

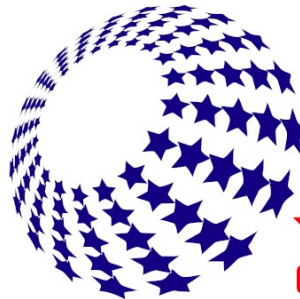


**TTI Success Insights®**

Personal Interests, Attitudes and Values™



**Sara Sample**  
**Manager**  
Company Inc.  
4-19-2010



**YOUR  
COMPANY**

"Bringing Awareness"  
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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.

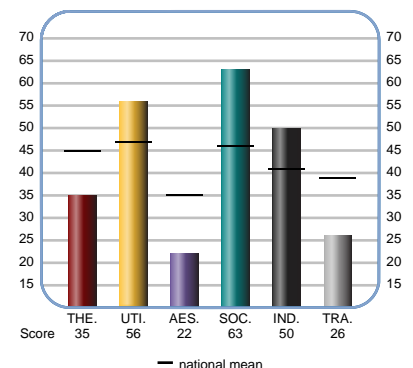
The feedback you will receive in this section will reflect one of three intensity levels for each of the six attitudes.

- **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                    | SOCIAL          | Strong      |
| 2nd                    | UTILITARIAN     | Strong      |
| 3rd                    | INDIVIDUALISTIC | Situational |
| 4th                    | THEORETICAL     | Situational |
| 5th                    | TRADITIONAL     | Indifferent |
| 6th                    | AESTHETIC       | Indifferent |

*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.*

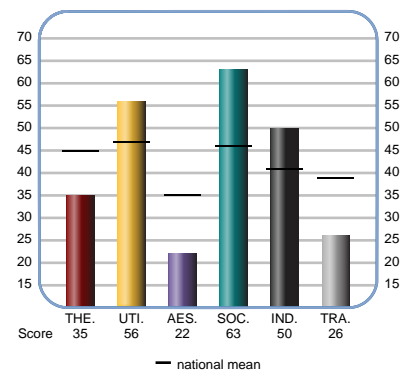
- Eliminating hate and conflict in the world is one of Sara's passions.
- Sara will have causes that cannot be won, satisfying her inner need for peace. Even if the cause cannot be won, she will still be compelled to try.
- In business, she wants everyone to receive the most value money can buy.
- Sara has the ability to be empathetic toward those who are hurting.
- Looking for the positive in a situation energizes her to solve problems that people are experiencing.
- Sara will blame the system more than the individual and will work diligently to change the system.
- She has the ability to instinctively notice and respond to people in need.
- She may sacrifice bottom-line profit when the decision may be detrimental to the people involved.
- If she thinks it will harm the relationship, Sara will avoid confrontation.





*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.*

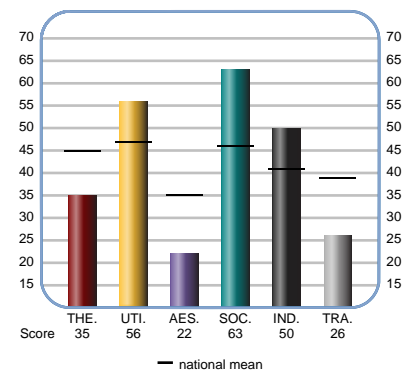
- Sara tends to give freely of time and resources, but will want and expect a return on her investment.
- She will work long and hard to satisfy her needs.
- She evaluates things for their utility and economic return.
- Sara is good at achieving goals.
- Goals for the future are easily accomplished with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





*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.*

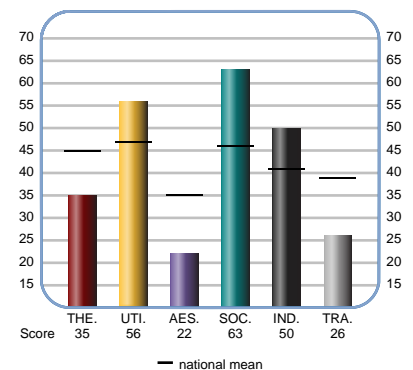
- She will evaluate each situation individually and determine how much or how little control she will want to exercise.
- The amount of control she attempts will increase if she has strong feelings about the issues involved with the situation. If, however, she has little interest in the issues involved, she will not see the need for exercising control.
- Sara can be assertive in meeting her needs.
- At times Sara can be very competitive.





*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.*

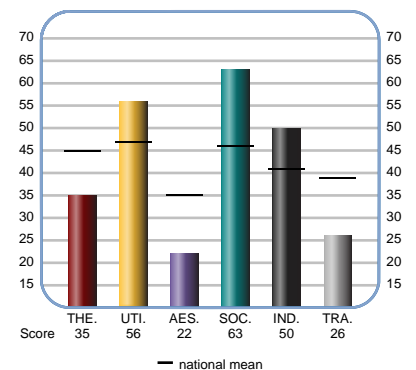
- A job that challenges the knowledge will increase her job satisfaction.
- Sara will seek knowledge based on her needs in individual situations.
- Sara will usually have the data to support her convictions.
- If Sara is truly interested in a specific subject, or if knowledge of specific subject matter is required for success, then she will take the initiative to learn about that subject in great depth.
- If knowledge of a specific subject is not of interest, or is not required for success, Sara will have a tendency to rely on her intuition or practical information in this area.
- In those areas where Sara has a special interest she will be good at integrating past knowledge to solve current problems.
- Sara has the potential to become an expert in her chosen field.





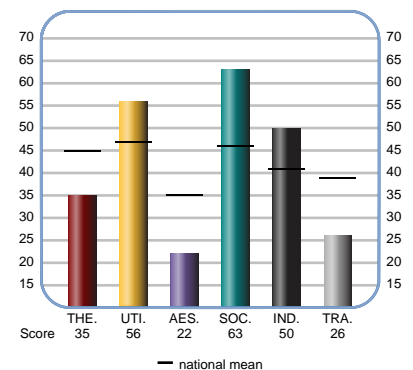
*The highest interest for this value may be called "unity," "order," or "tradition." Individuals with high scores in this value seek a system for living. This system can be found in such things as conservatism or any authority that has defined rules, regulations and principles for living.*

- She will work within a broadly defined set of beliefs.
- Sara's passion in life will be found in one or two of the other dimensions discussed in this report.
- It may be hard to manipulate Sara because she has not defined a philosophy or system that can provide immediate answers to every situation.
- Sara can be creative in interpreting other systems or traditions and selective in applying those traditions.
- Traditions will not place limits or boundaries on Sara.
- In many cases, Sara will want to set her own rules which will allow her own intuition to guide and direct her actions.
- She will not be afraid to explore new and different ways of interpreting her own belief system.



*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.*

- She wants to take a practical approach to events.
- Sara's passion in life will be found in one or two of the other attitudes and values discussed in this report.
- She is a very practical person who is not sensitive to being in harmony with her surroundings.
- Intellectually, Sara can see the need for beauty, but has difficulty buying the finer things in life.
- The utility of "something" is more important than its beauty, form and harmony.
- Unpleasant surroundings will not stifle her creativity.
- Sara is not necessarily worried about form and beauty in her environment.



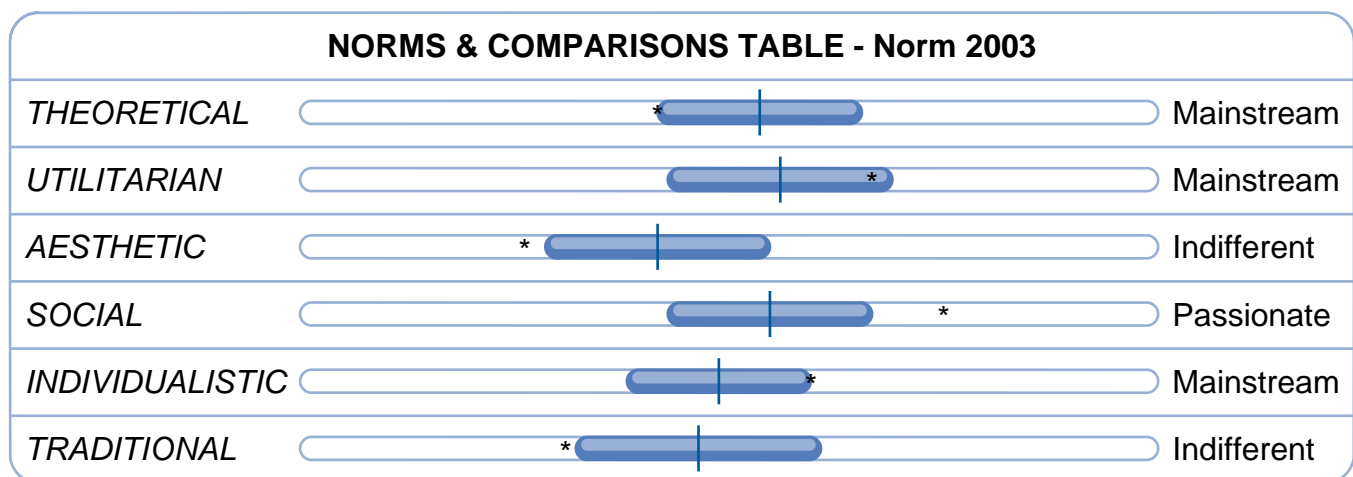





For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energized. However, when surrounded by people 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.



 - 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

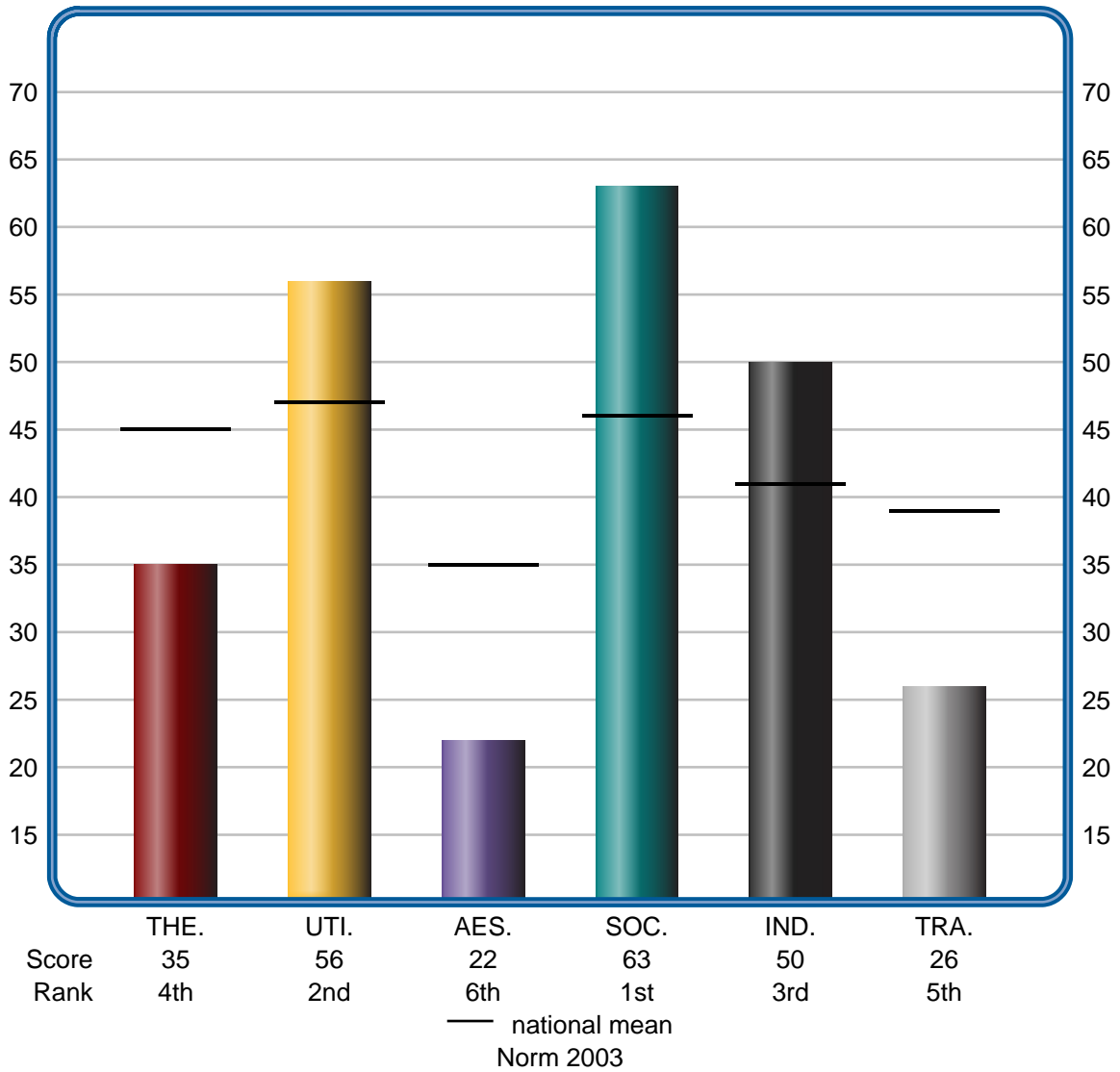


Areas in which you have strong feelings or passions compared to others:

- You have a very strong desire to help eliminate pain and conflict in the world, even to the point of personally taking on the pain of others. You will tend to give freely of your time, talent and resources expecting little or nothing in return. Others may believe you are a "doormat," always giving everything away to whoever walks in the front door, unwilling to look out for yourself or your family. They may believe you are weak and easily taken advantage of...a bleeding heart.

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

- People who emphasize the need for beauty, form and harmony in all aspects of their life may frustrate you. You have other priorities.
- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.



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