



TTI Success Insights®

Personal Motivation & Engagement Version



**Sally Sample
Sales**
4-10-2012



Bringing Awareness
ABC Co. Ltd.
789 Street
Springfield, USA
800-555-5555



UNDERSTANDING YOUR REPORT

Knowledge of an individual's motivators 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 Personal Motivators & Engagement report measures the relative prominence of six basic interests or motivators (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Motivators 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 motivators. Your top two and sometimes three motivators cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top motivators.

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

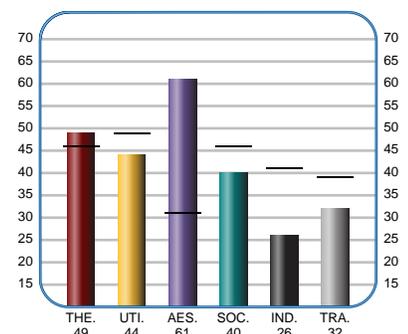
- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.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

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

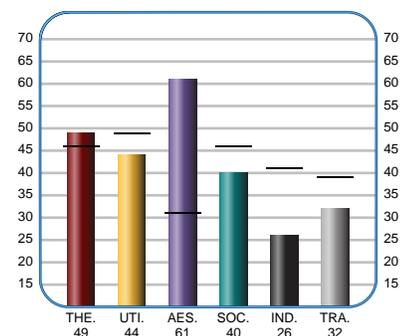
- Sally needs a sense of harmony and balance in her surroundings and relationships.
- Creativity is only limited by external, not internal boundaries.
- Sally is interested in studying and appreciating the totality of a situation.
- She is in tune with her inner feelings and likes surroundings that compliment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





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.

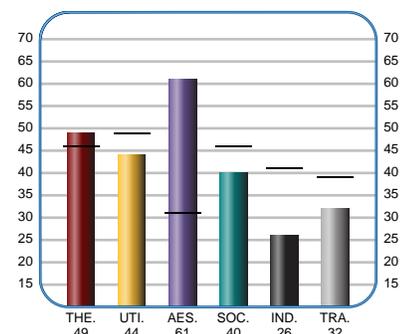
- She will usually have the data to support her convictions.
- Sally is comfortable around people who share her interest for knowledge and especially those people with similar convictions.
- A comfortable job for Sally is one that challenges her knowledge.
- Sally is very good at integrating past knowledge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





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.

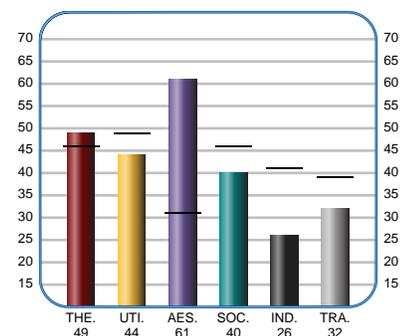
- She will work long and hard to satisfy her needs.
- She evaluates things for their utility and economic return.
- Goals for the future are easily accomplished with her ability to integrate the past and the present.
- Sally is good at achieving goals.
- She may use wealth as a yardstick to measure her work effort.
- Sally 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.





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.

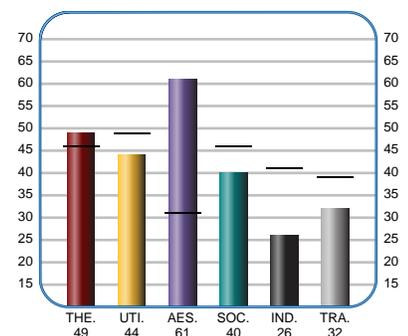
- Sally's desire to help others (even to her own detriment) or decision not to help others, is reviewed on an individual basis.
- Sally will definitely attempt to help an individual or group overcome a predicament, but only if they have "touched the right chords" within her.





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.

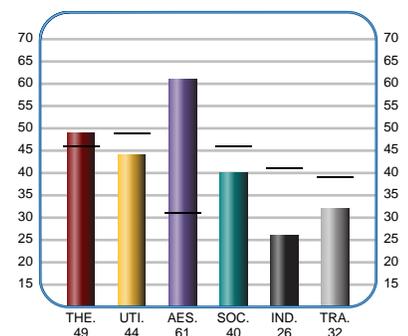
- Sally's passion in life will be found in one or two of the other dimensions discussed in this report.
- Sally can be creative in interpreting other systems or traditions and selective in applying those traditions.
- She will work within a broadly defined set of beliefs.
- It may be hard to manipulate Sally because she has not defined a philosophy or system that can provide immediate answers to every situation.
- Traditions will not place limits or boundaries on Sally.
- In many cases, Sally 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.





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 Sally's belief systems are not threatened, she will allow others to set the tone and direction of her work.
- Sally 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.
- Sally 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.
- Being in total control of a situation is not a primary motivating factor.
- Sally's passion in life will be found in one or two of the other dimensions discussed in this report.



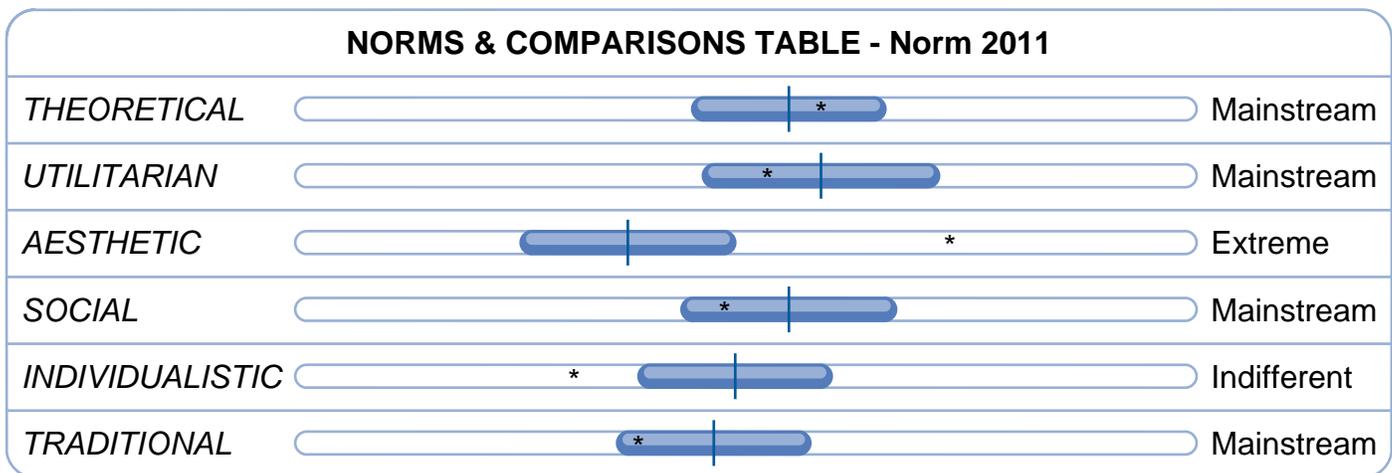


ATTITUDES - NORMS & COMPARISONS

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:

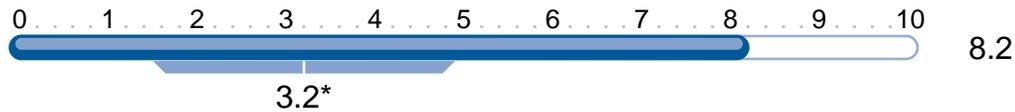
- You can be frustrated by others who are always jockeying for position and control.



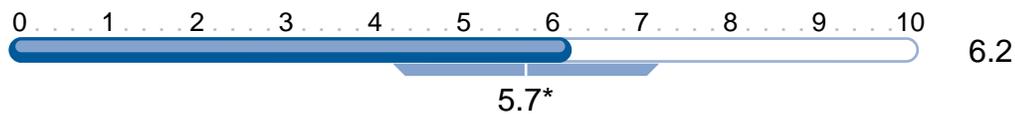
MOTIVATORS HIERARCHY

Your motivation to succeed in anything you do is determined by your underlying values. You will feel energized and successful at work when your job supports your personal values. They are listed below from the highest to the lowest.

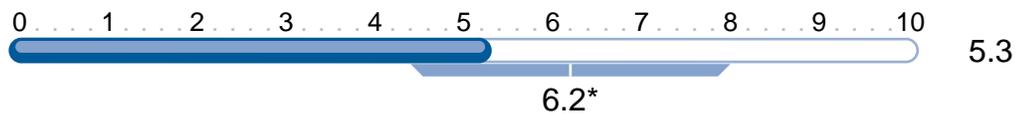
1. AESTHETIC



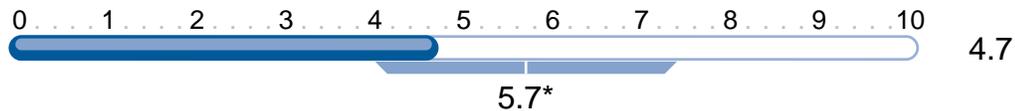
2. THEORETICAL



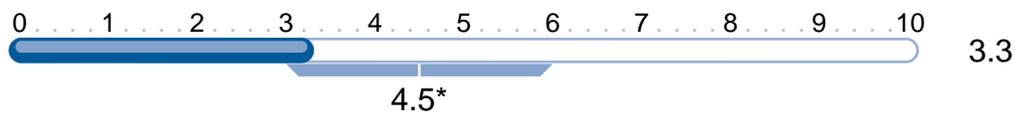
3. UTILITARIAN/ECONOMIC



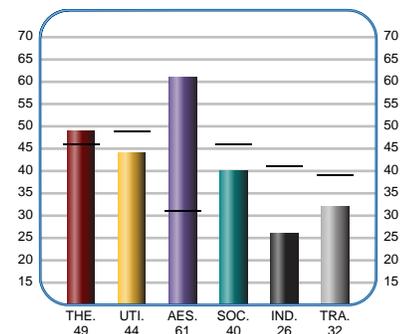
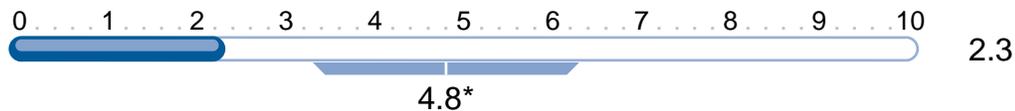
4. SOCIAL



5. TRADITIONAL/REGULATORY



6. INDIVIDUALISTIC/POLITICAL



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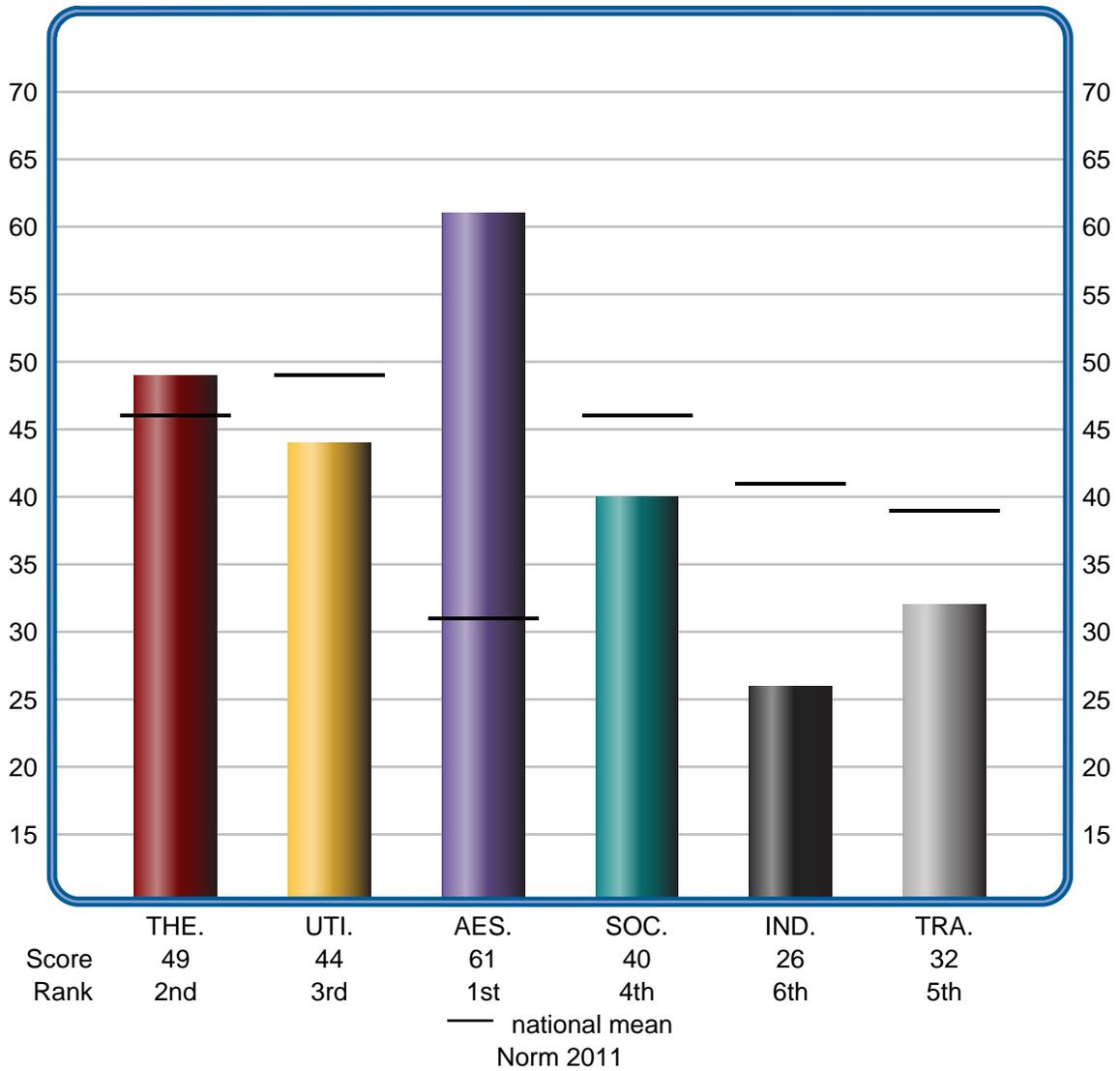
* 68% of the population falls within the shaded area.

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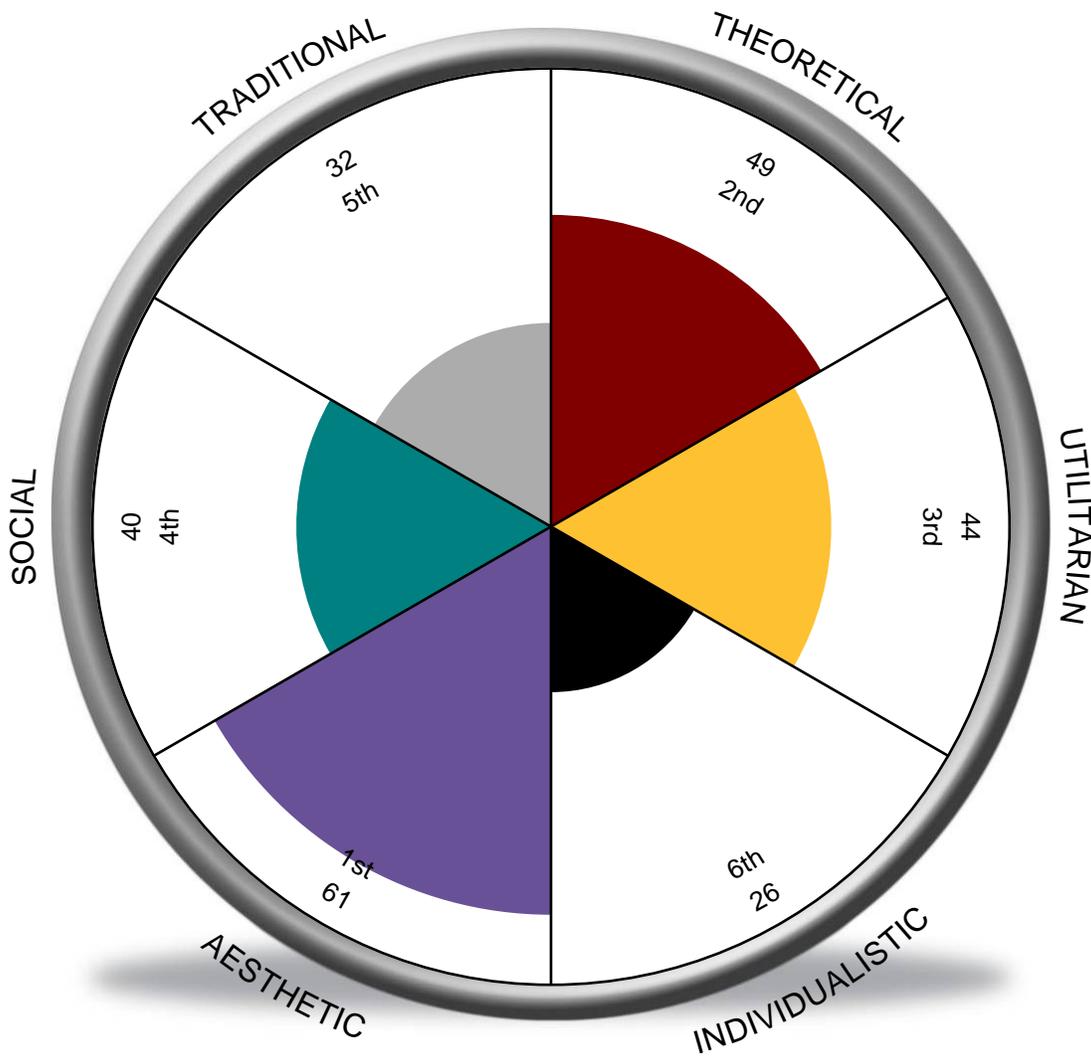


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