



**TTI Success Insights®**  
Personal Motivation & Engagement Version



**Ursula Sample**  
9-11-2012





## 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.

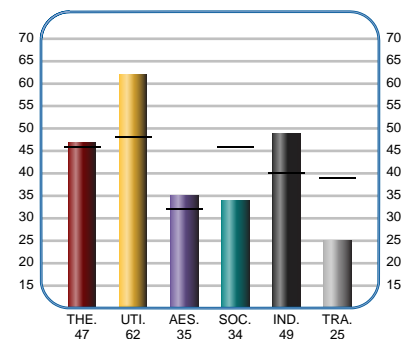
- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These motivators tend to become more important as your top motivators are satisfied.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

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



*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.*

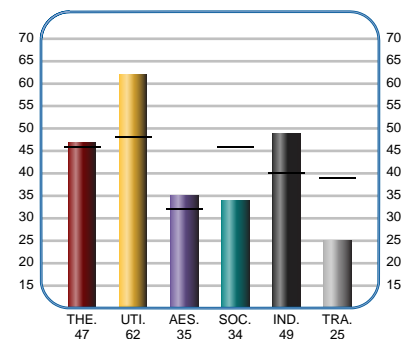
- With economic security comes the freedom to advance her ideas or beliefs.
- Having more wealth than others is a high priority for Ursula.
- Ursula will be motivated by her accomplishments.
- Ursula faces the future confidently.
- She can be very practical.
- Ursula has a long list of wants and will work hard to achieve them.
- Working long and hard to purchase the finer things in life is one of Ursula's goals.
- Wealth provides the security Ursula wants for herself and/or her family.
- Ursula will attempt to structure her economic dealings.
- Ursula is future-oriented.
- Ursula will protect her assets to ensure the future of her economic security.





*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.*

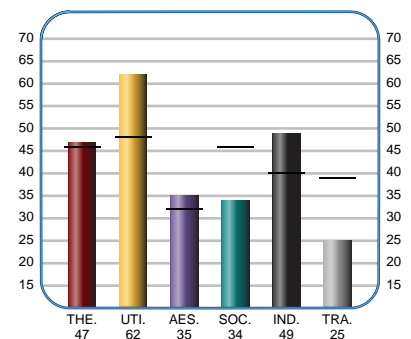
- Ursula takes responsibility for her actions.
- If necessary, Ursula will be assertive in meeting her own needs.
- People who are determined and competitive are liked by Ursula.
- She wants to control her own destiny and display her independence.
- Maintaining individuality is strived for in relationships.
- Ursula believes "when the going gets tough, the tough get going."
- Ursula likes to be in situations that allow her the freedom to control her destiny and the destiny of others. Her team's strategy is to attempt to dilute outsiders' influence on the results of their goals.
- She believes "if at first you don't succeed try, try again."
- Ursula has the desire to assert herself and to be recognized for her accomplishments.





*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.*

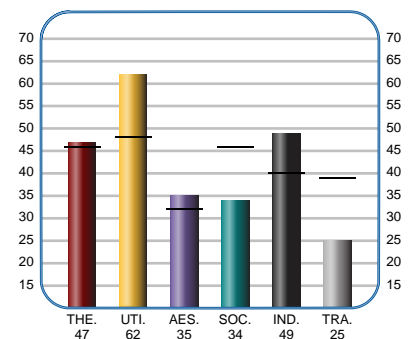
- In those areas where Ursula has a special interest she will be good at integrating past knowledge to solve current problems.
- Ursula will usually have the data to support her convictions.
- If knowledge of a specific subject is not of interest, or is not required for success, Ursula will have a tendency to rely on her intuition or practical information in this area.
- Ursula has the potential to become an expert in her chosen field.
- Ursula will seek knowledge based on her needs in individual situations.
- If Ursula is truly interested in a specific subject, or if knowledge of specific subject matter is required for success, then she will take the initiative to learn about that subject in great depth.
- A job that challenges the knowledge will increase her job satisfaction.





*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.*

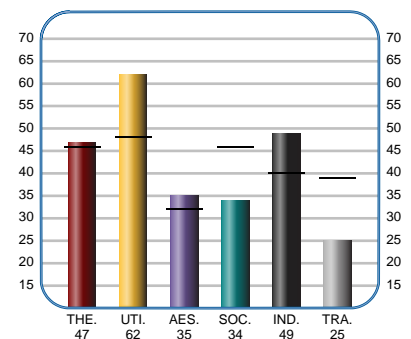
- The need for the appreciation of beauty is determined on an individual basis and is not generalized in terms of the total world around her.
- Ursula may desire fine things for her spouse or family members.
- There could be a specific area that is of great interest to her. For instance, she may be appreciative of the natural beauty of mountains and streams, but may not be overly impressed by the works of Picasso or Rembrandt.
- At times Ursula will look for the beauty in all things.





*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.*

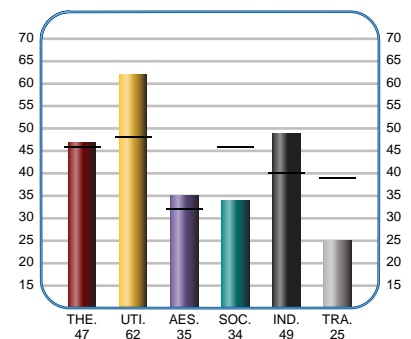
- She will not normally allow herself to be directed by others unless it will enhance her own self-interest.
- Ursula will be torn if helping others proves to be detrimental to her.
- Ursula's passion in life will be found in one or two of the other dimensions discussed in this report.
- Ursula is willing to help others if they are working as hard as possible to achieve their goals.
- 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.





*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.*

- In many cases, Ursula will want to set her own rules which will allow her own intuition to guide and direct her actions.
- She will work within a broadly defined set of beliefs.
- It may be hard to manipulate Ursula because she has not defined a philosophy or system that can provide immediate answers to every situation.
- She will not be afraid to explore new and different ways of interpreting her own belief system.
- Ursula can be creative in interpreting other systems or traditions and selective in applying those traditions.
- Traditions will not place limits or boundaries on Ursula.
- Ursula's passion in life will be found in one or two of the other dimensions discussed in this report.





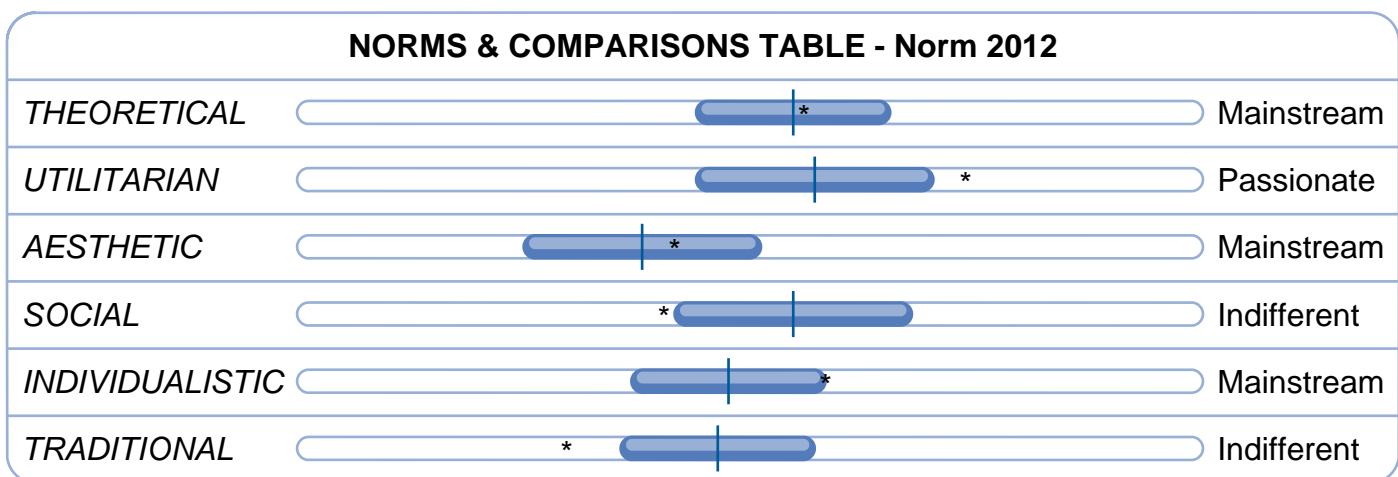


# ATTITUDES - NORMS & COMPARISONS

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 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.

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

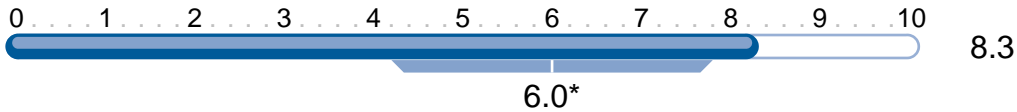
- Your self-reliance will cause you to feel uncomfortable around people who are always trying to help you or be too nice to you.
- Others who try to impose their way of living on you will frustrate you. Your ability to try new things frustrates them and they feel compelled to change you to their system.



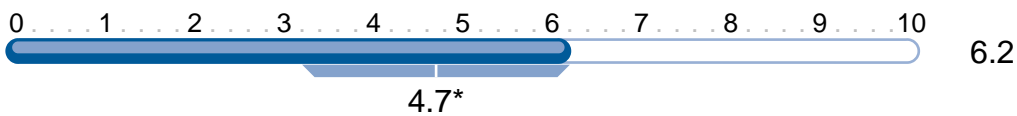
# MOTIVATORS HIERARCHY

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.

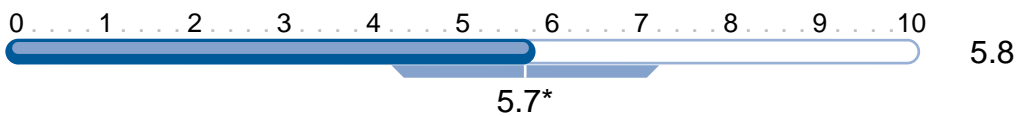
## 1. UTILITARIAN/ECONOMIC



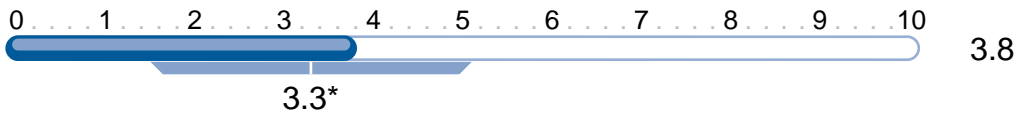
## 2. INDIVIDUALISTIC/POLITICAL



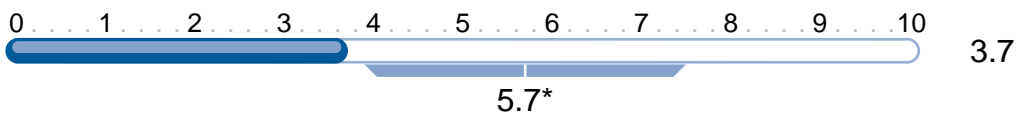
## 3. THEORETICAL



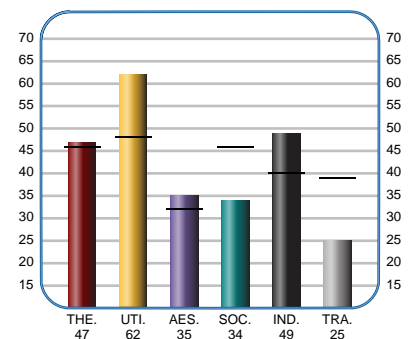
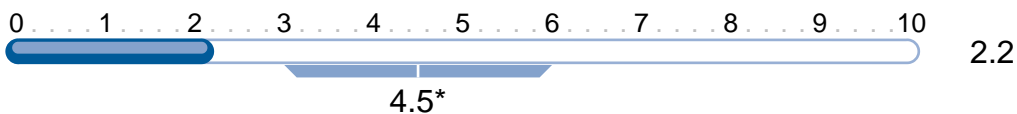
## 4. AESTHETIC



## 5. SOCIAL



## 6. TRADITIONAL/REGULATORY



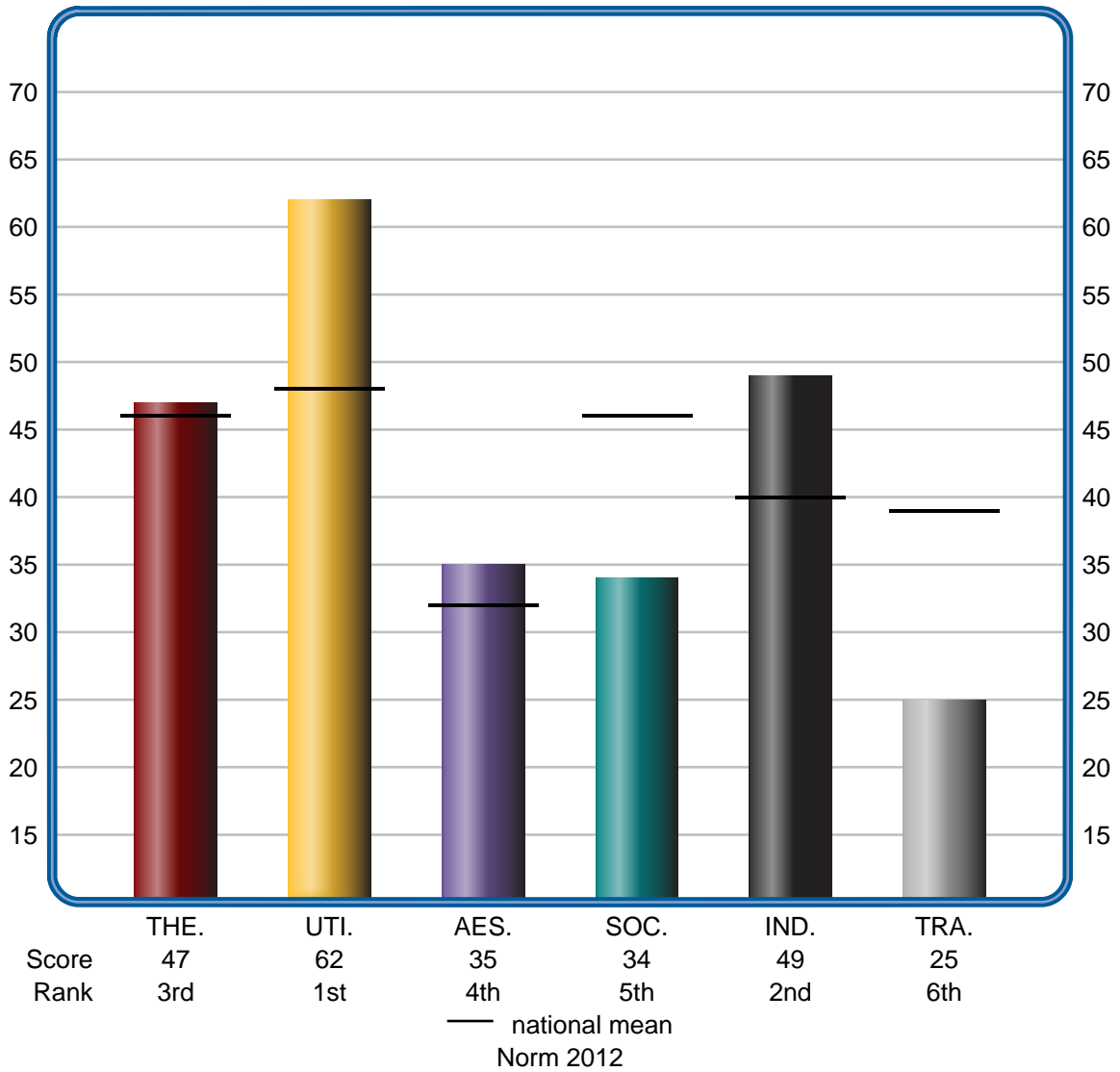
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\* 68% of the population falls within the shaded area.



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