



SUCCESS INSIGHTS®

Personal Interests, Attitudes and Values™

COMPLIMENTARY REPORT - NOT FOR SALE OR SEMINAR USE

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

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



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.

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- She believes charities should be supported.
- Saying "no" is difficult when others need her time or talent.
- She is generous with her time, talent and resources for those in need.
- Helping the homeless may be one of her concerns.
- Lisa is patient and sensitive to others.



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.

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- She will work long and hard to satisfy her needs.
- She evaluates things for their utility and economic return.
- Lisa is good at achieving goals.
- She may use wealth as a yardstick to measure her work effort.
- Lisa tends to give freely of time and resources, but will want and expect a return on her investment.



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.

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- 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.
- At times Lisa will look for the beauty in all things.
- Lisa 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.



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.

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- She will evaluate each situation individually and determine how much or how little control she will want to exercise.
- At times Lisa 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.
- Lisa can be assertive in meeting her needs.



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.

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



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.

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- When required, Lisa will seek knowledge to better understand a particular situation.
- Lisa will not seek knowledge based on curiosity or just for the sake of knowledge.
- Lisa will only read books that relate to her chosen field or special interests.
- She may have a hobby or special interest that drives the need to know everything about a particular subject, such as computers, baseball scores, etc.
- She will attempt to take the practical approach and not over-analyze the process.
- Lisa will use an instinctual approach to problem solving.
- Lisa can be turned off by people who talk about things in detail if she has no interest in the subject.
- For Lisa, personal experiences are a key factor in decision making.
- Lisa will have a tendency to read only the articles in newspapers or magazines that appeal to her special interests.



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 - Norm 2003		
Lisa Lahrman		
THEORETICAL	*	Indifferent
UTILITARIAN	*	Mainstream
AESTHETIC	*	Mainstream
SOCIAL	*	Mainstream
INDIVIDUALISTIC		Mainstream
TRADITIONAL		Mainstream

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

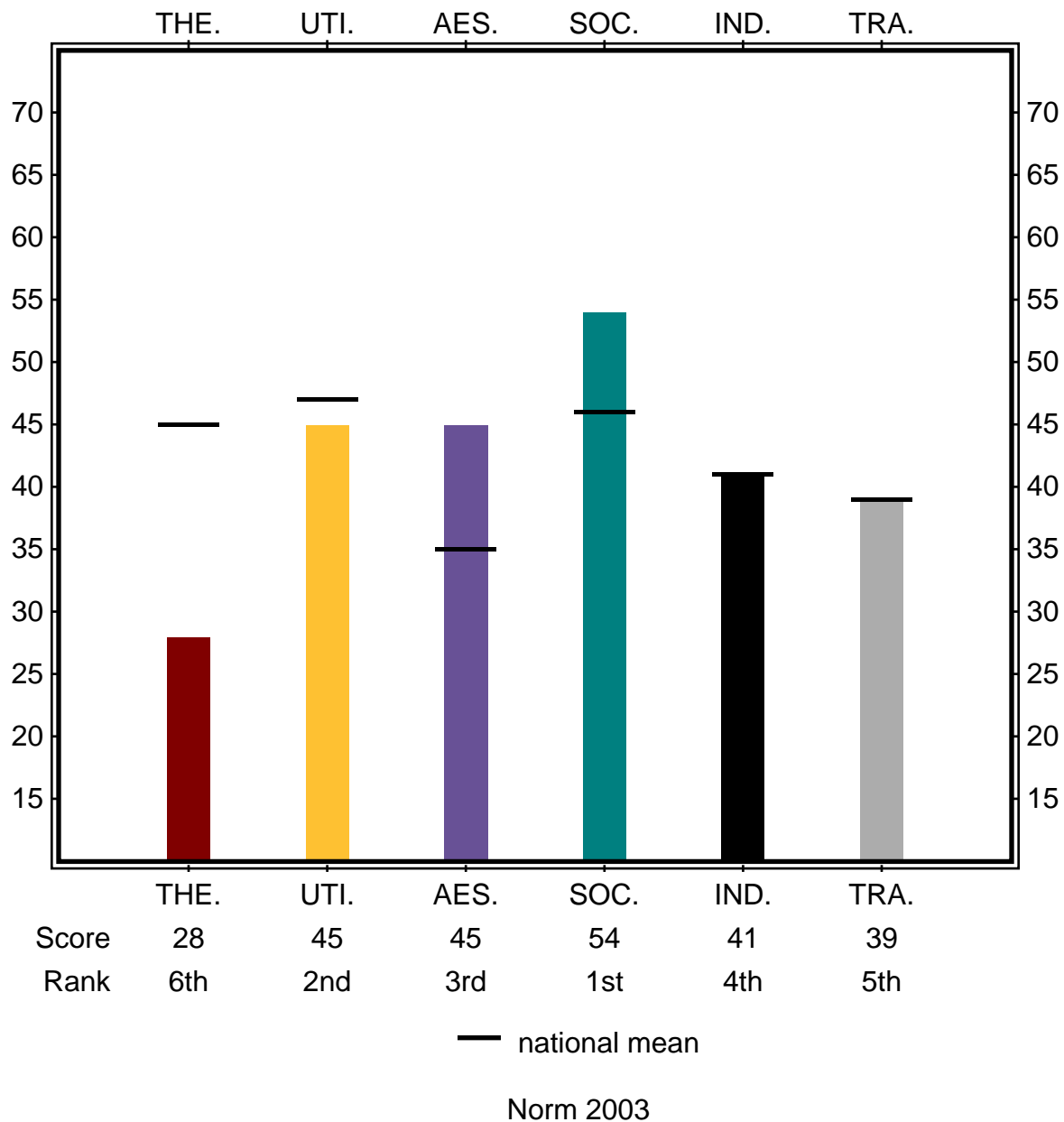
- The amount of time and resources others spend in learning new things may frustrate you.



MOTIVATION INSIGHTS™ GRAPH

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ATTITUDES WHEEL™

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