



Sample Report .

Style: Peacemaker SC

DISC + BAI Report

Monday, September 2, 2024

Introduction

Your report uses the DISC Personality System. The DISC Personality System is the universal language of behavior. Research has shown that behavioral characteristics can be grouped together in four major groups. People with similar styles tend to exhibit specific behavioral characteristics common to that style. All people share these four styles in varying degrees of intensity. The acronym DISC stands for the four personality styles represented by the letters :

- D = Dominant, Driver
- I = Influencing, Inspiring
- S = Steady, Stable
- C = Correct, Compliant

Knowledge of the DISC System empowers you to understand yourself, family members, co-workers, and friends, in a profound way. Understanding behavioral styles helps you become a better communicator, minimize or prevent conflicts, appreciate the differences in others and positively influence those around you.

In the course of daily life, you can observe behavioral styles in action because you interact with each style, to varying degrees, everyday. As you think about your family members, friends and co-workers, you will discover different personalities unfold before your eyes.

- Do you know someone who is assertive, to the point, and wants the bottom line?

Some people are forceful, direct, and strong-willed.

This is the D Style

- Do you have any friends who are great communicators and friendly to everyone they meet?

Some people are optimistic, friendly, and talkative.

This is the I Style

- Do you have any family members who are good listeners and great team players?

Some people are steady, patient, loyal, and practical.

This is the S Style

- Have you ever worked with someone who enjoys gathering facts and details and is thorough in all activities?

Some people are precise, sensitive, and analytical.

This is the C Style

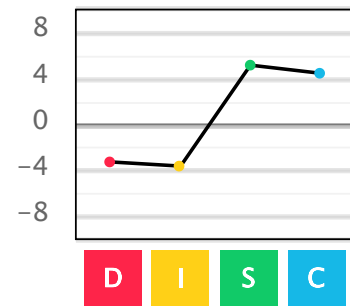
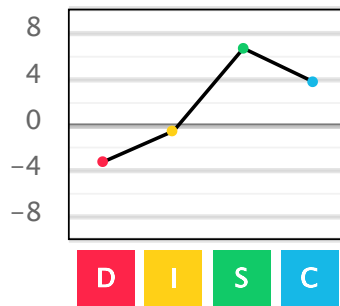
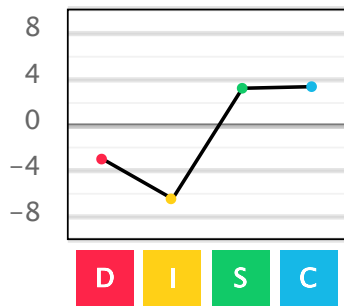


The chart below helps put the four dimensions of behavior into perspective.

	D = Dominant	I = Influencing	S = Steady	C = Compliant
Seeks	Control	Recognition	Acceptance	Accuracy
Strengths	Administration Leadership Determination	Persuading Enthusiasm Entertaining	Listening Teamwork Follow-Through	Planning Systems Orchestration
Challenges	Impatient Insensitive Poor Listener	Lack of Detail Short Attention Span Low Follow-Through	Oversensitive Slow to Begin Dislikes Change	Perfectionist Critical Unresponsive
Dislikes	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganization Impropriety
Decisions	Decisive	Spontaneous	Conferring	Methodical

Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

Below are your three DISC graphs, and a brief explanation of the differences between the graphs.



DISC graph 1 represents your "public self" (the mask)

This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.

DISC graph 2 represents your "private self" (the core)

This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present. This would be your instinctive reaction.

DISC graph 3 represents your "perceived self" (the mirror)

This graph displays the manner in which you perceive your typical behavior. It could be referred to as your self perception. Although at times you may be unaware of the behavior you use with other people, this graph shows your typical approach.

Description

understanding your style

Sample Report's style is identified by the keyword "Peacemaker".

Sample Report, as a Peacemaker style, is kind in nature and is very detail oriented. Peacemakers are caring about the people around them and possess the qualities that make them very meticulous at task completion. Sample Report likes to look around carefully before making any decisions and weigh how it will affect people, at times being overly cautious. If Peacemakers feel someone is taking advantage of a situation, they will slow down processes so that they can watch what is going on around them.

Sample Report is loyal to supported leaders, and is an excellent person to have on the team. Peacemakers carefully and consistently work through situations. They tend to show anxiety when put in a situation where they feel obligated to make decisions that may negatively affect others. Sample Report wants stability and exhibits stability in relationships, needing a protected and secure environment. Peacemakers enjoy people, but prefer a few close friends to many acquaintances. They like small groups rather than crowds. They are overly sensitive and don't handle criticism well. They need to develop confidence and be more independent. Sample Report is very concerned about what people think and avoids conflict.

Precision is imperative in everything Sample Report does. Peacemakers can be counted on to carry out any tasks correctly. They want exact facts and figures before they will make a decision; they feel uneasy when forced to make a quick decision. They often keep feelings to themselves. Others may not be aware of their strong beliefs. Peacemakers do not blow up easily, but after a point they will make their feelings known to everyone. Sample Report wants a stable home and work environments that promote security. The more stable and non confrontational the environment, the happier a Peacemaker will be.

Because this individual cares about how others feel, Sample Report may feel uncomfortable making decisions that strongly affect others. An encourager to others, Sample Report promotes involvement in the decision-making process and prefers to work in a team role. Others tend to see them as agreeable and humble.

Sample Report prefers a rational and moderate approach when first entering new situations and tries to avoid extremes. Sample Report likes the company of others, but is equally comfortable spending a quiet evening alone. A realist who will always weigh options before making a decision to move ahead, Sample Report thinks through alternatives and choices carefully.

Sample Report values close, personal relationships and will often put the needs and desires of those who are loyal friends ahead of his/her own. This is an even-paced individual who thrives in a peaceful, harmonious environment. Sample Report will work to avoid conflict and sudden changes in lifestyle and finds joy in keeping tradition.

Sample Report is a fact finder and does things "by the book". This person can be sensitive if others are being critical of their work, especially if they have not carefully reviewed all the data. Sample Report clarifies expectations before undertaking new projects and works hard to meet standards. Sample Report will typically maintain a neat and orderly work environment.

Careful, thinking things through
Possessive, sensitive
Slow to make changes, predictable
Non confrontational, internalizes feelings

General Characteristics

Recognition for loyalty and dependability
Appreciation of their high quality work
No sudden changes in procedure or lifestyle
Activities to start and follow through to the finish

Motivated By

Practical procedures and systems
Stability and predictability
Tasks that can be completed at one time
A friendly, team atmosphere

My Ideal Environment

Communicating

with the Peacemaker style

Remember, a Peacemaker may want:

- Security in situations, sincere appreciation, repeated work patterns, time to adjust to change, limited territory of responsibility, identification with group, areas of specialization, clear definitions of their roles

Greatest fear:

- Loss of security, being criticized

When communicating with Sample Report, a Peacemaker, DO:

- Create a favorable environment that is personal and agreeable
- Express a genuine interest in them as a person
- Provide them with clarification for tasks and answers to "how" questions
- Be patient and give them follow-up support
- Present ideas or departures from current practices in a non-threatening manner; give them time to adjust
- Clearly define goals, procedures and their role in the overall plan

When communicating with Sample Report, a Peacemaker, DO NOT:

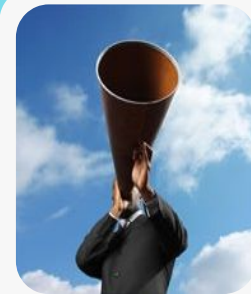
- Be pushy, overly aggressive, or demanding
- Expect them to make decisions without all the information
- Ask them to discipline others or put them in competitive environments
- Be too confrontational or critical of their actions

While analyzing information, Sample Report, a Peacemaker may:

- Be openly agreeable but inwardly unyielding
- Internalize their concerns and doubts
- Hesitate to share feedback during presentations
- Require additional information and supporting materials

Motivational Characteristics

- **Motivating Goals:** Security, correct procedures
- **Evaluates Others by:** Precise standards (based on what they do), stability
- **Influences Others by:** Attention to detail, dependability
- **Value to Team:** Quality and correctness oriented, dependable, consistent
- **Overuses:** Caution, dependency
- **Reaction to Pressure:** Stubborn, fearful, holds grudges
- **Greatest Fears:** Abandonment, antagonism
- **Areas for Improvement:** Develop confidence and independence, be more flexible, don't fear confrontation



Communicating
with the Peacemaker style

Knowledge comes,
but wisdom lingers.

- Alfred Lord Tennyson

Communicating

with the Peacemaker style

Value to the group:

- Reliable, steady and loyal team member
- Compliant towards authority
- Good listener, patient and empathetic
- Will follow a task through from start to finish

Peacemakers possess these positive characteristics in groups:

- Instinctive relaters
- Participative managers who accomplish goals through personal relationships
- Make others feel like they belong
- Show sincerity and loyalty
- Provide specialized skills
- Can see a process for doing things
- intuitive about people and relationships
- Full of common sense, realistic and practical
- Buy into team goals
- Dependable and unvarying
- Identify strongly with the team
- Strive to build relationships
- Consider elements of a total project
- Even-tempered, stable and patient with others

Personal growth areas for Peacemakers:

- Be more open to change, develop more flexibility
- Be more direct in your interactions
- Focus on overall goals of the team rather than specific procedures
- Deal with confrontation constructively
- Increase pace to accomplish goals
- Show more initiative



Communicating
with the Peacemaker style

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

- Lee Iacocca

Communication Tips

relating to others

Your S and C plotted above the midline, your style is identified by the keyword "Peacemaker".

This next section uses adjectives to describe where your DISC styles are approximately plotted on your graph. These descriptive words correlate as a rough approximation to the values of your graph.

D -- Measures how decisive, authoritative and direct you typically are. Words that may describe the intensity of your "D" are:

- **MILD** Gentle or kind in disposition; not severe or harsh
- **QUIET** Not easily excited or disturbed; quiet disposition
- **DEPENDENT** Potential for being influenced or controlled by others
- **MODEST** Not forward, but shy and reserved

I -- Measures how talkative, persuasive, and interactive you typically are. Words that may describe the intensity of your "I" are:

- **WITHDRAWN** Retreating within oneself; shy; reserved; abstract
- **RETICENT** Silent or uncommunicative; disinclined to speak; reserved

S -- Measures your desire for security, peace and your ability to be a team player. Words that may describe the intensity of your "S" are:

- **PASSIVE** Submissive; influenced without response
- **PATIENT** Enduring pain, trouble; refusing to be provoked
- **LOYAL** Faithful to persons and ideals
- **PREDICTABLE** Behavior, actions, and reactions can be easily foretold
- **TEAM-PERSON** Enjoys being part of a group working toward a common goal

C -- Measures your desire for structure, organization and details. Words that may describe the intensity of your "C" are:

- **PERFECTIONIST** One who strives for completeness and flawless accuracy
- **ACCURATE** Careful and exact; free from errors
- **FACT-FINDER** A searcher for truth; reality
- **DIPLOMATIC** Tactful
- **SYSTEMATIC** According to a system; orderly



Communication Tips
relating to others

The only way to change is by changing your understanding.

- Anthony De Mello

Communication Tips

how you communicate with others

How You Communicate with Others

Please return to the "Communicating" section of this report and review the communicating "DO" and "DO NOT" sections for your specific style. Reviewing your own communication preferences can be an eye-opening experience or simply confirmation for what you already know to be true. Either way, you have your communication characteristics in writing. This information is powerful when shared between colleagues, friends, and family. Others may now realize that some approaches do not work for your style, while other ones are received well by you. Equally important is that you now see that THE WAY YOU SAY SOMETHING can be as important as WHAT IS SAID. Unfortunately, we all have a tendency to communicate in the manner that we like to hear something, instead of the method another person prefers.

Your style is predominately an "S" style, which means that you prefer receiving information that allows you to feel part of a team. But, when transferring that same information to a client or co-worker, you may need to translate that into giving them precise facts, or just the end result.

This next section of the report deals with how your style communicates with the other three dominant styles. Certain styles have a natural tendency to communicate well, while certain other styles seem to be speaking different languages all together. Since you are already adept at speaking your "native" language, we will examine how to best communicate and relate to the other three dominant languages people will be using.

This next section is particularly useful for a dominant "S" style as you may have the tendency to not voice your opinions as much as others around you, while at the same time others will value the input you have.

The Compatibility of Your Behavioral Style

The "S" and the "D" will work well together as the "S" will provide support the "D" needs and will help to keep the environment at a level they both can freely work together. The "S" may wish the "D" style would slow down the pace and be more people oriented when it comes to personal relationships.

The "S" and the "I" style get along well in the work environment since the "S" will serve as support for the "I" in making sure tasks stay on track. In relationships the "I" may want to be more socially oriented while the "S" would prefer to spend more quality time with less people and outside activities.

Two "S" styles work well together and also get along well in personal relationships as they both strive to work together as a team and provide a very sincere and meaningful relationship.

The "S" and the "C" complement each other and work well together, as each style prefers to work at a pace that provides for accuracy. Also, both styles like to work on something together until completion, while the "I" and the "D" has a tendency to multitask rather than focus on one area until completion.



Communicating
with others

Speech is the mirror
of the soul; as a man
speaks, so is he.

- Publilius Syros

Communication Tips

compatibility of your behavioral style

How the "S" Can Enhance Interaction with Each Style

S with D

You will tend to view a high D as argumentative, dictatorial, arrogant, domineering, nervous and hasty. You will likely resent them giving you orders, and be intimidated by their dictatorial approach. Although you will not get angry, you will be sorely tempted to get even. When confronted by the D, you will tend to withdraw and slow down the action.

Relationship Tip: It is imperative that you establish direct communication, and learn to deal with issues in a straightforward manner. Develop the ability to negotiate goals and commitments with them on an equal basis. The D will respect your desire to be direct, and it will enhance communication.

S with I

You will tend to view a high I as egotistical, superficial, overly optimistic, glib, too self-assured and inattentive. On the surface, the relationship will look good, but internally you'll find yourself attempting to slow down the I's pace; even though you'll avoid confronting them.

Relationship Tip: Be friendly, they are more sincere than they seem be. Be complimentary and listen to their ideas. They will appreciate it if you recognize and discuss their accomplishments.

S with S

You will view another S as dependable, self-controlled, patient, kind, accommodating and attentive. You will enjoy supporting each other, but little will be accomplished in the process. Each of you will avoid confrontation; and if you disagree, you won't do so openly. To accomplish results, you'll likely need some external means of setting goals.

Relationship Tip: Move towards goals at a steady pace. Express sincere appreciation for one another. You will enjoy the long lasting friendships you establish with another S and find them rewarding.

S with C

S's tend to view high C's as overly dependent, evasive, defensive, too focused on the details, too cautious and overly compliant. You'll be similar in that neither of you will want to hurry, nor will you desire to take charge and make a decision. However you may translate the C's coolness as rejection. Your tendency will be wanting to build a relationship too soon for them.

Relationship Tip: Move at a slower pace than you think you should; use the patience that epitomizes your personality. When presenting facts in a discussion, do so in a clear and organized manner. Be prepared for discussion, but expect the C to express doubts and put off a decision until they have considered the matter fully; so provide time for them to give full consideration to the ideas you present.



Enhance
Communication

Communication works
for those who work at
it.

- John Powell

Communication

worksheet

Communication Tips Worksheet

Changes in your graphs indicate your coping methods. The human personality is profoundly influenced by changes in our environment. Typically, people change significantly from graph one to graph two as a result of stressors or environmental changes. Recognizing the differences or changes between these two graphs helps us understand our instinctive coping mechanism, and indicates how to better adapt in the future.

Instructions: Each of your graphs illuminates different aspects of your personality. A closer look at those changes reveals valuable insights. Please refer to both graphs (if necessary, reference data throughout your profile). Compare the D, I, S, and C points on graphs one and two. Finally, read the analysis of your answers, and consider how your environment affects your decisions, motivations, actions and verbal messages.

D Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "D" higher or lower than the "D" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more control in stressful situations. If the D goes up considerably, you can become very controlling when you become stressed. A lower value indicates someone who desires less control in stressful situations. If the D goes down considerably, you may want someone else to lead you and you will follow.

I Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "I" higher or lower than the "I" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more social influence in stressful situations. If the I goes up considerably, you may try to use your communication skills to smooth things out. A lower value indicates someone who desires less social influence in stressful situations. If the I goes down considerably, you rely less on verbal means to come to a resolution.

S Changes:

Compare graphs 1 and 2. When you look at graph 2, is your "S" higher or lower than the "S" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires a more secure environment in stressful situations. If the S goes up considerably, you may tend to avoid any conflict and wait until a more favorable environment is available before making any changes. A lower value indicates someone who desires a less secure environment in stressful situations. If the S goes down considerably, you become more impulsive in your decision-making.

C Changes:

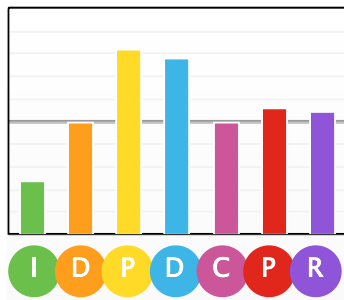
Compare graphs 1 and 2. When you look at graph 2, is your "C" higher or lower than the "C" in graph 1? Consider how high or low the letter moves. A higher value indicates someone who desires more information before making a decision in stressful situations. If the C goes up considerably, you will probably not want to make a decision until you have significantly more information. A lower value indicates someone who desires less information before making decisions in stressful situations. If the C goes down considerably, you may make decisions based more on gut feelings.

Which one of your points makes the most dramatic move up or down? What does that tell you about how you react to pressure?

How could your coping method help or hinder you in making decisions? How can you use this information to help you see possible blind spots in your reaction to pressure?

PowerDISC™

your strengths in leadership



INFLUENCING -

Fair: Influencing and delegating to others is not exactly the role you desire most, but if it is an occasional part of what you need to do, you accept it. You prefer to be recognized as a part of a group rather than receiving individual recognition.

DIRECTING -

Above Average: Quality work and meeting tight deadlines are only two of your strengths others see. You may appear a bit task-oriented at times, but your attention to detail and your inner drive allow others to respect you and see the great value you add to the team. Take time to let others get to know you. They like you for a person as well as what you do for them.

PROCESSING -

Main Focus: You are probably overloaded with work because you hate to delegate; you tend to do most things yourself. You believe that for something to be done right, you need to do it. Train others around you to work to your own high standards and delegate to them. Although it may take longer initially, you will be helping others to achieve and grow more. Be willing to accept change and understand it may be necessary for growth and security.

DETAILING -

Highly Effective: You are valued for your precision and accuracy and others know they can count on you. Your motto is "Do things right the first time." Your personal standards for excellence often exceed others' standards. Not only do you have high standards, but you are a thinker who is able to solve problems logically and methodically.

CREATING -

Good: You are more comfortable moving ahead in areas in which you have experience and proven results. Sometimes you prefer to have the pace slowed down a bit so that one project can be completed before another venture is begun.

PERSISTING -

Above Average: Others like working together with you because you typically do more than your share of whatever is required and this makes the entire team look good. You will maintain a hands-on approach and let others visibly see that you are a team player.

RELATING -

Above Average: You value relationships and know what it takes to nurture them. You go out of your way to make new team members feel welcome and want to be included.

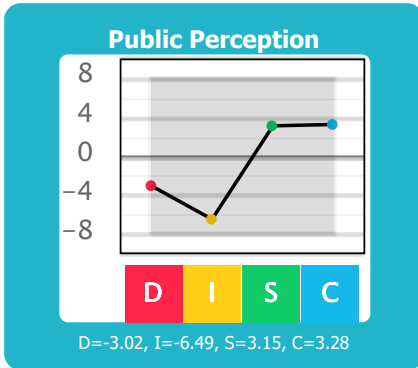
Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.

- Gilbert Amelio

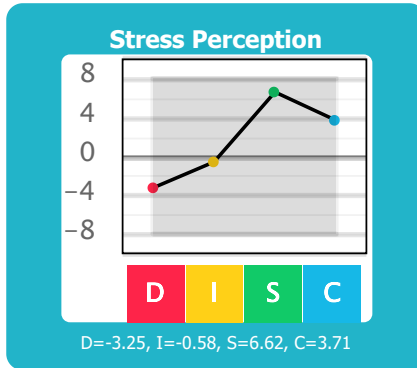
Scoring Data

graph page

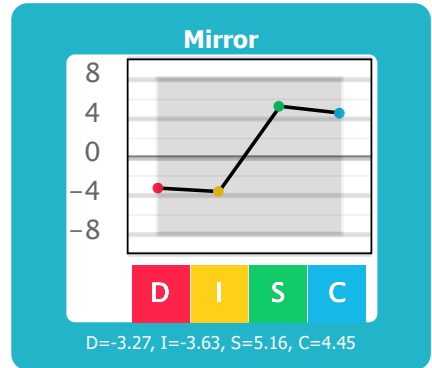
Personality Style Graphs



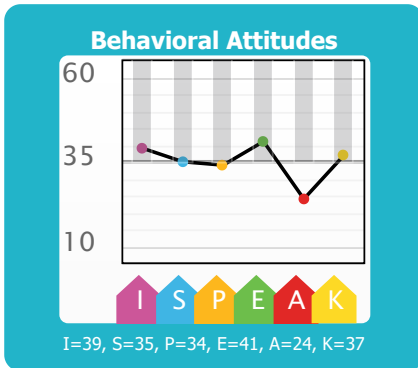
Raw Scores D=3, I=0, S=8, C=6



Raw Scores D=10, I=5, S=1, C=3



Raw Scores D=-7, I=-5, S=7, C=3



I=39, S=35, P=34, E=41, A=24, K=37

Graphs Explanation Page

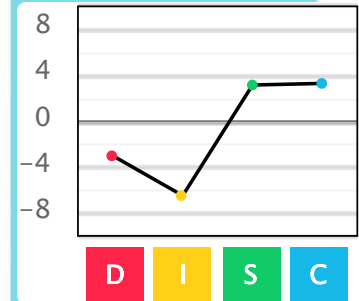
Each of the three graphs reveals a different snapshot of behavior, depending on the conditions of the environment. Within a given environment, Graph 1 reveals the "Public Self;" Graph 2 displays the "Private Self;" and Graph 3 portrays the "Perceived Self."

These three graphs or snapshots are defined in detail below.

Graph 1 - Mask, Public Self

Behavior Expected By Others

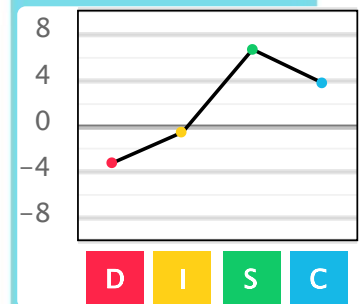
Everyone acts according to how they think other people expect them to act. This behavior is the public self, the person projected to others. Sometimes, there is no difference between the true person and their public self. However, the public self can be very different from the "real" person; it is a mask. Graph 1 is generated by the "Most" choices on The Personality System, and has the greatest potential for change.



Graph 2 - Core, Private Self

Instinctive Response To Pressure

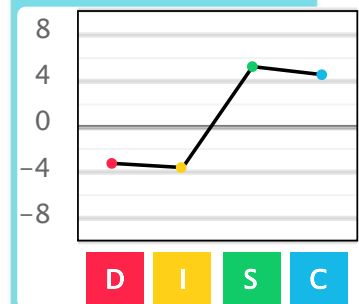
Everyone has learned responses from the past: consequently, these are behaviors which the person accepts about him/herself. Under pressure or tension, these learned behaviors become prominent. This is the graph which is the least likely to change because these are natural and ingrained responses. A person's behavior under pressure may be drastically different than his/her behavior in Graphs 1 and 3. Graph 2 is generated by the "Least" choices on The Personality System, and has the lowest potential for change.



Graph 3 - Mirror, Perceived Self

Self Image, Self Identity

Everyone envisions him/her self in a particular way. Graph 3 displays the mental picture that one has of him/her self, the self image or self identity. Graph 3 combines the learned responses from one's past with the current expected behavior from the environment. Change in one's perception can occur, but it is usually gradual and based on the changing demands of one's environment. Graph 3 is generated by the difference between Graph 1 and Graph 2.



Graphs Explanation Page

Continued

Different Graphs Indicate Change or Transition

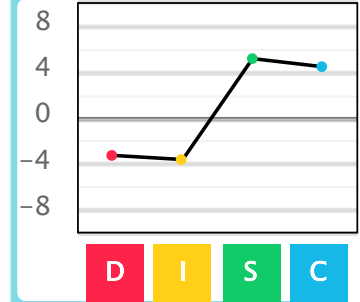
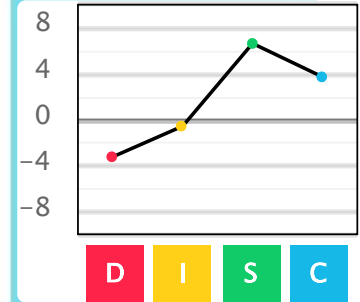
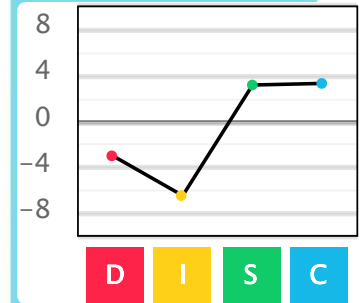
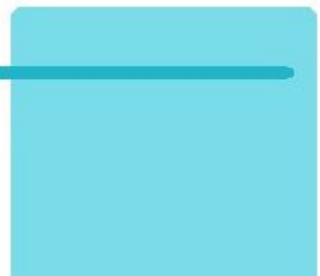
- If Graph 1 is different than Graph 2, the demands of the environment are forcing behavior that is not congruent with the core, or instinctive behavior. In such a situation, a person trying to modify his/her behavior to meet the demands of the environment will most likely experience stress.
- If Graph 1 is different than Graph 2, but similar to Graph 3, the individual has been able to successfully alter his/her behavior to meet the demands of the environment without altering his/her core. This individual is probably fairly comfortable with the behavior shown in Graph 3 (Perceived Self), and is probably not experiencing stress.
- If Graph 1 is different than Graph 3, an individual may be in a period of growth (and some discomfort) while he/she attempts to alter behavior to meet the demands of a new environment. A person's behavior may fluctuate during this period of adjustment.

Similar Graphs Indicate Few Demands For Change

An individual who perceives the current demands of the environment (Graph 1) to be similar to his/her past (Graph 2) will have little need to change his/her self-perception (Graph 3). This may be due to any of the following factors:

- The behavior demanded by the present environment is similar to demands in the past.
- This individual controls what others demand of him/her.
- The behavior demanded by the present environment is different than demands in the past. However, instead of altering behavior, this person has chosen to augment style. To accomplish augmentation, this individual has surrounded him/herself with people of complimentary styles, thus creating a team with combined strengths.

Your keyword style of Peacemaker SC(SC) and the contents of this report are derived from Graph 3.



Introduction to your BAI style



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 are not 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 Report'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/Spiritual Growth** behavioral attitude, 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 Report'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

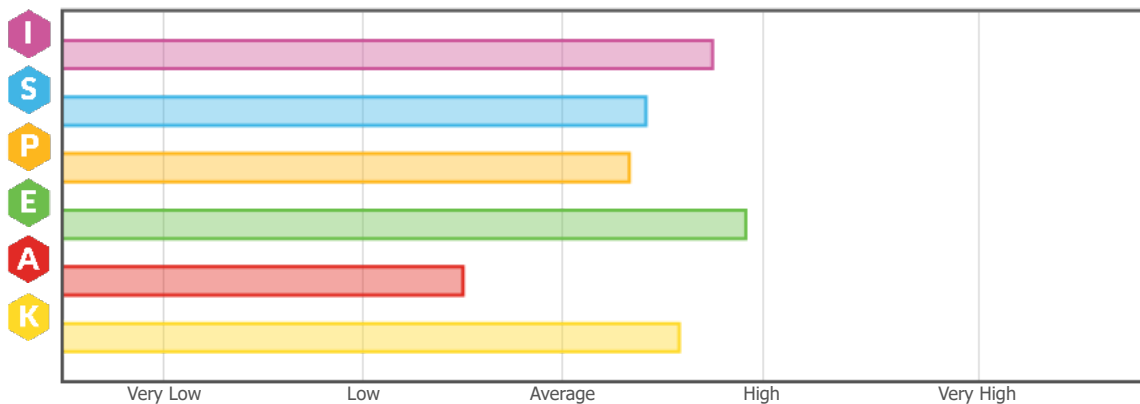
Possible Limitations:

- Little time for people who see things differently, especially those ruled by emotions
- Places too 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 have a talent for raising money and making the causes that are important to them self-sustainable financially.
- When combined with high **Artistic/Innovative**, they will find beauty in nature, and will often be deeply moved by art.
- When combined with high **Knowledge/Proficiency**, they will be fierce advocates for their convictions.

BAI Intensity



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 - High

- Internally motivated by the need to have economic rewards, but for the primary reason of achieving security or freedom.
- Money in and of itself is not the end, but a means to achieve that end.

A Artistic/Innovative - Low

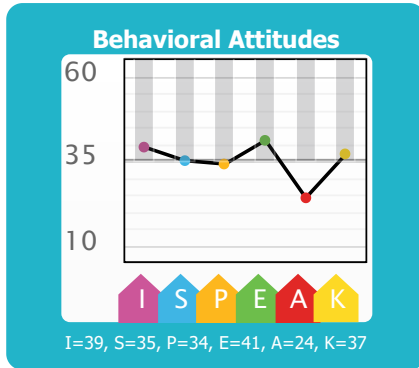
- Does not require artistic expression to feel fulfilled.
- Practicality overrides sensitivity.

K Knowledge/Proficiency - High

- A quick study that enjoys academic pursuits, research, and learning about new ideas.
- Is interested in becoming an expert on subjects of interest. Is able to balance their quest for knowledge with activities outside the scholarly realm.

BAI Graph

Sample Report'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.

Applications of your BAI style

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.