



TTI Success Insights®

# Personal Interests, Attitudes & Values™

## The Why Behind Your Behavior & Actions

What is it that motivates you to take action? What is the source of your desire to become involved in certain activities—or to avoid them? Why do you behave in the manner you do? The answers lie deep within your unique set of personal interests, attitudes and values. These powerful motivating forces largely affect why you behave, and identifying them is important to understanding what makes you effective, satisfied and personally successful.

## Defining Attitudes

In 1928, Eduard Spranger wrote a book entitled "Types of Men." He identified six major attitudes or world-views. These attitudes are a type of window through which we view the world and seek fulfillment in our lives. If we are participating in a discussion, activity or career that is in alignment with our attitudes, we will value the experience. Conversely, if it is in conflict with our dominant attitudes, we will be indifferent or negative toward the experience, which can cause stress.

## The Six Attitudes

**Theoretical** - A passion to discover, systematize and analyze; a search for knowledge.

**Utilitarian** - A passion to gain return on investment of time, resources and money.

**Aesthetic** - A passion to add balance and harmony in one's own life and protect our natural resources.

**Social** - A passion to eliminate hate and conflict in the world and to assist others.

**Individualistic** - A passion to achieve position and to use that position to influence others.

**Traditional** - A passion to pursue the higher meaning in life through a defined system for living.

## The Assessment

The Personal Interests, Attitudes and Values™ assessment measures your responses in each of the six attitudes. The computerized report shows each of the six attitudes compared to a recently validated national average. You are provided with information on the WHY of your actions which, with application, can positively impact your life.

## "Valuing" Your Life & Others

Once you are aware of the dominant attitudes contributing passion and purpose to your life, you will be able to clarify what drives your actions, as well as what causes conflict. For example, if you are currently questioning whether you are in the right career, knowing your attitudes will help you decide. In addition, applying an understanding of attitudes to your relationships with others will deepen your appreciation of them and clarify the "why" of your interactions.

## Results & Benefits

The knowledge you gain from the Personal Interests, Attitudes and Values report will help you take control of your decisions, your life's direction and your appreciation of others. You will:

- Know the why of your automatic reactions.
- Make career choices that compliment your underlying passions.
- Understand the causes of conflict in your life.
- Increase your appreciation for the six attitudes.
- Gain the flexibility of being able to see life from different viewpoints.
- Increase your satisfaction and fulfillment in life.

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