



TTI Success Insights®

Personal Motivation & Engagement Version



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6-2-2012



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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.

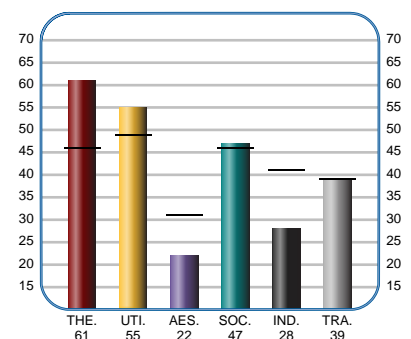
- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.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

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



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.

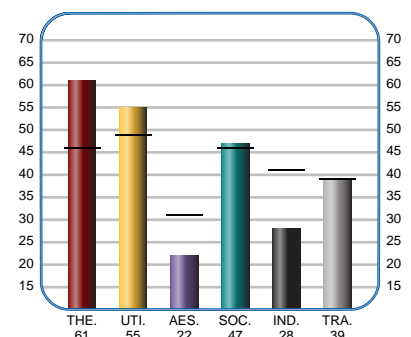
- John is good at integrating the past, present and future.
- Understanding social problems and their ramifications is one of his strengths.
- John will seek the "truth," yet "truth" is relative and will be defined by his own standards.
- John will use his knowledge to ensure economic security.
- Many may see him as an intellectual.
- John will spend time and money helping people who have committed their lives to educating themselves and others.
- The process is not as important to him as the results.
- John will be comfortable in any position that requires knowledge to excel.
- John will use his knowledge to sell others on his ideas and beliefs.
- He sees the value in having good libraries and bookstores in every community.
- He may have difficulty putting down a good book.





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.

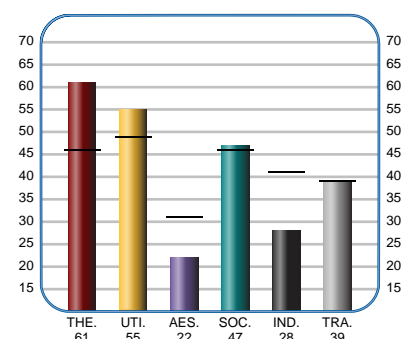
- He will work long and hard to satisfy his needs.
- The accumulation of material possessions results from his ability to follow through and accomplish goals.
- John tends to give freely of time and resources, but will want and expect a return on his investment.
- John is good at achieving goals.
- He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





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.

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

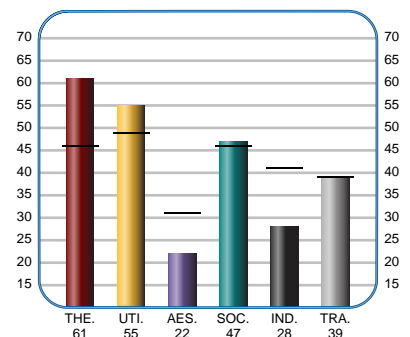




TRADITIONAL

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.

- John at times will evaluate others based on his rules for living.
- John needs to be able to pick and choose the traditions and set of beliefs to which he will adhere.
- 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.
- John lets his conscience be his guide.

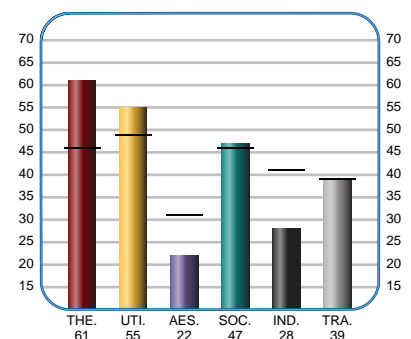




INDIVIDUALISTIC

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.

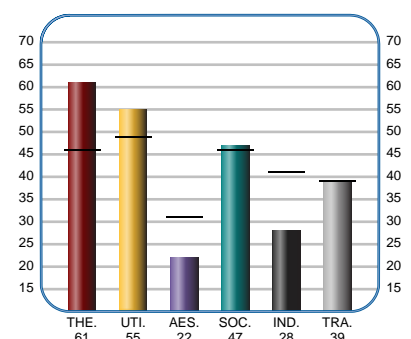
- John's passion in life will be found in one or two of the other dimensions discussed in this report.
- John feels that struggles should be the burden of the team, not just the individuals.
- Stability is a primary concern. Patience and fortitude will win in the long run.
- As long as John's belief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





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.

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



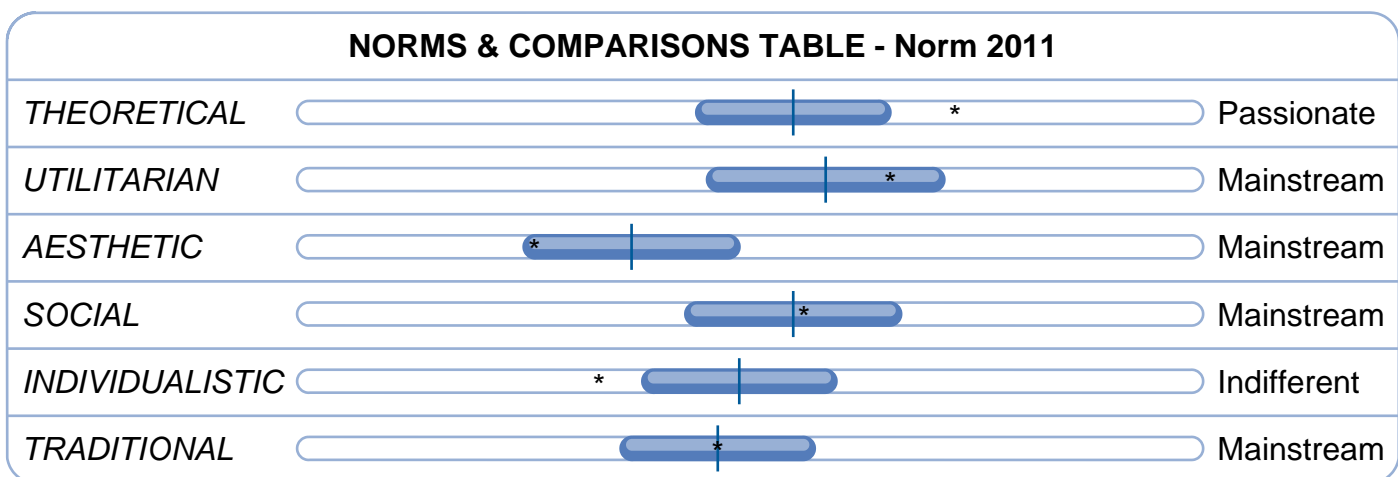


ATTITUDES - NORMS & COMPARISONS

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 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.

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

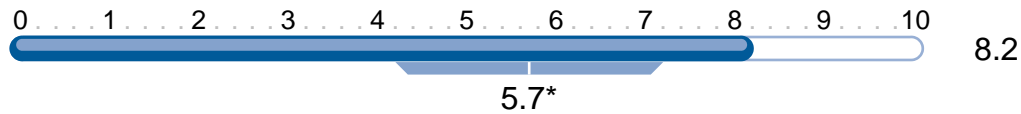
- You can be frustrated by others who are always jockeying for position and control.



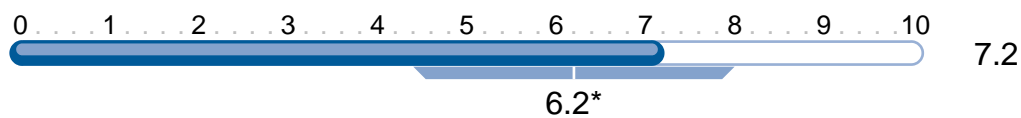
MOTIVATORS HIERARCHY

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.

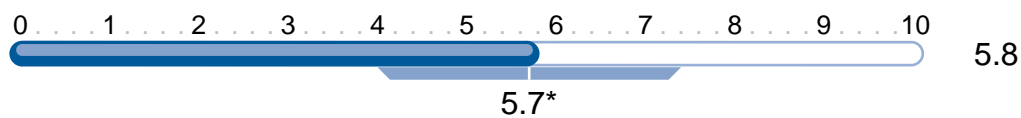
1. THEORETICAL



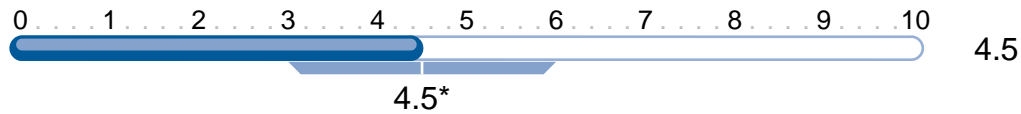
2. UTILITARIAN/ECONOMIC



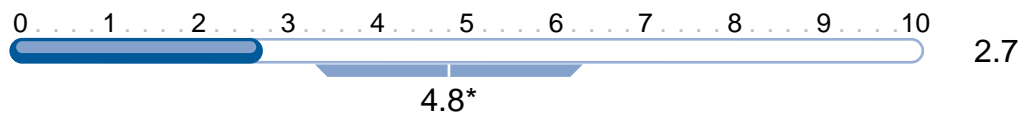
3. SOCIAL



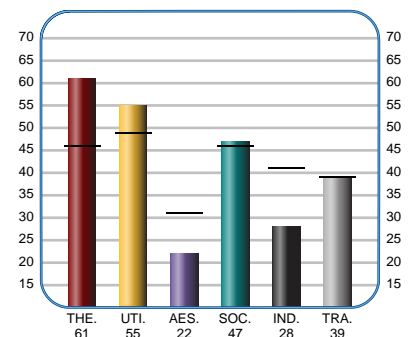
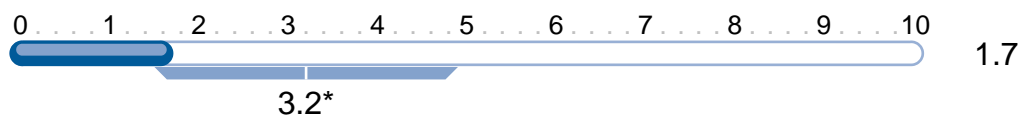
4. TRADITIONAL/REGULATORY



5. INDIVIDUALISTIC/POLITICAL



6. AESTHETIC



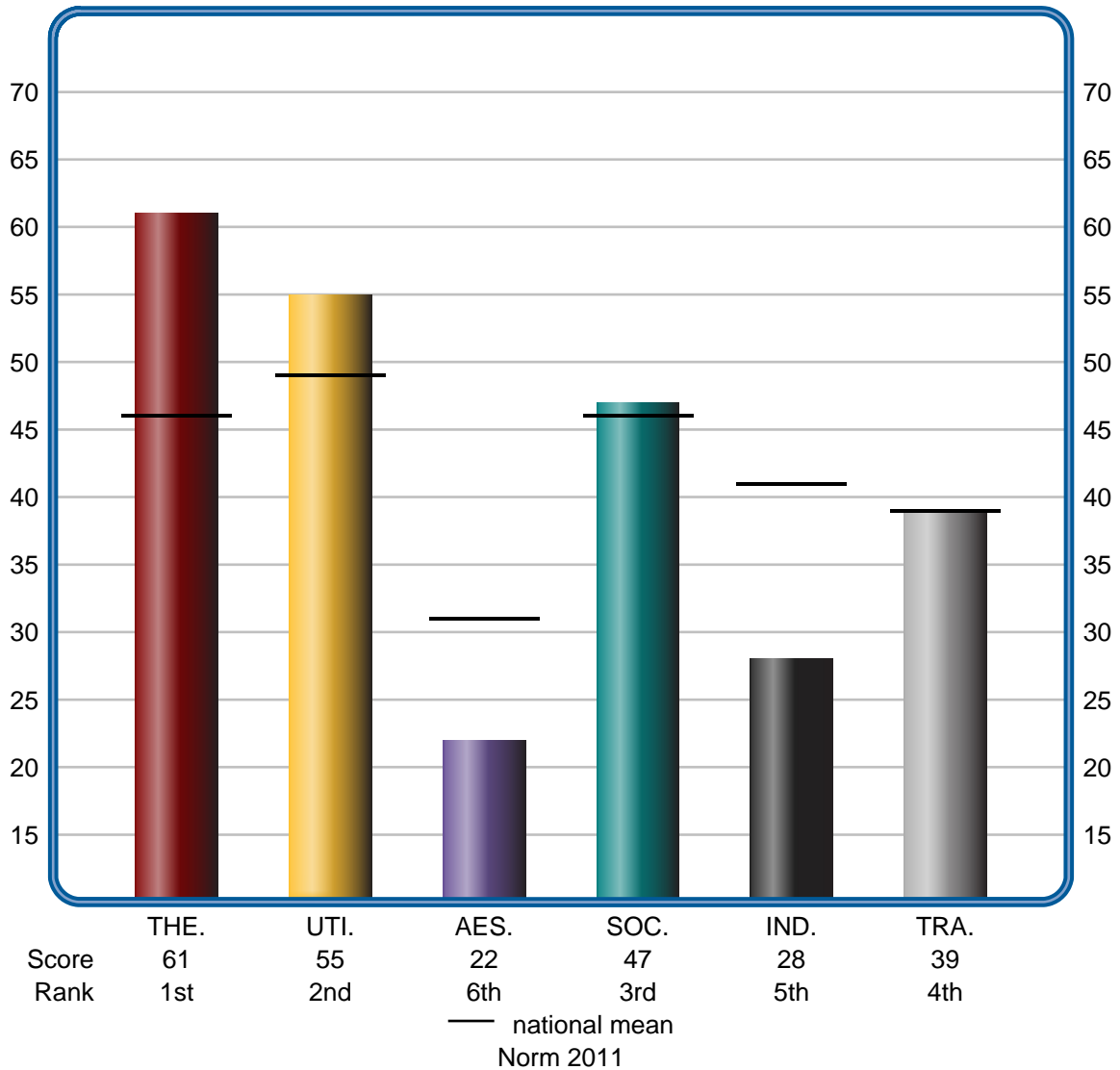
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* 68% of the population falls within the shaded area.

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