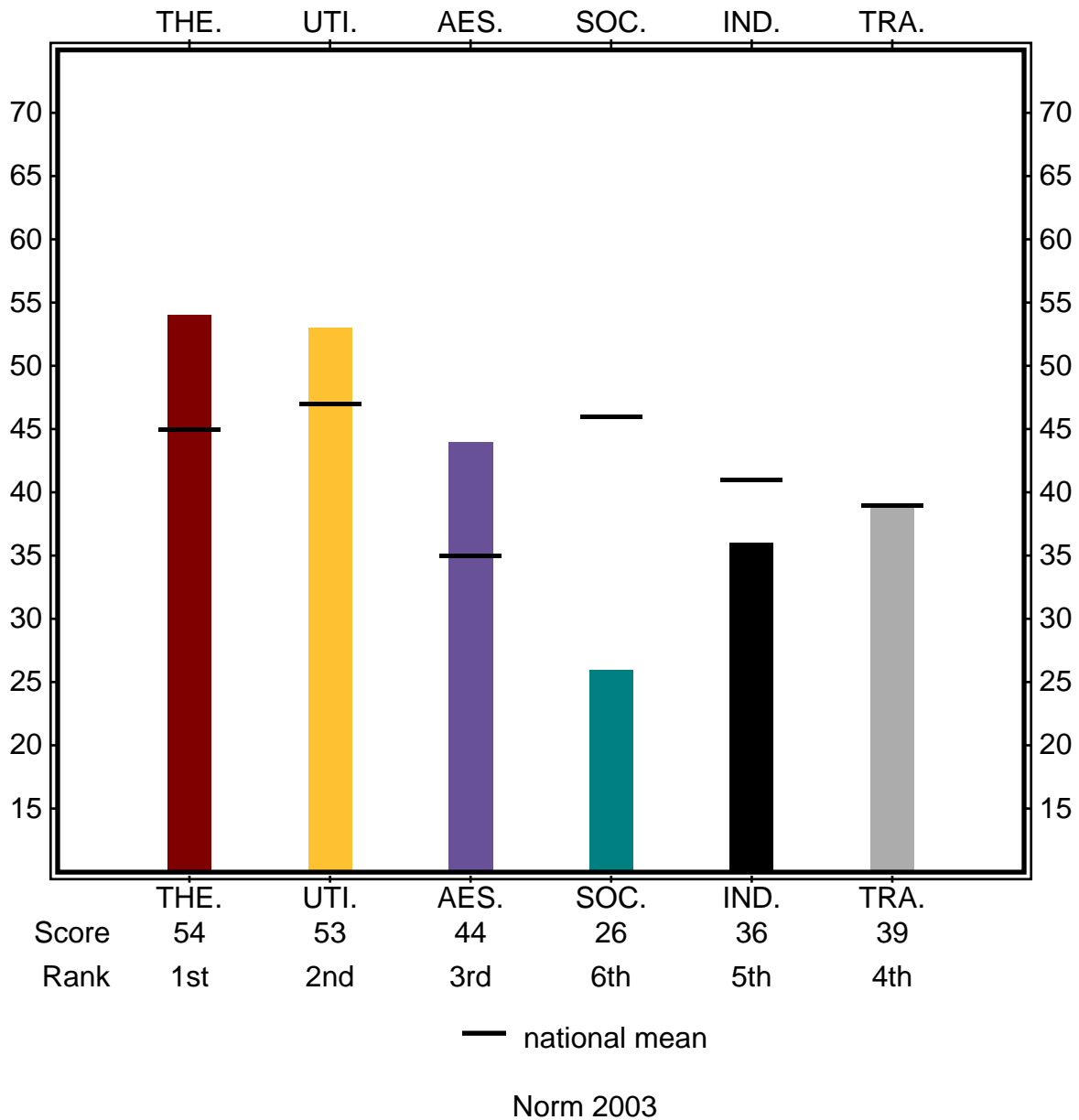
Areas where others' strong feelings may frustrate you as you do not share their same passion:

- Your self-reliance will cause you to feel uncomfortable around people who are always trying to help you or be too nice to you.



# ATTITUDES GRAPH

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# ATTITUDES WHEEL™

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