



TTI Success Insights[®]
Personal Interests, Attitudes and Values™ Version

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

Theodore Alemecki

Physics Professor
ABC University
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UNDERSTANDING YOUR REPORT

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	SOCIAL	Strong
3rd	UTILITARIAN	Strong
4th	TRADITIONAL	Situational
5th	INDIVIDUALISTIC	Indifferent
6th	AESTHETIC	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.

- Many may see him as an intellectual.
- Theodore will seek the "truth," yet "truth" is relative and will be defined by his own standards.
- The process is not as important to him as the results.
- Theodore never walked by a bookstore or library he didn't want to visit.
- Theodore will spend time and money helping people who have committed their lives to educating themselves and others.
- Theodore will be comfortable in any position that requires knowledge to excel.
- Theodore will use his knowledge to ensure economic security.
- Theodore is good at integrating the past, present and future.
- He sees the value in having good libraries and bookstores in every community.
- Understanding social problems and their ramifications is one of his strengths.
- Theodore will use his knowledge to sell others on his ideas and beliefs.



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.

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



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.

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



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 conservatism or any authority that has defined rules, regulations and principles for living.

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



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.

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



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.

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









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		
Theodore Alemecki		
THEORETICAL		Extreme
UTILITARIAN		Mainstream
AESTHETIC		Extreme
SOCIAL		Passionate
INDIVIDUALISTIC		Indifferent
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

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

- You have an intense passion for learning new things, always searching for opportunities to advance your knowledge. Others may struggle with the amount of time and resources you are willing to invest to learn new things. They might think you should stop learning and start doing.
- 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.
- You can be frustrated by others who are always jockeying for position and control.

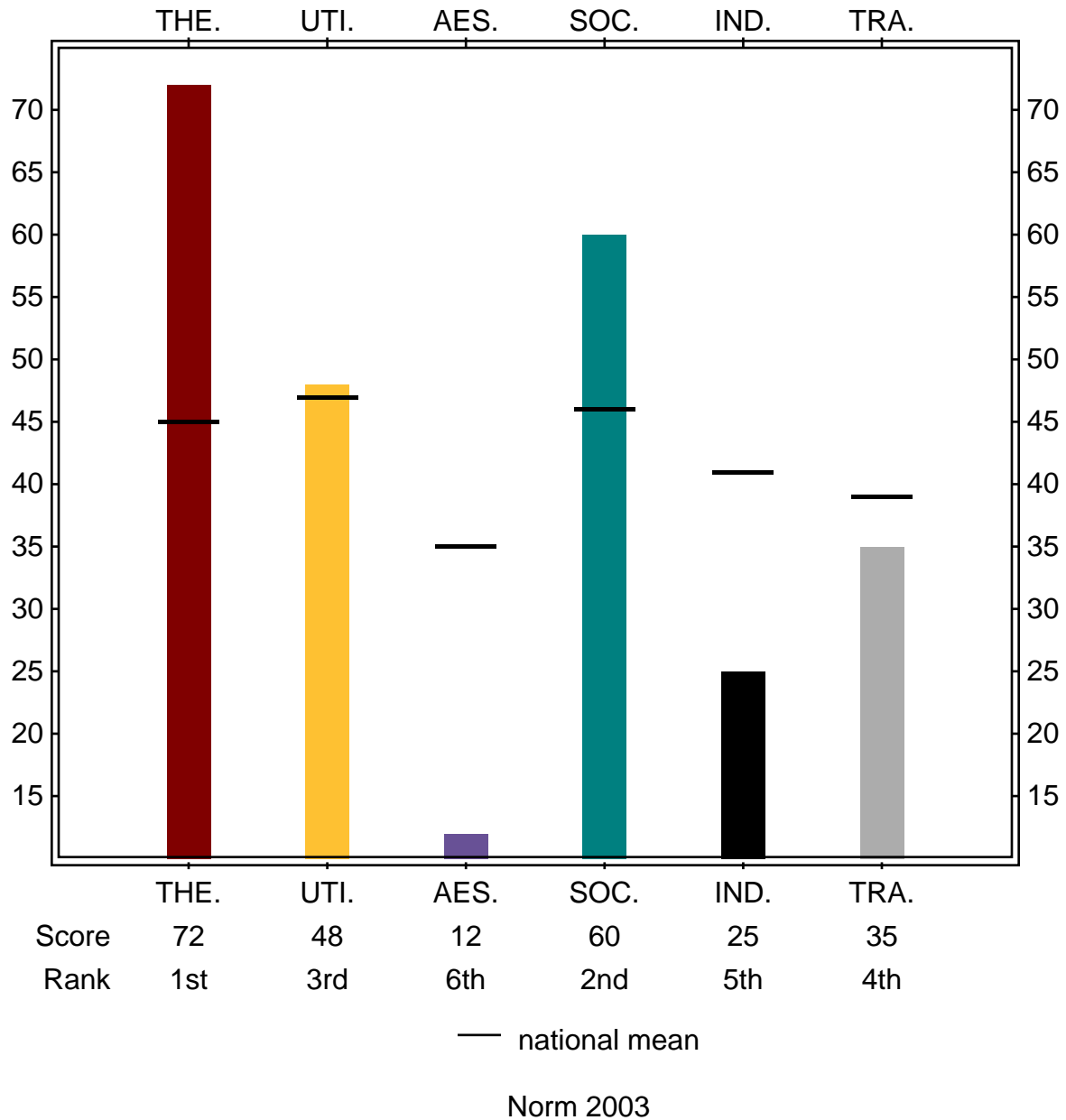


MOTIVATION INSIGHTS® GRAPH

Theodore Alemecki

ABC University

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MOTIVATORS WHEEL™

Theodore Alemecki

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