

## **YOUR ATTITUDE IS ALWAYS SHOWING!**

Companies and organizations are seeking the right people to fill today's challenging business roles and finding that the right attitude is proving to be as important as the right behaviors and skills. Why? Because attitudes are what get people up in the morning and move them into action! Attitudes give them focus and keep them aimed in a certain direction throughout changing conditions. Discover a person's underlying attitudes and you will better understand the motivators behind his or her observable behaviors.

What are attitudes? Attitudes are built from a combination of environmental conditioning and life experiences. The result is a unique and personalized group of beliefs and values that become motivating attitudes. These attitudes are the glasses through which an individual views the world.

Environment and experience produce a wide variety of attitudes. Attitudes in turn are largely responsible for the drive and motivation behind employees' observable behaviors and their degree of successful performance on the job. Target Training International, Ltd. (TTI) has produced an instrument that assesses attitudes, based on work by Eduard Spranger ("Types of Men" 1928) and resulting work by Gordon W. Allport and Philip E. Vernon ("Study of Values" 1931). The insights from these authors, updated through extensive research by TTI, apply equally to men and women today.

TTI's Personal Interests, Attitudes and Values™ (PIAV) assessment describes six (6) attitudes that closely apply to the business and career environment. After reviewing a respondent's results from TTI's DISC assessment that objectively describes observable behavior, the results of the PIAV assessment will complete the picture by identifying the source of the individual's motivation to perform. Used together, the DISC and PIAV assessments are a highly valuable combination for understanding and enhancing human performance.

The six (6) attitudes defined in TTI's PIAV assessment are:

- 1) **The Theoretical Attitude** (driven by a passion for discovering TRUTH and KNOWLEDGE). The primary motivator behind this attitude is knowledge for the sake of knowing, continuing education and learning. People who are motivated by this attitude take a "cognitive" approach in meeting challenges – identifying, analyzing and clarifying problems and options.
- 2) **The Utilitarian Attitude** (driven by a passion for RETURN ON INVESTMENT of time, talent and resources). This attitude gives focus to the practical affairs of life. Efficient use of time and money will be of great importance to those with this primary attitude.

- 3) **The Aesthetic Attitude** (driven by a passion for FORM, HARMONY, BEAUTY and BALANCE). People with this primary attitude look for balance between their internal and external worlds. They seek self-realization and self-actualization, and relate to their experiences mainly from a subjective point of view.
- 4) **The Social Attitude** (driven by a passion to ELIMINATE HATE and CONFLICT). Those with this primary attitude are motivated by their love of people. They seek to promote and contribute to others' well-being through giving of their focus, time, talent and resources.
- 5) **The Traditional Attitude** (driven by a passion for THE HIGHEST VALUE in LIFE). Principles are highly important to people with this primary attitude. They make decisions from a solid set of principles that they use as their guiding forces in life. They will sacrifice all to be true to their belief system.
- 6) **The Individualistic Attitude** (driven by a passion for POWER). People with this primary attitude are driven by an inherent desire to lead and control the destiny of self and others. They strive to advance their position to attain the highest power. Power and control is demonstrated through one of the other five values (such as Utilitarian – power through accumulation of wealth).

Which attitudes drive you? Which attitudes drive your employees? Which attitudes are rewarded and supported by your organization's own culture? When you know, you will be in a better position to more effectively manage workplace performance.

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#### **ESSENTIAL READING:**

##### ***If I Knew Then What I Know Now***

Authored by Bill J. Bonnstetter (founder and president of TTI Performance Systems, Ltd.) and published by Forbes Custom Publishing (1999, New York, NY). Available through authorized TTI Distributors.

This highly readable book provides a clear outline of how attitudes are formed and subsequently played out in life – and the effect they have on those who are close to you. The author leads you through a basic evaluation of your own primary attitudes. You will learn how others predictably react to your attitudes and what you can do to recognize the different attitudes you will encounter in co-workers, friends and family members.

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**ASSESS THE ATTITUDES that DRIVE JOB PERFORMANCE!**

TTI produces a number of specially targeted assessments, including MFS Personal Interests, Attitudes and Values™ (PIAV). This easy to administer assessment provides consultants and managers a hierarchical ranking of the most important attitudes motivating the respondents' behaviors. Ideally, it is used in close combination with TTI's MFS Managing for Success™ DISC assessments (e.g. MFS Employee-Manager™) for performance management and benchmarking.

Contact your TTI Distributor for details on how this assessment can support your performance management objectives.

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### **SEMINAR: "YOUR ATTITUDE IS SHOWING"**

Ready to present a training seminar based on the results of TTI's MFS Personal Interests, Attitudes and Values™ assessments? Contact your TTI Distributor for an effective, prepackaged seminar that guides the participants through the discovery and in-depth understanding of the six (6) attitudes outlined above. The complete seminar package comes on a CD with MS PowerPoint slides and an audio instructor's guide to train the trainer. Colorful participant handbooks are also available, along with the TTI Attitudes Wheel™ poster to illustrate the variety and distribution of participants' attitudes.

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