



**TTI Success Insights<sup>®</sup>**  
Personal Interests, Attitudes and Values<sup>™</sup>



Bringing Awareness  
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5-4-2010



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.

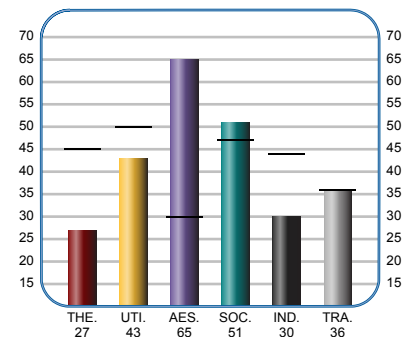
- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These attitudes tend to become more important as your top attitudes are satisfied.
-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

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



*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.*

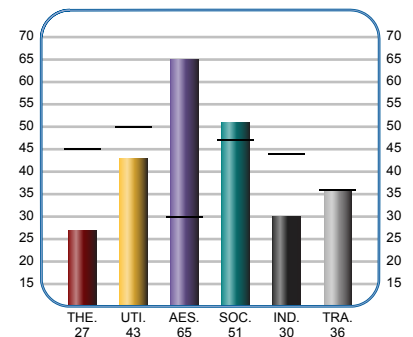
- Looking good and feeling good is one of her goals.
- Terri needs a sense of harmony and balance in her surroundings and relationships.
- She is in tune with her inner feelings and likes surroundings that compliment these feelings.
- Creativity is only limited by external, not internal boundaries.
- Terri enjoys the beauty of her surroundings and would like others to share her passion.
- Terri seeks self-realization and fulfillment.
- She will enjoy the more traditional form of beauty as compared to the abstract.
- Being recognized for creativity is the highest form of achievement for her.





*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.*

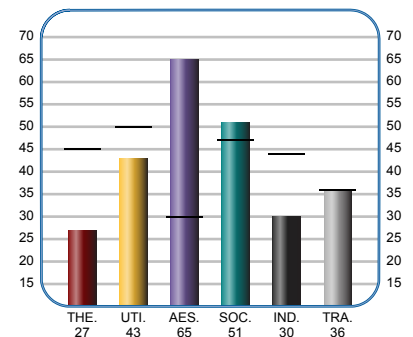
- Saying "no" is difficult when others need her time or talent.
- She is generous with her time, talent and resources for those in need.
- She believes charities should be supported.
- Terri is patient and sensitive to others.
- She will have a keen interest in improving society.
- Helping the homeless may be one of her concerns.





*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.*

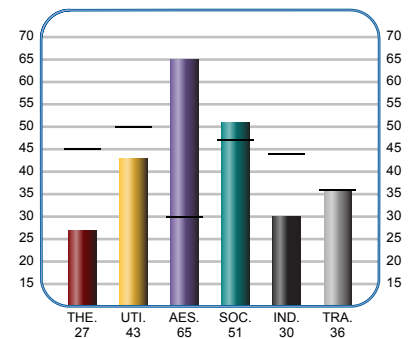
- She will work long and hard to satisfy her needs.
- She evaluates things for their utility and economic return.
- Terri is good at achieving goals.
- She may use wealth as a yardstick to measure her work effort.
- Terri tends to give freely of time and resources, but will want and expect a return on her investment.





*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.*

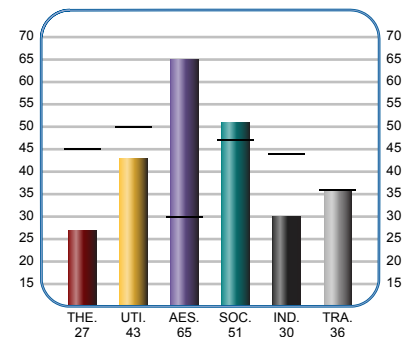
- Terri lets her conscience be her guide.
- She will have strong beliefs within a system that she feels most comfortable with, and she will not be as strong in her beliefs or approach if she lacks that interest level.
- Terri needs to be able to pick and choose the traditions and set of beliefs to which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





*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.*

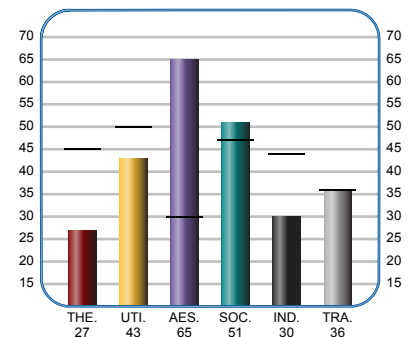
- As long as Terri's belief systems are not threatened, she will allow others to set the tone and direction of her work.
- Terri feels that struggles should be the burden of the team, not just the individuals.
- She will not attempt to overpower others' points of view or change their thinking.
- Stability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





*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.*

- She will attempt to take the practical approach and not over-analyze the process.
- For Terri, personal experiences are a key factor in decision making.
- Terri can be turned off by people who talk about things in detail if she has no interest in the subject.
- When required, Terri will seek knowledge to better understand a particular situation.
- Terri will only read books that relate to her chosen field or special interests.
- Terri will use an instinctual approach to problem solving.
- She may have a hobby or special interest that drives the need to know everything about a particular subject, such as computers, baseball scores, etc.
- Terri will have a tendency to read only the articles in newspapers or magazines that appeal to her special interests.
- Terri will not seek knowledge based on curiosity or just for the sake of knowledge.



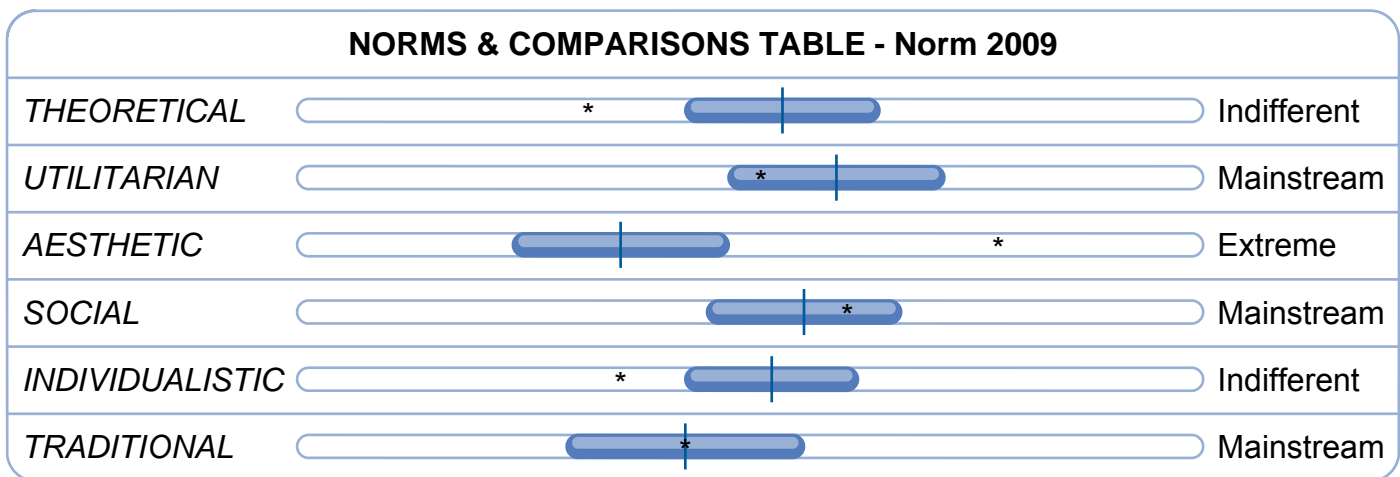


# ATTITUDES - NORMS & COMPARISONS

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.



 - 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

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

- You have a strong desire to become all you can be (self actualization). You will tend to strive for balance, form and harmony in all areas of your life. Others may not understand your subjective way of reasoning and may feel you are somewhat unrealistic. Your appreciation of the world around you and the environment may appear extreme to them.

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

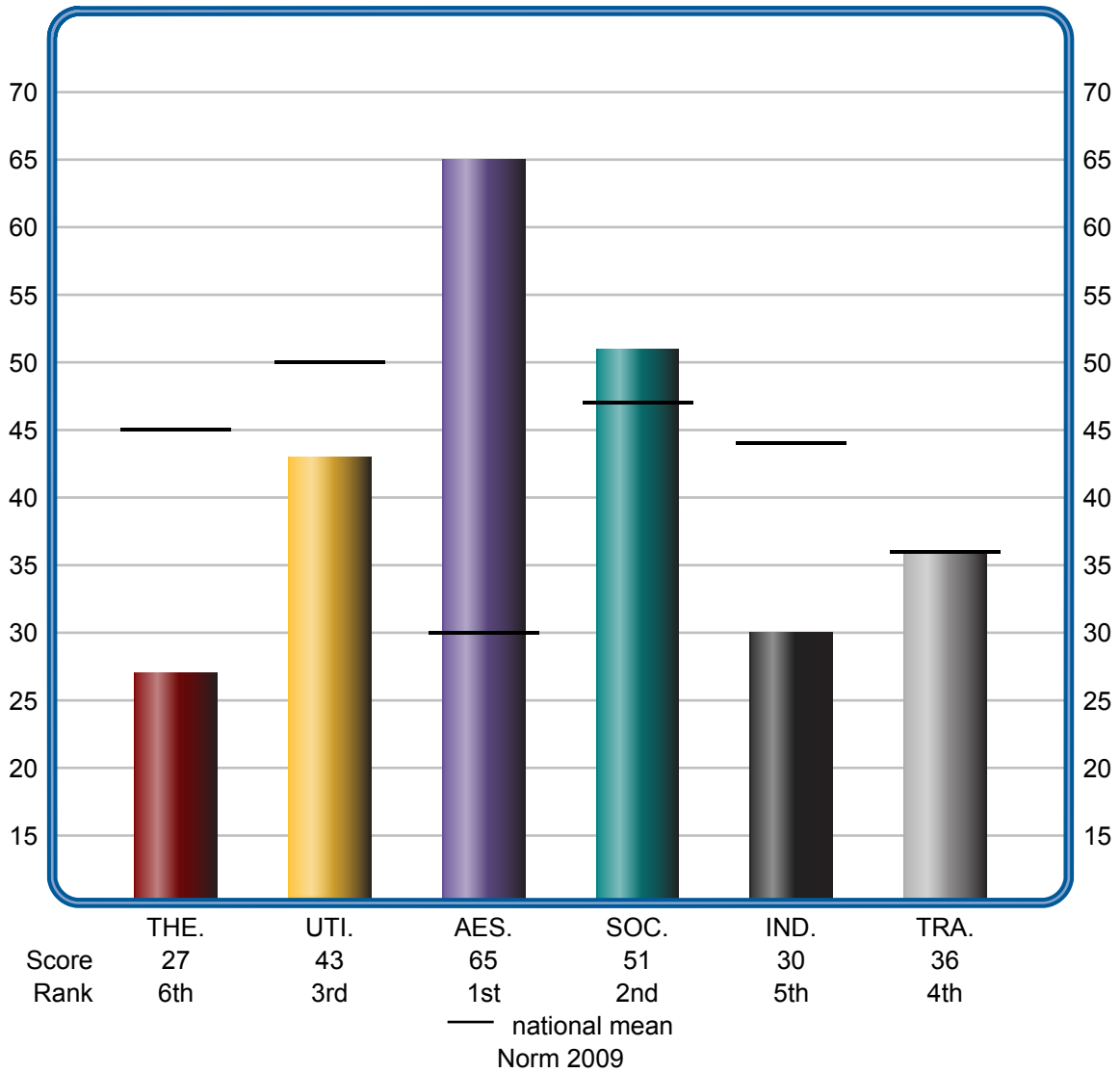
- The amount of time and resources others spend in learning new things may frustrate you.
- You can be frustrated by others who are always jockeying for position and control.



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