



UNLOCKING HUMAN POTENTIAL

Sample User

BAI Report

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WHAT ARE BEHAVIORAL ATTITUDES?

Behavioral attitudes are the thoughts, feelings, and emotions that unconsciously shape every decision we make. They are the unseen influences that drive and motivate us; the internal factors that guide our preferences, choices, and actions. Everything we do and say, everything we aspire to and desire, all these are a product of our Behavioral Attitudes. They are a fundamental part of who we are.

The Behavioral Attitudes Index measures these passions and values as they correlate with people's environments.

Many people aren't consciously aware of their Behavioral Attitudes, though they play a large part in the choices we make every day. They are the hidden catalysts that make us ask: Why did I do that? What was I thinking? They are also the foundational desires that, when acknowledged, can help us make important decisions that shape the course of our lives. The primary Behavioral Attitudes that guide us throughout our lives indicate that we value each of the following to varying degrees:

- Inner Awareness/Spiritual
- Social/Humanitarian
- Power/Political
- Economic/Tangible
- Artistic/Innovative
- Knowledge/Proficiency

We can see the result of a Behavioral Attitude, while the actual attitude remains hidden. For example, imagine a person considering a choice between pursuing a BA in Fine Arts versus a BA in Art Education. If, for example, they choose Fine Arts, the behavioral attitude that is manifested most intensely in this choice is the Artistic dimension. The attitude that is just slightly less intense is the pursuit of Knowledge behavioral attitude. This is evident by the choices they made. In this scenario, the person is primarily motivated by a deep respect for individual creativity and artistic expression. That behavioral attitude became the main factor in their decision making process- the one that spoke more loudly than the others when they were weighing the merits of their choices.



This person might explain their decision to their friends by saying it just "felt" like the right choice, but in fact, there is a measurable set of attitudes that everyone uses when making easy or difficult decisions. A person's career choice can be one of the most obvious manifestations of their Behavioral Attitudes. But we can even see attitudes influencing something smaller, such as our buying habits. Do we choose a product because it's the most practical, or does that come secondary to it's design or how it makes us feel?

Indeed, Behavioral Attitudes have a direct impact upon life choices, productivity, and work satisfaction. When choices are aligned with one's Behavioral Attitudes, it allows for more passion and greater fulfillment in work and life.

More about Behavioral Attitudes:

- Behavioral Attitudes should align with your goals and objectives
- Recognizing Behavioral Attitudes makes it easier to choose goals
- You devote more energy toward the Behavioral Attitude dimensions you value
- Attitudes both mesh with (and clash with) other Behavioral Attitude dimensions
- Behavioral Attitudes can change over time due to circumstances and available resources

Overview

Behavioral Attitude Styles at a Glance

I-SPEAK

The acronym "I-SPEAK" represents the six distinct styles that *speak* emphatically to a person. Each illustrates a different way of prioritizing your motivations, passions, and your energy investments via thoughts, tasks, and activities which you find most fulfilling. I-SPEAK is your work-passion language.

One thing is clear, our actions and what we do with our free time speak loudly to others. I-SPEAK was designed to examine our underlying PASSIONS and the desires we would like to explore in the workplace and beyond.

When a person is engaged in a task that compliments the behavioral attitudes they value, we tend to say they have a "good attitude." Conversely, if a person is engaged in a task that is not aligned with their primary behavioral attitude, we classify them as having a "bad attitude". Aligning career goals with behavioral attitudes helps you feel more positively about your work

"Passion is Energy. Feel the power that comes from focusing on what excites you."-Oprah Winfrey

I = Inner Awareness/Spiritual Growth—a desire for balance, harmony, and self growth

S = Social/Humanitarian— a desire to help others altruistically

P = Power/Political— a desire to be in control or have influence

E = Economic/Tangible—a desire for financial security or economic gain

A = Artistic/Innovative— a desire to express uniqueness or individuality

K = Knowledge/Proficiency— a desire for learning and greater understanding



I Inner Awareness/ Spiritual	S Social/ Humanitarian	P Power/ Political	E Economic/ Tangible	A Artistic/ Innovative	K Knowledge/ Proficiency
Heighten awareness	Help others	Influence others	Create opportunities	Express yourself	Discover
Bring inner peace	Serve others	Network	Get ahead	Inspire	Research
Provide insights	Stand up for beliefs	Create change	Build on an idea	Create	Teach others
Balance mind and body	Be a catalyst	Be recognized	Be industrious	Be unique	Explore topics
Observe doctrines	Take initiative	Impact issues	Be stable	Share with others	Learn
Pursue spirituality	Impact causes	Create policy	Have resources	Be original	Enrich others
Explore purpose and passion	Create awareness	Change opinions	Achieving goals	Produce something new	Search for truths

Your BAI Style

Primary Style Characteristics

Sample 's primary style is 'Economic/Tangible'



The Economic/Tangible

reflects a desire for acquiring and preserving wealth

Individuals who possess a high Economic/Tangible score are usually practical, organized, and results-oriented. They exhibit a forward-thinking personality with the ability to strategically plan for the future. Their goal is financial security through accumulating wealth or by building something concrete and lasting. They see hard work and sacrifice as necessary to create a future that is comfortable and secure.

More than anything, they seek:

- Economic stability
- The monetary freedom to have experiences, to travel, and to live life to the fullest
- A tangible way to measure their success
- A financially-secure future

Although it is tempting to view the Economic/Tangible person as materialistic, in reality this individual is not focused on money itself. Rather, money and possessions represent a sense of security and an investment in the future. Most money-driven people are in fact quite selfless. They understand that in order to send their kids to a good college, to take a vacation, or to provide a comfortable home life, they need the financial resources to make that happen. They might miss their child's school play because they have to work. They may put in long nights that take them away from their loved ones. But this is a sacrifice they are willing to make to ensure long-term happiness. Their commitment to financial reward is the result of a forward-thinking personality. Often, it's done as a tangible expression of love.

For some, money is a measuring tool or yardstick used to keep track of their accomplishments. These people respond positively to an on-the-job compensation system based on monetary incentives. For others, the pursuit of financial gain is an investment in the future. Economic/Tangible behavioral attitudes are the hallmark of patient, tenacious, and goal-oriented individuals. They seek money not out of greed, but out of what it represents for their future. The materialistically-motivated person should not be seen as selfish, but rather as practical and goal-oriented.

Your BAI Style

BAI Style Continued

Qualities unique to people who appreciate "Economic/Tangible"

General Characteristics:

- Patient
- Self-controlled
- Organized
- Hard-working
- Process-driven, not people driven

Possible Limitations:

- May be a workaholic
- May be unfairly characterized as greedy
- Rationalizes sacrificing time with loved ones in service of future financial success
- Has a hard time living in the moment
- Perceives wealth as the primary indicator of status and success

Characteristics in Combination with Other Behavioral Attitudes

- When combined with high Inner Awareness behavioral attitudes, **Economic/Tangible** impulses will be tempered by spirituality and an awareness of universal truths that are important beyond material prosperity.
- When combined with high **Social/Humanitarian** behavioral attitudes, doing the right thing becomes as important as material gain. By creating a financially secure future for themselves, they generate the resources to help others as well.
- When combined with high **Power/Political** behavior attitudes, they will view money and power as interconnected, using one to achieve the other. These people are more likely to take financial risks.
- When combined with high **Artistic/Innovative** behavioral attitudes, they will seek innovative ways to financially capitalize on artistic endeavors, or will use their resources to invest in imaginative new projects.
- When combined with high **Knowledge/Proficiency**, they will seek wealth by becoming a recognized expert in their field.

Your BAI Style

Secondary Style Characteristics

Sample 's secondary style is 'Inner Awareness/Spiritual'



Inner Awareness/Spiritual

a desire for unity, harmony, and balance in all aspects of life

Though many people with high Inner Awareness/Spiritual Growth may go to church, meditate, or belong to a spiritual group, none of these are essential hallmarks of this style. The most important characteristics that are associated with high Inner Awareness/Spiritual Growth are kindness, empathy, generosity, and a respect for all living things.

Above all, they seek:

- To gain a deeper understanding of the world around them
- To understand and accept themselves
- To connect with entities outside themselves
- To serve a higher purpose
- To live joyfully and gratefully

Although this behavioral attitude may manifest itself as a spiritual or religious commitment to a higher power, those who are motivated by Inner Awareness/Spiritual Growth are primarily interested in self-actualization through religion, faith, or philosophy. They are devoted to exploring the meaning of life, their place in the universe, and the connections between all living things. They believe there is more to life than what can be seen.

People with high levels of Inner Awareness/Spiritual Growth are dedicated to generating a deeper meaning of self, others, and the world around them. They are conscientious and highly compassionate individuals whose concern for harmony often extends to the world around them. They may strive for social justice, "green" initiatives, and environmentally-friendly causes.

For those guided by Inner Awareness/Spiritual Growth, finding meaning in life has little or nothing to do with the tangible or physical elements of the world. An individual with levels of high Inner Awareness/Spiritual Growth may find material things to be empty. For many, possessions and material wealth are not a high priority. Instead, they value personal experiences, time spent with friends and family, cooperation, and conscious living.

Belief-driven, a person motivated by this behavioral attitude is uniquely inspired by their convictions. They have confidence in the principles they uphold. These individuals may or may not be religious in the formal sense of the word, but they do have a strong internal moral compass and can operate well in environments that require routines, traditions, faith, or deference to authority.

Your BAI Style

BAI Style Continued

Qualities unique to people who appreciate "Inner Awareness/Spiritual"

General Characteristics:

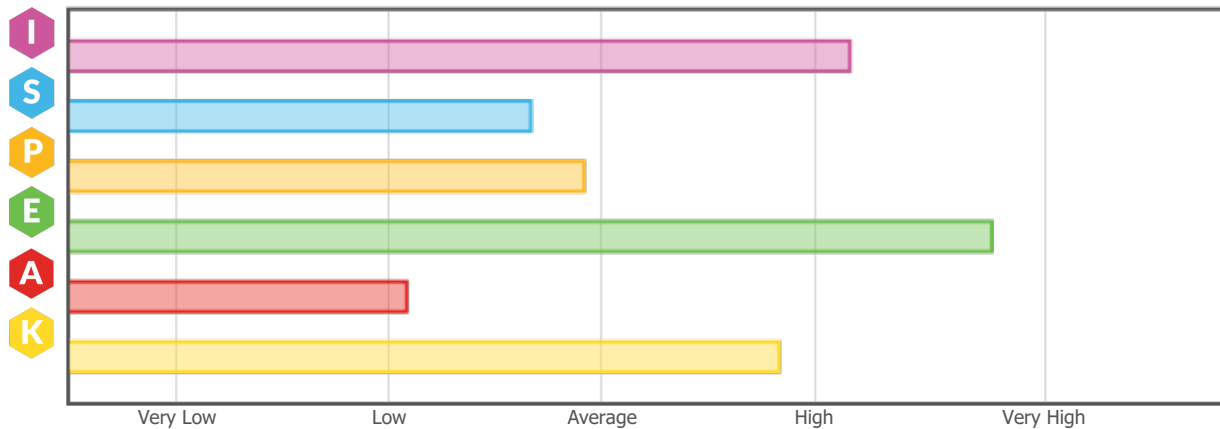
- Able to articulate core value, beliefs, and principles
- Drawn to prayer, meditation, and/or philosophy
- Committed to preserving the connections between the mind, body, and soul
- Loving and loyal
- Family-oriented with a strong moral code

Possible Limitations:

- Little time for people who see things differently, especially those ruled by emotions
- Places high a value on being right
- Rarely changes their mind even if logic dictates otherwise

Characteristics in Combination with Other Behavioral Attitudes

- When combined with high **Social/Humanitarian** behavioral attitudes, their core spiritual beliefs will be strongly connected to their sense of justice, fairness, and equality.
- When combined with high **Power/Political** behavioral attitudes, they will want to see their beliefs acted upon, and will seek power on a large enough scale to ensure that happens.
- When combined with high **Economic/Tangible** behavioral attitudes, they will find beauty in nature, and be deeply, spiritually moved by art.
- When combined with high **Knowledge/Proficiency**, they will be fierce advocates for their convictions.



I Inner Awareness/Spiritual - High

- Driven by the need to discover their place in the scheme of things.
- Believes there are answers to the spiritual questions they ask, but that there is also meaning in the search itself.

S Social/Humanitarian - Average

- Compassionate, but primarily interested in contributing to causes that hit close to home.

P Power/Political - Average

- Will evaluate each situation individually to determine how much or how little control they want to exercise.
- If the issue or project is important to them, they will take control. If not, they are willing to take a supporting role as long as they won't be micromanaged and will have independence within the constraints of the project.

E Economics/Tangible - Very High

- Money and what it represents are extremely important.
- Status is seen as a by product of wealth.

A Artistic/Innovative - Low

- Does not require artistic expression to feel fulfilled.
- Practicality overrides sensitivity.

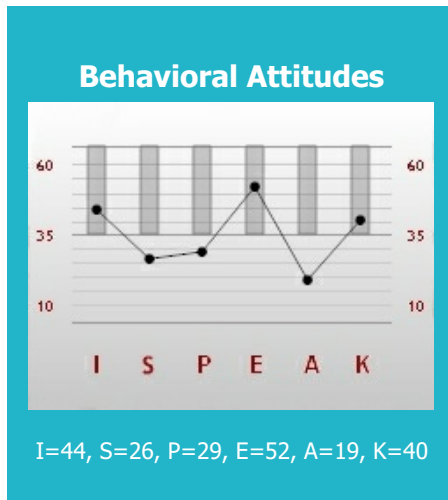
K Knowledge/Proficiency - High

- Pursuit of knowledge is based on need and individual situations.
- If the individual is particularly interested in a specific topic, or if information is required for success, they will want to know everything there is to know. If not, intuition or practical experience will be relied upon.

Sample 's BAI style :

(primary) - Economic/Tangible

(secondary) - Inner Awareness/Spiritual



Your Behavioral Attitude Index Graph

Your BAI graph provides a visual representation of the way you prioritize the six different ISPEAK styles. The intensity of your connection with each style is represented on a continuum of 0 to 60. This value is connected with how much energy you put into tasks that are correlated with this behavioral attitude.

A low energy investment means that you put little effort/have little desire to put effort or energy into tasks motivated by this behavioral attitude. A high energy investment means that you would like to spend most of your time and energy on tasks that are motivated by this behavioral attitude.

- Values between 0-12 are considered **very low** energy investment
- Values between 13-24 are considered **low** energy investment
- Values between 25-36 are considered **average** energy investment
- Values between 37-48 are considered **high** energy investment
- Values between 49-60 are considered **very high** energy investment

The higher the points are on your graph in a style, the more positively you feel about that behavioral attitude. Ultimately, the higher your score in an I-SPEAK style, the more energy you will invest in achieving the outcomes represented by that dimension.

BAI as a Tool:

By becoming aware of your Behavioral Attitude style, you are empowered to make informed choices. It's a powerful tool when you apply your knowledge in a practical way. Using Behavioral Attitudes to inform:

- Self growth
- Assist in career goal setting
- Understanding diversity
- Create synergistic teams
- Placing the right person in the right position



More Examples of Applications

You might know a person who is unhappy with their boss. He feels assured that he could do things better. He is struggling because he has a high **Power/Political** Behavioral Attitude, yet has been placed in a position where he has limited authority. It's not just his boss driving him crazy, but rather the fact that he has a boss at all. He is motivated by opportunities for independence, and he thrives when given authority. He can use this awareness to either become self-employed, or find a position with upward mobility.

Another person may work in an unimaginative job and find themselves disappointed despite the fact that their job seemed great on paper. If she became aware that her **Artistic/Innovative** Behavioral Attitude need isn't being met, she may find ways to be more innovative and creative rather than doing repetitive tasks created by someone else. Perhaps she could ask for more creative projects, offer innovative new solutions that she could take the lead on, or personalize her workspace.

A hiring manager who hires a sales person with a low-intensity **Economic/Tangible** style might end up unintentionally placing this person in a position where they are at odds with their own Behavioral Attitudes. A person like that may struggle closing the deal or asking for money, because they might be focused on meeting the needs of a different behavioral attitude. They might be more focused on connecting with the person than on getting money from them. This person is great at making long-term sales connections and relationships, but may benefit from being paired with a coworker whose Behavioral Attitudes enable them to feel more comfortable closing the deal.

Knowledge of Behavioral Attitudes can not only help us make choices, but to explain our rationale to others. It can also allow us to have greater empathy with those whose Behavioral Attitudes differ from our own. A husband who has a high **Inner Awareness/Spiritual** attitude may be frustrated with his workaholic wife. To him, spirituality is the filter through which he views the world, and he perceives her as being too focused on the tangible. But with an awareness of Behavioral Attitudes, he may see that she has a high **Economic/Tangible** focus not for its own end, but for what it represents- security and the opportunity for travel and experiences for them both. Once they can understand each other's conflicting "Behavioral Attitude filters" they can begin to have greater empathy for each other's positions.

An understanding of your behavioral attitudes allows you to make informed decisions about your life. It can help you to find a career, partner, hobby, or task that aligns with your underlying foundation. It can help you find ways to spend your time and expend your energy that will just fit you.