MANAGING FOR SUCCESS®

Personal Interests, Attitudes and Values™

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

Jane Doe

10-16-2003

Solutions for Personal, Professional and Family Success

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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	UTILITARIAN	Strong
2nd	THEORETICAL	Strong
3rd	INDIVIDUALISTIC	Situational
4th	TRADITIONAL	Situational
5th	AESTHETIC	Indifferent
6th	SOCIAL	Indifferent

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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.

- Jane will protect her assets to ensure the future of her economic security.
- Having more wealth than others is a high priority for Jane.
- She can be very practical.
- All attempts are made to protect future security to ensure that her legacy is protected.
- Wealth provides the security Jane wants for herself and/or her family.
- Jane faces the future confidently.
- Jane will attempt to structure her economic dealings.
- Jane has a long list of wants and will work hard to achieve them.
- With economic security comes the freedom to advance her ideas or beliefs.
- Jane will be motivated by her accomplishments.
- She uses money as a scorecard.

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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.

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

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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.

- She will evaluate each situation individually and determine how much or how little control she will want to exercise.
- Jane can be assertive in meeting her needs.
- At times Jane can be very competitive.
- The amount of control she attempts will increase if she has strong feelings about the issues involved with the situation. If, however, she has little interest in the issues involved, she will not see the need for exercising control.

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

- Jane needs to be able to pick and choose the traditions and set of beliefs to which she will adhere.
- Jane at times will evaluate others based on her rules for living.
- Jane 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.

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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.

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

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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.

- Jane is willing to help others if they are working as hard as possible to achieve their goals.
- Jane's passion in life will be found in one or two of the other dimensions discussed in this report.
- She will be firm in her decisions and not be swayed by unfortunate circumstances.
- Believing that hard work and persistence is within everyone's reach - she feels things must be earned, not given.
- She will not normally allow herself to be directed by others unless it will enhance her own self-interest.
- Jane will be torn if helping others proves to be detrimental to her.

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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 **Jane Doe**		
THEORETICAL		Mainstream
UTILITARIAN		Passionate
AESTHETIC		Mainstream
SOCIAL		Indifferent
INDIVIDUALISTIC		Passionate
TRADITIONAL		Indifferent

▒ - 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

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ATTITUDES - NORMS & COMPARISONS

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

- You strive for efficiency and practicality in all areas of your life, seeking to gain a return on your investment of time, talent and resources. Others may feel you always have a string attached and are always trying to gain a personal advantage. They may feel you should give just for the sake of giving.

- You have a strong desire to lead, direct and control your own destiny and the destiny of others. You have a desire to lead and are striving for opportunities to advance your position and influence. Others may believe you are jockeying for position and continually stepping "over the line." They may believe that you form relationships only to "move ahead" and gain an advantage.

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

- Your self-reliance will cause you to feel uncomfortable around people who are always trying to help you or be too nice to you.

- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.

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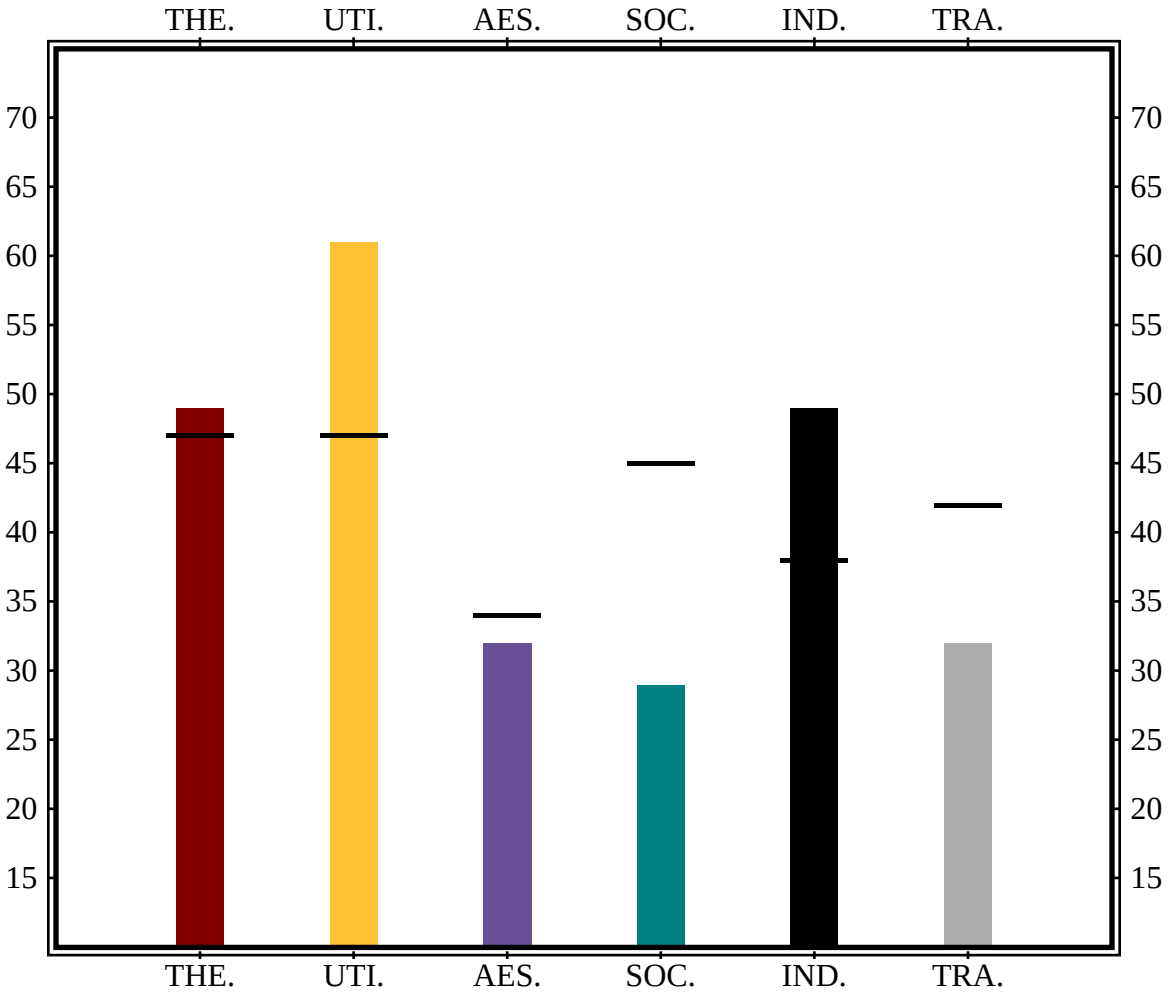
ATTITUDES GRAPH

Jane Doe
10-16-2003



	THE.	UTI.	AES.	SOC.	IND.	TRA.
Score	49	61	32	29	49	32
Rank	2nd	1st	5th	6th	3rd	4th

national mean

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ATTITUDES WHEEL™

Jane Doe
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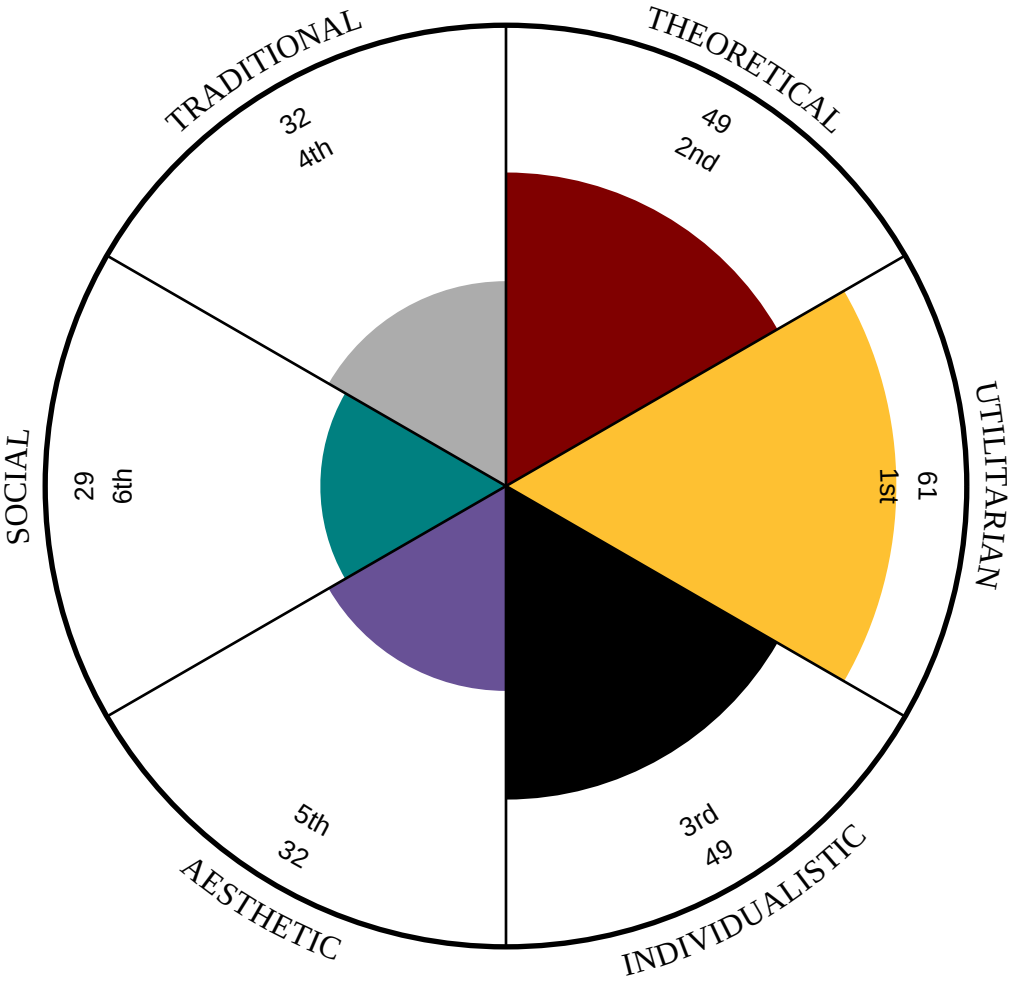

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