



Sales Assessment

Prepared for:

Demo Sample

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Cultures By Design

Congratulations

Demo Sample

You are now in possession of your Value Analysis from Axiometrics International, Inc.

Axiometrics International, Inc., is an organization that utilizes the practical application of the life's work of Dr. Robert S. Hartman, the discoverer of a new mathematical science called Axiology.

Axiology measures your ability to value. Your capacity to value is a talent or ability by which you organize your thinking and emotions to make decisions or value judgments. Your value talent is a measure of your ability to:

- 1) see and filter what is happening around you, and in yourself
- 2) build concepts and ideas by focusing on what is important to you
- 3) translate your ideas and expectations into decisions.

These three activities are the keys to understanding how we all make decisions.

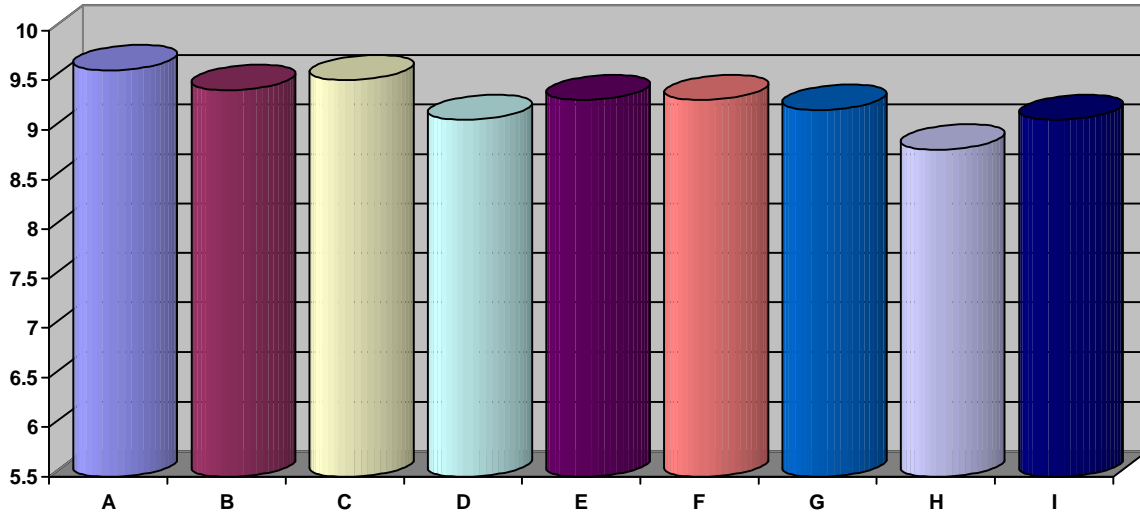
Demo, your ability to make value judgments is a natural activity of the mind and is similar to musical talent and ability. Each person has certain inborn skills or aptitudes. Some individuals have an ear for musical notes; others can be taught to recognize the notes. Both types of individuals can develop their natural talent and apply this talent as musicians. In the same way, some individuals have better developed natural talent for making value judgments and can make better decisions. These individuals have a clearer idea of what is important, can see things which other miss, are very creative problem solvers, make decisions which always seem to be on target, and are sensitive to the needs and concerns of others.

Value talent, like musical talent or sports talent, can be learned and improved. The first step in developing your value talent is to identify your level of development, and to find out what specific types of talent you have. The value analysis is designed to let you come into contact with your ability to think and make value judgments about yourself and the world around you. This analysis will give you an opportunity to experience the biases which focus your thinking, the natural skills which your mind uses on a day to day basis to make decisions, the strengths which belong to you, the areas for development which can improve your ability to be you, and the combination of talent which defines your uniqueness.

Remember that your value analysis is not a psychological, intelligence, or aptitude test. Your value talent is a measure of your ability to utilize your intelligence, access your natural and learned skills, and control your emotions. Your value profile describes the unique patterns that belong to you and capture both the unique structure of the way you think as well as the way you change as you grow and develop. Your value profile is a slice out of time, a cross section of your life's history showing where you are, how well you are using your talent, and the stresses and strains which you are experiencing.

Sales Assessment

OVERVIEW GRAPH

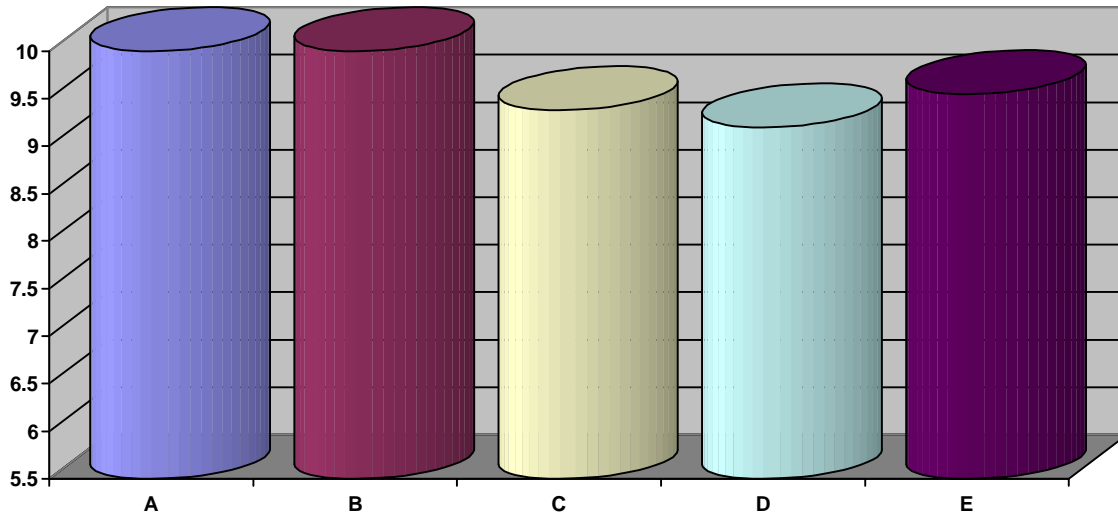


Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Empathy (Primary Strength) — The ability to see, understand and relate with others.
B) Practical Ability (Primary Strength) — The ability to see and understand what needs to be done in common sense ways.
C) Organizational Ability (Primary Strength) — The capacity to plan and organize ideas into a consistent strategy.
D) Handling Rejection (Secondary Strength) — The ability to maintain a sense of inner self worth.
E) Self Starting Ability (Secondary Strength) — The ability to get things done without the need for constant supervision.
F) Achievement Drive (Secondary Strength) — The ability to have a strong desire to push ahead and to achieve desired results.
G) Discipline For Selling (Secondary Strength) — The ability to work within guidelines, schedules policies and procedures to get things done.
H) Stress Index (Secondary Development) — The ability to handle stress without allowing it to interfere with getting things done.
I) Motivation Index (Secondary Strength) — The ability to direct one's energy with a sense of purpose and direction.

Sales Assessment

EMPATHY



EMPATHY: The ability to see and appreciate the value of others, to see and understand the viewpoint of others, to appreciate the needs and interests of others and the ability to utilize one's knowledge and understanding of others to relate and communicate effectively.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Intuitive Insight (Primary Strength) — The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.

B) Attitude Toward Others (Primary Strength) — This capacity measures the degree of positive or attitude one feels about others, the degree to which one is either open and optimistic or skeptical about others.

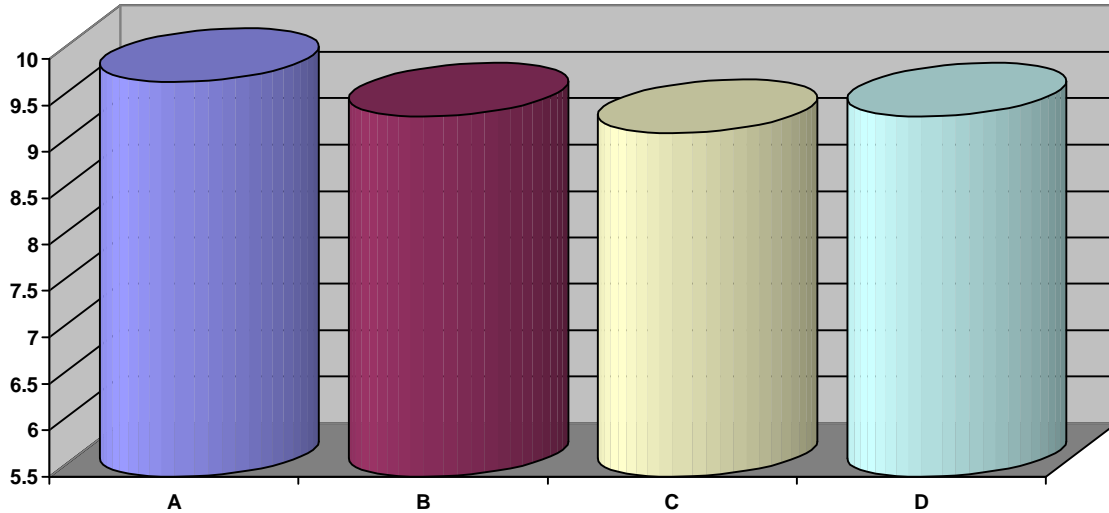
C) Evaluating Others (Secondary Strength) — The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

D) Persuading Others (Secondary Strength) — The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.

E) Relating With Others (Primary Strength) — This capacity indicates how well one can coordinate knowledge of others into action, how well one can get along with others, to what extent one can develop and maintain an open, positive relationship.

Sales Assessment

PRACTICAL THINKING ABILITY



PRACTICAL THINKING ABILITY: The ability to make practical, common sense decisions, to see and understand what is happening in common sense ways, to readily identify problems and solutions in practical terms.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Common Sense (Primary Strength) — The ability to readily understand what is happening and solve problems in practical, concrete ways.

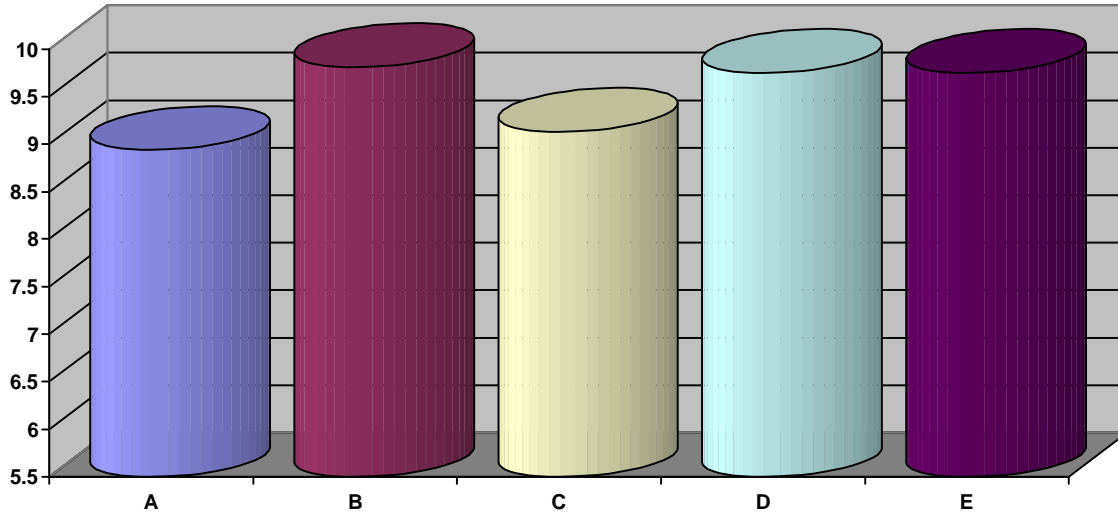
B) Evaluating What To Do (Secondary Strength) — The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

C) Sense Of Timing (Secondary Strength) — This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

D) Appreciation Of Things (Secondary Strength) — The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

Sales Assessment

ORGANIZATIONAL ABILITY



ORGANIZATIONAL ABILITY: The ability to identify the short range and long range needs and implications of a situation, and to set goals which are realistic and to develop plans of action which attain these goals in an effective and efficient manner.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Realistic Goal Setting (Secondary Strength) — The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.

B) Short Range Planning (Primary Strength) — The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.

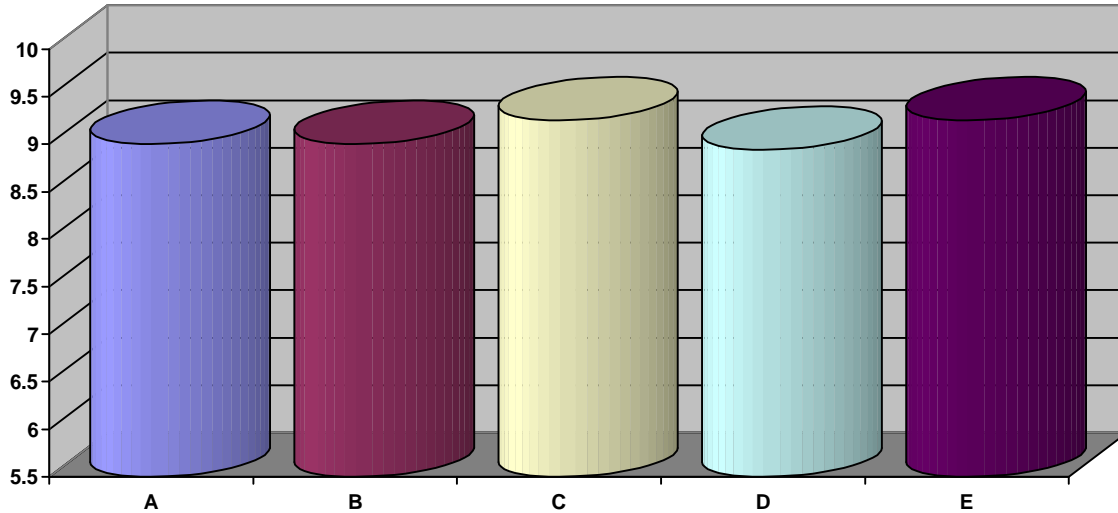
C) Long Range Planning (Secondary Strength) — The ability to see long range goals and to design plans and strategies for attaining these goals.

D) Concrete Organization (Primary Strength) — The ability to see the immediate, concrete needs of a situation and to set an action plan for meeting these needs.

E) Conceptual Organization (Primary Strength) — The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

Sales Assessment

HANDLING REJECTION



HANDLING REJECTION: The ability to see and appreciate one's self worth, to develop ego strength such that one can maintain self identity and self worth apart from how well one meets internal self expectations or the expectations and standards of others.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Esteem (Secondary Strength) — The capacity to see and appreciate one's unique worth and individuality, to see and understand 'Who One Is' apart from one's social/role or ideal self image.

B) Self Assessment (Secondary Strength) — The ability to realistically see and understand one's strengths and limitations, to know what one's potential for success as well as one's limitations.

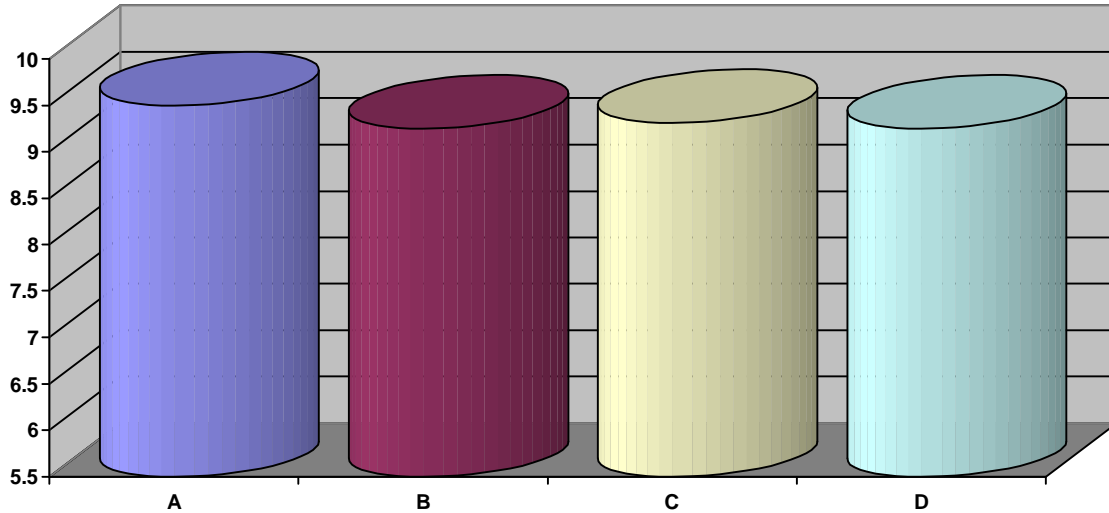
C) Self Confidence (Secondary Strength) — The ability to develop and maintain inner strength based on the belief that one will succeed.

D) Self Control (Secondary Strength) — The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

E) Sensitivity To Others (Secondary Strength) — This capacity indicates the degree to which one can be objective about others without allowing personal feelings, positive or negative, to get in the way of making decisions.

Sales Assessment

SELF STARTING ABILITY



SELF STARTING ABILITY: This capacity measures the ability of an individual to marshal his or her energy to attain self goals on one's own, the ability of a person to be both persistent and consistent.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Persistence (Primary Strength) — The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

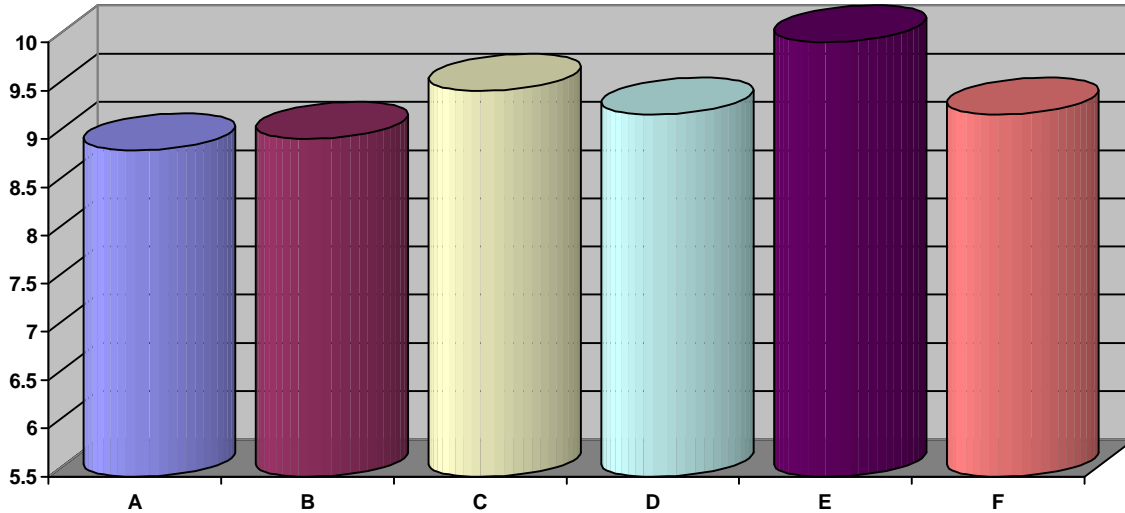
B) Consistency (Secondary Strength) — The ability to maintain a sense of order constancy and continuity in one's actions, to be reliable in the transfer of thinking to action.

C) Initiative (Secondary Strength) — The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.

D) Role Satisfaction (Secondary Strength) — The ability to feel that one's social/role function is both fulfilling and rewarding, that what one is doing has a useful benefit.

Sales Assessment

ACHIEVEMENT DRIVE



ACHIEVEMENT DRIVE: Achievement Drive is a composite of several internal value structures that provide the primary driving impetus for a person to perform at a level higher than the average or to continually strive to achieve a higher performance level. Goal directedness, results oriented, needs to achieve, social recognition, self attitude and ambition have been identified as the primary components of this sales capacity.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Goal Directedness (Secondary Development) — Goal Directedness is the ability to be excited about and committed to one's goals and to marshal energy to push toward the attainment of these goals.

B) Results Oriented (Secondary Strength) — Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

C) Need To Achieve (Primary Strength) — Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

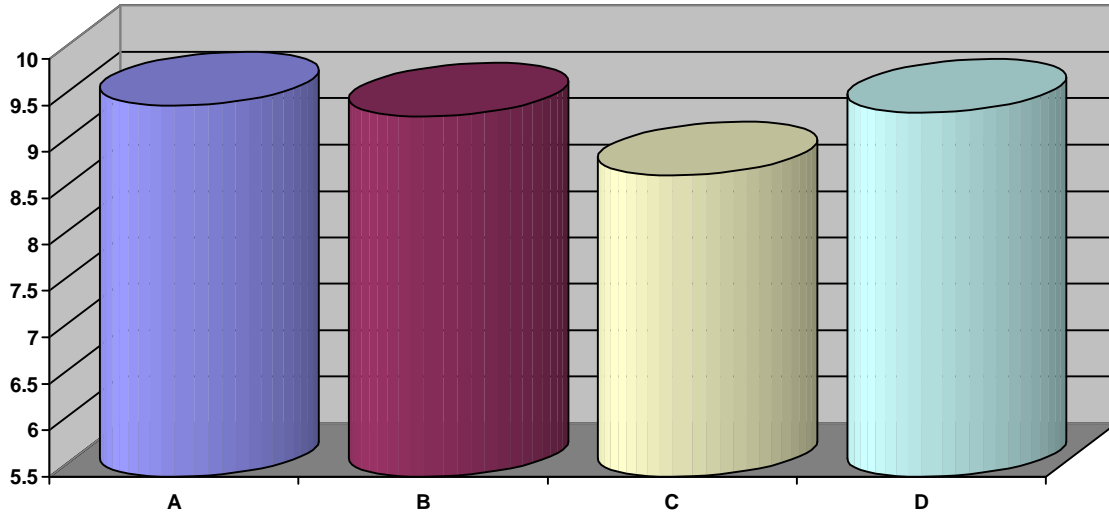
D) Social Recognition (Secondary Strength) — The measure of Social Recognition as a drive factor depends on clarity about and attention and commitment to one's social/role image.

E) Self Attitude (Primary Strength) — Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

F) Ambition (Secondary Strength) — Ambition is the ability to set inner ideals which become the standard for achievement and success, a strong sense of expectation and drive pushing one toward excellence.

Sales Assessment

DISCIPLINE FOR SELLING



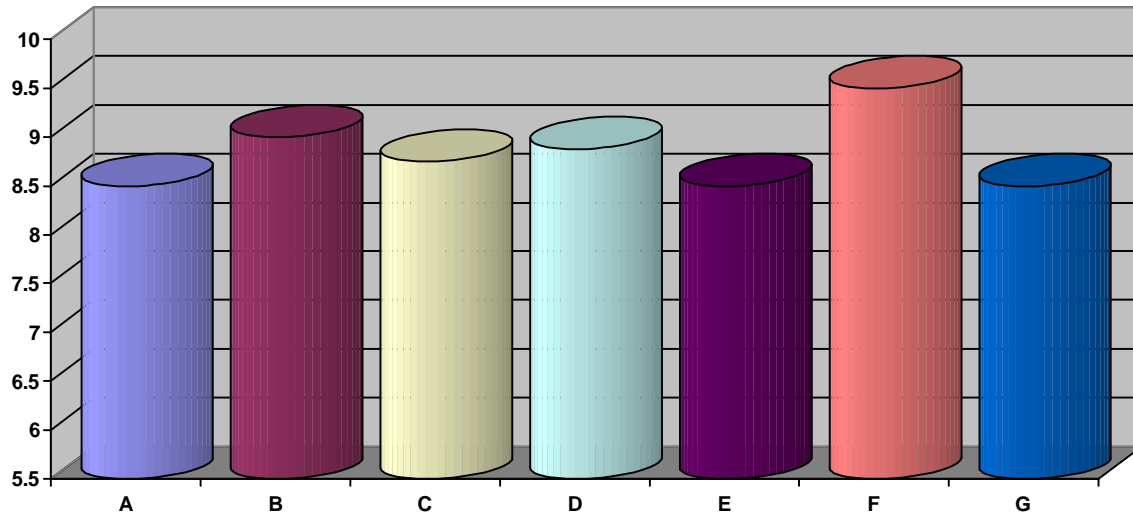
DISCIPLINE FOR SELLING: This capacity measures a person's general work ethic attitudes indicating willingness to get things done in an effective and efficient manner.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Meeting Established Standards (Primary Strength) — This component measures one's respect for and conformity to established norms and principles.
B) Doing Things Right (Secondary Strength) — This component measures one's insistence on doing things right.
C) Attention To Policies And Procedures (Secondary Development) — This component measures one's sense of respect for and commitment to organizational policies and procedures.
D) Meeting Deadlines And Schedules (Primary Strength) — This component measures one's attention to and urgency to meet schedules and deadlines.

Sales Assessment

STRESS FACTORS



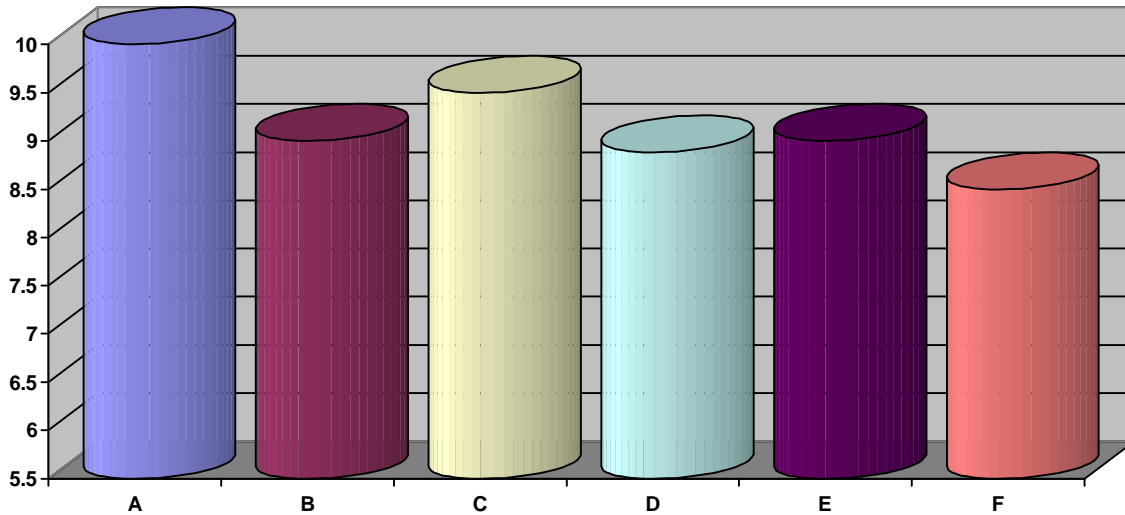
STRESS FACTORS: This capacity measures different types of anxieties and frustrations, the degree or level of anxiety and stress and the effect of the stress levels on an individual.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Self Sufficiency (Secondary Development) — This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.
B) Role Frustration (Secondary Strength) — This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.
C) Goal Frustration (Secondary Development) — This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.
D) Flexibility (Secondary Development) — This capacity measures the effect of rigid self views and the imposition of these views on others.
E) Handling Despair (Secondary Development) — This capacity measures the anxiety and frustration which results when things do not go as expected.
F) Attitude Index (Primary Strength) — This capacity measures the anxiety which results from negative, depressive attitudes.
G) Health Tension Index (Secondary Development) — This capacity measures how well an individual can balance and manage anxiety, despair and depressive, attitudes.

Sales Assessment

SOURCES OF MOTIVATION



SOURCES OF MOTIVATION: This capacity is a composite of six motivators, both internal and external. It is a measurement of a person's attitude toward service, material possessions, recognition and status, personal development, sense of mission, and sense of belonging.

Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	less than 8.3

A) Service (Primary Strength) — This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

B) Money, Material Things (Secondary Strength) — This capacity measures the degree to which money and material wealth are important to an individual.

C) Status, Recognition (Primary Strength) — This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

D) Personal Development (Secondary Development) — This capacity measures the importance of a well designed plan for one's career development.

E) Sense Of Mission (Secondary Strength) — This capacity measures the degree of commitment to personal ideals, goals and principles.

F) Sense Of Belonging (Secondary Development) — This capacity measures the importance of being a member of a team and working in a comfortable place where one is liked and accepted.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Intuitive Insight: (Empathy)

You have a well developed ability for intuitive thinking which gives you the capacity for developing a fruitful direction or identifying potential problem area by the strength of your inner, 'gut' feelings and instincts.

Attitude Toward Others: (Empathy)

You have a very dynamic, optimistic attitude toward others which gives you the ability to see and understand their positive potential, to be concerned about and attentive to their needs and interests, and to be open and available to them.

Relating With Others: (Empathy)

You have the ability to develop discriminating, discrete relationships treating each person consistently and fairly. You are in touch with the needs and interests of others, respect their rights and individuality. You are cautious about opening up to others and will likely test their motives and intentions and how they will affect you.

Common Sense: (Practical Thinking)

You have the potential for a very unconventional, novel view of practical common sense issues. This capacity can develop the ability to be creative in your thinking seeing ways of doing things which others tend to overlook and can build a strongly individualistic drive to do things in your own unique way.

Short Range Planning: (Organizational Ability)

You have the ability to understand why setting short term, tactical goals is important and the capacity to focus your energies to carry out that task. You are an individualist and an unconventional thinker and may not always spend all of the time necessary to plan results because you tend to stay busy making things happen according to your expectations.

Concrete Organization: (Organizational Ability)

Your highly individualistic and unconventional thinking gives you the capacity to see how to organize things in ways which others, who think in a more structured and habitual manner, may overlook. Your individualism may, however, lead you to be cautious and skeptical in your thinking to the point that you delay organizational activities.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Conceptual Organization: (Organizational Ability)

Your individualism can generate a strong need to do things in your own way. This individualism combined with your ability to see and understand how to organize can lead to innovative and novel ways to build and carry out organizational plans and strategies.

Persistence: (Self Starting Ability)

Your strong commitment to your inner ideals, your personal goals and beliefs about the future, and your sense of what is right provides a compulsive need to push ahead and will also act as a beacon to keep you on track in difficult and confusing situations.

Need To Achieve: (Drive)

You tend not to give yourself enough credit, to blow up your own imperfections and to be extremely hard on yourself when you do not measure up. This tendency builds a compelling drive to achieve such that you can receive recognition and credit from others.

Self Attitude: (Drive)

You have a very dynamic, positive overall attitude which can overcome any temporary feelings of anxiety, despair or negative expectations and can generate a strong expectation that the best is possible for you. This sense of overall optimism can serve as a beacon to keep you pushing ahead and on track especially in difficult situations.

Meeting Established Standards: (Discipline For Selling)

Your strong sense of individualistic thinking can lead you to covertly or overtly get things done in your own way. As a result, you are likely to develop and maintain loyalty to standards which you believe are functional, flexible and innovative.

Meeting Schedules And Deadlines: (Discipline For Selling)

You have a strong sense of inner perfectionism which builds both a need for things to work out the way they should and attention to developing and installing timetables and deadlines which correspond to your own preset expectations, goals and standards.

Sales Assessment

PRIMARY STRENGTH COMMENTS

Attitude Index: (Stress Factors)

You have the ability to maintain an extremely positive and optimistic overall personal attitude which builds an expectation that the best can and will happen to you. As a result of your optimism, you have the ability to deal with personal setbacks, misfortunes and mistakes as opportunities for development rather than as failures.

Service: (Motivators)

You not only have the ability to see and accept the needs and interests of others but you also are extremely concerned about making certain that the personal needs and concerns of others are fulfilled. As a result, you are likely to be highly motivated by activities which give you an opportunity to help others.

Social Recognition: (Motivators)

You see and accept the importance of status, social image and social/role accomplishments. Moreover you are willing to commit your energies more readily to activities which will result in social recognition and reward as well as personal recognition in your current role situation.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Evaluating Others: (Empathy)

You have an excellent capacity to see and understand the positive potential of each person, to identify the contribution each person can make to the team, and to understand what will motivate them to perform and fit in. You are willing to spend the time and energy necessary to develop team synergy and team commitment.

Persuading Others: (Empathy)

You have the ability to identify and understand the consequences of what and how you respond to others. Moreover, you are concerned about making certain that what you say has a positive effect and that what you say is understood by others. As a result, you are likely to be concerned about limiting the effect of impulsive responses.

Evaluating What To Do: (Practical Thinking)

You have an excellent ability for sizing up situations, for identifying problems especially in difficult or confusing situations and for generating constructive alternatives for resolving problems. This ability is a combination of practical, common sense thinking and conceptual, analytical thinking ability.

Sense Of Timing: (Practical Ability)

Your overly cautious and skeptical attitudes can lead you to a negative, critical view of the world and can cause you to delay decisions and actions. Your timing is likely to be skewed. Check your judgments with others to test their relevance and objectivity.

Appreciation of Things: (Practical Ability)

You are an analytical, conceptual thinker and planner. As a result, the degree to which you will identify the value of and spend time and energy to accumulate things and money depends either on ideas and expectations about what things or money ought to mean or on what you are able to accomplish with or through them.

Realistic Goal Setting: (Organizational Ability)

Your strong need to set goals which are challenging combined with your perfectionism and insistence that things be done right will build a strong sense of commitment and compulsive attention to setting goals and plans which reflect what you think is right.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Long Range Planning: (Organizational Ability)

You tend to be naturally skeptical and individualistic in your thinking which can give you a novel, unique view of long term issues and objectives, but which can also lead you to spend too much energy trying to develop plans which are creative and novel rather than realistic and consistent.

Self Esteem: (Ability To Handle Rejection)

You have a keen appreciation of your uniqueness and individuality and a realistic assessment of your ability to perform, your strengths and talent, and your limitations. Your self awareness and self worth can act as an anchor in difficult times and can help you maintain your worth even when things do not work out as expected.

Self Assessment: (Ability To Handle Rejection)

You have the capacity to realistically see and accept your strengths and limitations. You know what you are capable of doing, what it will take to accomplish your goals, and what will give you both a sense of contribution as well as a sense of satisfaction.

Self Confidence: (Ability To Handle Rejection)

You have the ability to develop and maintain realistic confidence in your capacity to perform and to live up to social and role images and expectations. Rely on the strength and realistic nature of your confidence to get things done and promote optimism around you.

Self Control: (Ability To Handle Rejection)

You have the capacity to maintain your sense of balance and equilibrium when dealing with stressful and emotional situations, to respond rationally and objectively to problem situations.

Sensitivity To Others: (Ability To Handle Rejection)

You have the ability to objectively and realistically evaluate both the positive and negative potential of others and the positive or negative consequences of your relationships with others. Moreover, you have the capacity to be open and available without risking becoming too trusting and too involved.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Consistency: (Self Starting Ability)

You have strong confidence about what you can do which leads to a sense of comfort and acceptance with your current circumstances. Your confidence gives you a sense of personal competence and satisfaction with what you are doing and acts as a springboard to action as well as personal justification that what you are doing is right for you.

Initiative: (Self Starting Ability)

You not only have the ability to see and understand what type of social/role image and role will give your life meaning and purpose but you have a sense of confidence that your commitment to these social/role expectations is right for you. This combination of commitment and confidence to what you are doing provides a strong urgency to act.

Role Satisfaction: (Self Starting Ability)

You are confident that what you are doing not only is what is best for you but also that your social/role accomplishments will serve a useful function for yourself and for society. This confidence and feeling of personal competence will build an urgency to get things done and to push ahead with energy and commitment.

Results Oriented: (Drive Centers)

A combination of unconventional, individualistic thinking and attention to practical, concrete results generates a strong drive center which not only acts as a source for getting things done but builds in the potential for creativity, novelty and spontaneity into your actions and decisions.

Social Recognition: (Drive)

You value social status and social/role recognition as an extremely important measure of your own self worth and as a result the need for attaining social status, for accomplishing tasks which have high social image and for attaining of social power and position will act as strong drive centers.

Ambition: (Drive)

You have developed a very strong sense of commitment to an idealistic, perfectionistic self image which builds expectations and standards for your action that can propel you through even the most difficult situations and can give your actions and decisions a guiding sense of mission and purpose.

Sales Assessment

SECONDARY STRENGTH COMMENTS

Doing Things Right: (Discipline For Selling)

You tend to have a constant need to be unconventional and inventive in your thinking. This individualism and innovativeness will likely lead you to develop an insistence on doing things in unique, novel and potentially creative ways which may come in conflict with more accepted ways of thinking and acting.

Role Frustration: (Stress Factors)

You not only have a clear sense of social/role image and function which defines your social and personal sense of responsibility but also have a strong sense of personal confidence. This social/role confidence can act to deflect any stresses and anxieties you may be experiencing.

Money, Material Things: (Motivators)

Your unconventional, individualistic practical thinking can give you a unique, novel and potentially creative understanding of money and material things and can act as source of motivation directing your time and energy to creative ways of attaining money and material things.

Sense of Mission: (Motivators)

You have a strong, compulsive need to commit yourself to attain your personal goals such that actions and activities which give you a sense of personal mission and add meaning to your life are not only highly rewarding but are strong motivators which can propel you consistently to action.

Sales Assessment

SECONDARY DEVELOPMENT COMMENTS

Goal Directedness: (Drive)

You are currently in a transition period with respect to the inner goals and ideals which guide your actions. You are uncertain about which direction is best for you, about what you want to accomplish, and about what you are willing to commit your time and energy to accomplish

Attention To Policies And Procedures: (Discipline For Selling)

Your unconventional, spontaneous practical thinking can lead you to feel a compulsion to challenge existing rules and standards simply for the sake of the challenge. Make certain that your creativity and spontaneity does not interfere with your common sense and lead you to insist on change simply for the sake of change.

Self Sufficiency: (Stress Index)

You are currently depreciating your own inner worth which can cause you to not give yourself enough credit, be too hard on yourself and develop feelings of frustration anxiety and despair when you do not live up to expectations. Spend time with people who make you feel good and doing things you enjoy.

Goal Frustration: (Stress Index)

Your strong sense of self perfectionism can lead you to feel a compulsion to push toward goals which may or may not be realistic or fulfilling. You are likely to feel anxiety, frustration and despair when your expectations are not met. Set short term goals which are based on past successes.

Flexibility, Adaptability: (Stress Index)

Your thinking tends to be so perfectionistic and dogmatic that you insist that everything and everyone meet your expectations. You are likely to feel anxiety, frustration, and despair. Examine the biases in your thinking and seek feedback to make certain your expectations are realistic.

Despair Index: (Stress Index)

Your overall attitude tends to be somewhat cautious and skeptical leading to anxiety and frustration, especially when things do not work out as you expect. Spend time and energy evaluating your accomplishments and developing opportunities for development in your life.

Sales Assessment

SECONDARY DEVELOPMENT COMMENTS

Health Tension Index: (Stress Index)

You currently do not see or value your self as well as the world around you and, as a result, are subject to anxiety and stress effects. Seek feedback to identify development steps which will reduce this stress and spend time and energy doing things you enjoy and with people who make you feel valuable.

Personal Development: (Motivation)

You tend to be uncertain about which course of action is best for you and about what strategies, plans, and goals will provide a sense of accomplishment and fulfillment. As a result, you are likely to delay decisions that would keep you on track, even when you believe your direction is right.

Sense Of Belonging: (Motivation)

You tend to depreciate yourself and not give yourself enough credit to the point that you are susceptible to a fear of not living up to either your own expectations or to the expectations of others. Your inner uncertainty can lead to excessive concern about what others expect, think, and say about you.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Keen Intuitive Insight and Common Sense Ability

Intuitive insight and intuitive feelings provide a powerful and reliable source for problem solving. Our research has shown that entrepreneurs, artists, salespeople and crisis problem solvers have strong intuitive ability as a common strength. Intuitive insight is a legitimate source of thinking. In many circles, this talent is treated as a source of emotion rather than thinking and logic. We measure intuitive insight as the ability to readily identify a problem, a potential solution, a direction which is fruitful or any person, thing, situation or idea in its total meaning.

You have excellent intuitive insight and practical, common sense ability. Your intuitive ability gives you knowledge that is accurate and reliable which can immediately identify when something is wrong and when a decision is the right decision. Your common sense ability helps you immediately size up a situation, know what the problem is, generate alternatives for solutions which are practical and workable, and know what to do to make the solution work.

Practical Problem Solving Ability

Practical problem solving ability (common sense thinking) measures the ability (1) to rely on practical, common sense thinking for identifying and solving problems, (2) to readily see crucial issues in complex, difficult and confusing situations, and (3) to see how to respond with good 'street sense' to attain practical results.

You have excellent practical, common sense ability. This key strength helps you see what is important and needs immediate attention, to identify problems and practical common sense ways for solving them and to see flaws in things and situations. Our research indicates that many individuals have this talent but either do not recognize it or do not rely on it. As a result, this strength may be a surprise to you and may not be recognized by you or by others who know you. The talent is yours, however, and is available for you to recognize and develop.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Outstanding Insight Into Others

The ability to be sensitive to the unique worth of others is a powerful talent which connects directly to what is most valuable in our universe. You are very fortunate to have this talent. You are a keenly perceptive individual with an outstanding capacity to see and appreciate the unique individuality of others. You also have the ability to be attentive to the needs and interests of others, to be concerned about others, and to be able to understand the motives and intentions of others. You may tend, however, to be selectively optimistic opening up more readily to those who meet your ideas and expectations.

You have a strong sense of respect for the uniqueness, worth and individuality of each person. You are likely to rely on intuitive insights and hunches about others in your decisions and to emphasize your commitments and obligations to others. You have the ability to readily see and understand another person's point of view, to identify crucial issues and constructive alternatives.

Innovative, Inventive Practical Thinking

Your individualistic, unconventional practical thinking ability gives you the capacity to create ways of seeing and doing things which others are likely to overlook because they think in more habitual ways. You can readily identify crucial issues and generate ways of solving problems which are innovative and practical. Your individualism can lead you to spend too much time and energy trying to challenge existing ways of doing things and to develop novel ideas and solutions to problems.

You have very strong intuitive insights and hunches about what is a fruitful direction. Your individualism can generate novel, creative solutions to problems but can also lead you to spend too much time and energy looking for new ideas and ways to solve problems. In any case, you will overtly or covertly seek to get things done in the way which you feel is most practical even when you must find ways around accepted practices.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Inventive, Individualistic Analytical Thinking

You tend to be a highly innovative, individualistic thinker and planner who constantly looks for new ways to express ideas and to organize your thinking and your environment. You are likely to concentrate your time and energy developing innovative ideas and will tend to develop and maintain a level of spontaneity and individualism in your decisions and actions. You have the ability to identify problems and see potential solutions which others are likely to overlook or which are not always apparent on the surface.

Your talent for being inventive and creative gives you unique insights which can help identify and solve problems. Your novel thinking and individualism, however, can lead you to covertly or overtly get around existing ways of thinking. As a result, you may become impatient and frustrated when others cannot or will not see, appreciate and accept your ideas and ways of doing things. Moreover, you may spend too much time and energy trying to reinvent ideas and ways of doing things.

Self Direction and Self Determination

The basic questions for all time are enduring 'Who am I?', 'What am I?' and 'What ought I to be?'. These three questions sum up our quest to 'be'. We want to know that we have a purpose, that our lives have meaning. In fact, our research indicates that the strongest and most consistent motivating factor in all individuals is self direction and self purpose.

You are extremely fortunate to have a powerful combination of insight into inner ideals and a strong commitment to self direction, to the creation and fulfillment of your goals. This combination gives you the capacity to be very goal directed, capable of seeing goals and driving toward them with persistence. Your commitment to personal ideals gives you a sense of self excellence and perfection which can lead you to demand the best out of yourself and a strong moral code which instills a sense of responsibility for your conduct. Your persistence, however, can turn into insistence that your way is right regardless of circumstances.

Sales Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Social, Role Confidence

Our research identifies three key sources for motivation needs, wants and expectations. Expectations define our goals, our sense of meaning and purpose. Needs define our total inner self, including everything from fulfillment to ambition. Our wants focus on what we are doing, what satisfies us, what gives us a sense of enjoyment and makes us feel that we fit into society. Wants then define our social and role self, what we are, and bring to one point in time, what we think we ought to be and who we ultimately are.

You have a good understanding and appreciation of your social and role image. You have a keen understanding of what is required from you. You feel confident about your ability to perform which gives you a sense of personal contribution, competence and satisfaction, a sense of comfort and belonging in the world around you, and a strong need to be recognized for your achievement and effort. You have the ability to see and pay attention to opportunities for development, but you may expect more from your job or more from yourself than is possible.

Dynamic, Positive Self Attitude

Our research proves that all individuals have special talent and gifts which form the basis of their uniqueness and which can be developed and applied. Our experience also shows that most performance difficulties do not always occur because of lack of talent but from a lack of access to the talent. Many times individuals who succeed do not have the greatest talent. What these successful persons do have is the ability to utilize what talent they have. They believe that things can and will work out for them.

You are extremely fortunate to be one of those individuals who has a dynamic, positive overall attitude toward yourself. You genuinely believe that, regardless of the circumstances, you will be able to find a way out of your difficulties. You can see opportunities for development and ways to utilize your mistakes as learning experiences. You have the inner courage to keep trying even when things do not work out for you. The best is possible for you because you believe that the best is possible.

Sales Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Perfectionistic Self Image and Expectations

Sometimes the strength which results from our focused attention and energy can become a blocking, restrictive force. We are all familiar with examples of persons of enormous talent in sports, academics, or politics who are highly successful in their work but have difficulty handling relationships, running their businesses or simply coping with normal problems. These individuals act as though they have blinders on seeing only what is in front of them.

Your commitment to personal goals and ideals which produces drive and persistence can potentially lead you to put blinders on and become too focused on what you think is right for you. As a result, you can become stubborn about what you must do turning persistence into insistence that your way is right regardless of circumstances. You tend to set goals which are challenging but are not rewarding leading you to either lose interest in them or not feel satisfied when you achieve them. Moreover, you may feel that you have no choice but to 'do what you have to do', leading to frustration and anxiety when things do not work out exactly as you expect.

Too Much Attention To Social, Role Image And Expectations

How well you perform in your role or job and how you are seen by others is extremely important to you. In fact, you tend to define your self worth through your social image and your job performance. Your concern about how well you are performing and about social recognition can act as a source of confidence and strength. You tend, however, to become too concerned about how other people see you, to place too much emphasis on status and social image, and to overestimate either how much fulfillment you can attain through your achievements or your ability to perform.

You tend to see and value yourself only through your role and through what others think or say about you. As a result, you are likely to be too sensitive to what others think or say. You tend to be overconfident about your ability to perform and are likely to overlook your potential for mistakes, to not see your mistakes and errors, and to be too quick to take on tasks before you have realistically evaluated what you can do.

Sales Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Tendency To Be Too Optimistic About Others

You are a very compassionate, feeling person who shows concern and respect for the opinion of others. You tend, however, to shift from being too open and available, too trusting and too sensitive to others, to being cautiously discrete and skeptical of the intentions of others when they do not live up to your expectations. Your concern for and optimism about others can lead you to expect people to be better than they are or better than they can be. You may be disappointed when you feel that you give more to others than they give back to you.

Your concern for others may lead you to avoid conflicting or difficult subjects and situations, to delay stressful encounters until they become a crisis and to overlook flaws and inadequacies in others. When you trust someone, you make a total commitment to them. In return, you tend to expect the same total acceptance and commitment from others. In some cases, you may demand more from others than they can give or expect more from them than they are willing to give.

Individualistic, Potentially Reactive Thinking

The individualism and potentially creative, inventive thinking which operates as a key strength for you may interfere with your decision making. You may become so involved with problem solving and with immediate crisis situations that you develop a reactive, crisis way of thinking which leads to impatience with the details of planning and organizing activities. As a result, you may rely so heavily on your talent for seeing and solving problems that you do not take the time to think through all of the consequences of your decisions and actions.

Your strong sense of individualism can also lead you to challenge existing ways of thinking and doing things and to spend too much of your time and energy looking for novel, inventive ideas and ways of doing things. You tend to overtly or covertly question the authority of rules, norms, and institutions, especially if you see them as ineffective or in the way. Moreover, you tend to feel uncomfortable in rigidly controlled or structured environments and situations.

Sales Assessment
VALUE STRUCTURE OVERVIEW
WORLD

EMPATHY
(CRYSTAL CLEAR)

You are a keenly perceptive individual who has an outstanding capacity to objectively see and appreciate the unique individuality of others. You also have the ability to be attentive to the needs and interests of others; to be concerned about others; however, you tend to be selectively optimistic opening up more readily to those who meet your preset ideas and expectations.

PRACTICAL THINKING
(CRYSTAL CLEAR)

You are a very unconventional, non-conformist thinker who tends to see practical, concrete values in patterns which others, because of a more traditional way of thinking, are likely to miss. Your individualism, however, can generate cautiously discrete and skeptical attitudes, especially when things do not work out as planned.

SYSTEM JUDGMENT
(CRYSTAL CLEAR)

You are an individualist who will tend to overtly or covertly get things done in your own unique, creative and original way. Your individualism can generate an overly skeptical and cautious attitude which can lead to a 'chip on the shoulder' attitude when things do not work out as you expect. You may also become a reactive or retroactive thinker focusing on crises as they occur.

Sales Assessment
VALUE STRUCTURE OVERVIEW
SELF

SELF ESTEEM
(CLEAR)

You have a very good capacity for seeing and appreciating your inner self worth. You tend, however, to not give yourself as much credit as you should, potentially creating feelings of inner self doubt. You are likely to substitute your own idealistic and perfectionistic self expectations or the expectations of others for your own inner self values.

ROLE AWARENESS
(CLEAR)

You have a very good capacity to see and understand the importance of social/role image, of social status and recognition. You do, however, tend to pay too much attention to your social/role image and role responsibilities. As a result, you may overestimate either the importance of your social/role accomplishments and social image or potentially become overconfident, overestimating your ability to perform.

SELF DIRECTION
(CLEAR)

You are a very goal directed person who has the ability to realistically see and set your self goals. You also have the ability to be a persistent individual who is likely to stay on target once your direction is set. This sense of persistence, however, can turn into a stubborn insistence that your way is right regardless of current circumstances.

COMPOSITE ATTITUDE SURVEY

WORLD CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
EMPATHY (CRYSTAL CLEAR)			KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC INTUITIVE	
PRACTICAL JUDGMENT (UNCONVENTIONAL)	KEENLY PERCEPTIVE ORIGINAL CAUTIOUSLY PRAGMATIC			
SYSTEM JUDGMENT (UNCONVENTIONAL)		KEENLY PERCEPTIVE INDIVIDUALISTIC INVENTIVE INTEGRATIVE		

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

SELF CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
SELF ESTEEM (CLEAR)		INATTENTIVE TO INNER SELF WORTH FEELS DOUBTS AND QUESTIONS		
ROLE AWARENESS (CLEAR)			PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT	
SELF DIRECTION (CLEAR)			PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT	

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.

COMPOSITE ATTITUDE SURVEY

WORLD

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
EMPATHY	CRYSTAL CLEAR	ATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY OPTIMISTIC INTUITIVE
PRACTICAL JUDGMENT	UNCONVENTIONAL	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE ORIGINAL CAUTIOUSLY PRAGMATIC
SYSTEM JUDGMENT	UNCONVENTIONAL	CAUTIOUS ABOUT THE CAPACITY	KEENLY PERCEPTIVE INDIVIDUALISTIC INVENTIVE INTEGRATIVE

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

SELF

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
SELF ESTEEM	CLEAR	CAUTIOUS ABOUT THE CAPACITY	INATTENTIVE TO INNER SELF WORTH FEELS DOUBTS AND QUESTIONS
ROLE AWARENESS	CLEAR	ATTENTIVE TO THE CAPACITY	PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT
SELF DIRECTION	CLEAR	ATTENTIVE TO THE CAPACITY	PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.