



REPORTS

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I. INTERVIEWING INSIGHTS™ General Version

Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment. This report analyzes behavioral style, that is, the person's manner of doing things. This valuable information will enable you to thoroughly prepare and conduct the selection/interview process by providing you with a deeper understanding and knowledge of how the candidate can best fit the position you have to offer.

The Report covers the following section:-

- **GENERAL CHARACTERISTICS**

- Based on the person's responses, the report has selected general statements to provide a broad understanding of his work style. These statements identify the basic natural behavior that he brings to the job. That is, if left on his own, these statements identify HOW HE WOULD CHOOSE TO DO THE JOB. Use the general characteristics to gain a better understanding of the person's natural behavior.

- **IDEAL ENVIRONMENT**

- This section identifies the ideal work environment based on the person's basic style.
People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that the person's enjoys and also those that create frustration.

- **VALUE TO THE ORGANIZATION**

- This section of the report identifies the specific talents and behavior person brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.

- **INTERVIEW QUESTIONS**

- A structured interview questions, that will help and guide when you interview the person.

- **STYLE ANALYSIS™ GRAPHS (DISC Language)**

- **D**ominance = How you respond to problems and challenges?
- **I**nfluencing = How you interact with other people?
- **S**teadiness = How you respond to the pace of the environment?
- **C**ompliant = How you respond to rules and procedures set by others?

- **THE SUCCESS INSIGHTS® WHEEL**

- The Success Insights® Wheel is a powerful tool the , the Wheel adds a visual representation that allows you to:
 - View your natural behavioral style (circle).
 - View your adapted behavioral style (star).

II. Customer Service Version

Successful business depends on Customer Service. It is essential to understand that every employee is involved in customer service. Everyone in every organization is a customer of some kind. It has been proven that customers would rather switch to another company than tolerate poor service. Research indicates, even if there is no conflict, over 60% of all customers quit dealing with a business because of indifference on the part of some employee. This knowledge will assist you in formulating strategies in meeting customer needs.

The Report covers the following section:-

- **GENERAL CHARACTERISTICS**

- Based on your responses, the report has selected general statements to provide you with a broad understanding of your Customer Service Style. This section of the report identifies the natural customer service style you bring to the job.

- **PERCEPTIONS**

"See Yourself As Others See You"

- A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on the person's self-perception and how, under certain conditions, others may perceive his behavior. Understanding this section will empower the person to project the image that will allow him to control the situation.

- **DESCRIPTORS**

- Based on your responses, the report has marked those words that describe your personal behavior. They describe how you solve problems and meet challenges, influence people, respond to the pace of the environment and how you respond to rules and procedures set by others.
- **Dominance** = Demanding, Egocentric, Driving, Ambitious, Pioneering. ..etc
- **Influencing** = Effusive, Inspiring, Magnetic, Political, Enthusiastic. ..etc
- **Steadiness** = Phlegmatic, Relaxed, Resistant to Change, No demonstrative. ..etc
- **Compliant** = Evasive, Worrisome, Careful, Dependent, Cautious, Conventional

- **CUSTOMER SERVICE FLEXIBILITY**

"Improving Your Interactive Flexibility"

- Since customers are different, the needs they have, and that must be met, are also different. The information in this section will help you identify types of customers and provide you with the strategies to meet their needs.

- **SITUATIONAL STRATEGIES**

- Use this page for ideas on how to control the interaction between yourself and a customer when the following situations arise. When a customer is upset, you must first gain control of the situation - then read the customer's style and apply the appropriate strategy.

Example

CUSTOMER	STRATEGY
Sceptical, Suspicious	Agree on minor points and expand. Be conservative in assertions.
Nervous, irritable,	high strung Use a quiet, tactful, soothing manner.

- **ACTION PLAN**
- **STYLE ANALYSIS™ GRAPHS (DISC Language)**
 - **Dominance** = How you respond to problems and challenges?
 - **Influencing** = How you interact with other people?
 - **Steadiness** = How you respond to the pace of the environment?
 - **Compliant** = How you respond to rules and procedures set by others?
- **THE SUCCESS INSIGHTS® WHEEL**
 - The Success Insights® Wheel is a powerful tool the , the Wheel adds a visual representation that allows you to:
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III. Personal Interests, Attitudes and Values™

The Personal Interests, Attitudes and Values assessment measures responses in each of the six attitudes. The computerized report shows each of the six attitudes compared to a national average. Information is provided on the WHY of an individual's actions. Once you know the attitudes that drive the person's actions, you will immediately be able to understand potential causes of internal conflict. You will see how their attitudes might interact with the value of the organization and position.

The Report covers the following section:-

- **UTILITARIAN**
 - The Utilitarian score shows a characteristic interest in money and what is useful. This means that an individual wants to have the security that money brings not only for themselves, but for their present and future family. This value includes the practical affairs of the business world – the production, marketing and consumption of goods, the use of credit, and the accumulation of tangible wealth. This type of individual is thoroughly practical and conforms well to the stereotype of the average American business person. A person with a high score is likely to have a high need to surpass others in wealth.

- **THEORETICAL**
 - The primary drive with this value is the discovery of TRUTH. In pursuit of this value, an individual takes a "cognitive" attitude. Such an individual is nonjudgmental regarding the beauty or utility of objects and seeks only to observe and to reason. Since the interests of the theoretical person are empirical, critical and rational, the person appears to be an intellectual. The chief aim in life is to order and systematize knowledge: knowledge for the sake of knowledge.

- **INDIVIDUALISTIC**
 - The primary interest for this value is POWER, not necessarily politics. Research studies indicate that leaders in most fields have a high power value. Since competition and struggle play a large part in all areas of life, many philosophers have seen power as the most universal and most fundamental of motives. There are, however, certain personalities in whom the desire for direct expression of this motive is uppermost; who wish, above all, for personal power, influence and renown.

- **TRADITIONAL**
 - The highest interest for this value may be called "unity," "order," or "tradition." Individuals with high scores in this value seek a system for living. This system can be found in such things as religion, conservatism or any authority that has defined rules, regulations and principles for living.

- **AESTHETIC**
 - A higher Aesthetic score indicates a relative interest in "form and harmony." Each experience is judged from the standpoint of grace, symmetry or fitness. Life may be regarded as a procession of events, and each is enjoyed for its own sake. A high score here does not necessarily mean that the incumbent has talents in creative artistry. It indicates a primary interest in the artistic episodes of life.

- **SOCIAL**

- Those who score very high in this value have an inherent love of people. The social person prizes other people and is, therefore, kind, sympathetic and unselfish. They are likely to find the Theoretical, Utilitarian and Aesthetic attitudes cold and inhuman. Compared to the Individualistic value, the Social person regards helping others as the only suitable form for human relationships. Research into this value indicates that in its purest form, the Social interest is selfless.

- **ATTITUDES - NORMS & COMPARISONS**

- For years you have heard statements like, "Different strokes for different folks," "to each his own," and "people do things for their own reasons, not yours." When you are surrounded by people who share similar attitudes, you will fit in with the group and be energized. However, when surrounded by people whose attitudes are significantly different from yours, you may be perceived as out of the mainstream. These differences can induce stress or conflict. When confronted with this type of situation you can:
 - Change the situation.
 - Change your perception of the situation.
 - Leave the situation.
 - Cope with the situation.

- **ATTITUDES GRAPH**

- **ATTITUDES WHEEL™**

IV. Management-Staff Version

Behavioral research suggests that the most effective people are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

This report analyzes behavioral style; that is, the person's manner of doing things.

The Report covers the following section:-

- **GENERAL CHARACTERISTICS**

- Based on the person's responses, the report has selected general statements to provide a broad understanding of his work style. These statements identify the basic natural behavior that he brings to the job. That is, if left on his own, these statements identify HOW HE WOULD CHOOSE TO DO THE JOB. Use the general characteristics to gain a better understanding of person's natural behavior.

- **VALUE TO THE ORGANIZATION**

- This section of the report identifies the specific talents and behavior person brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.

- **CHECKLIST FOR COMMUNICATING**

- Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with this person. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Person most frequently.

- **INEFFECTIVE COMMUNICATION**

- This section of the report is a list of things NOT to do while communicating with this person. Review each statement with this person and identify those methods of communication that result in frustration or reduced performance. By having this information, both parties can negotiate a communication system that is mutually agreeable.

- **COMMUNICATION TIPS**

- This section provides suggestions on methods which will improve the person's communications with others. The tips include a brief description of typical people with whom he may interact. By adapting to the communication style desired by other people, the person will become more effective in his communications with them. The person may have to practice some flexibility in varying his communication style with others who may be different from himself. This flexibility and the ability to interpret the needs of others is the mark of a superior communicator.

- **IDEAL ENVIRONMENT**

- This section identifies the ideal work environment based on the person basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that the person enjoys and also those that create frustration.

- **PERCEPTIONS**

- A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on the person's self-perception and how, under certain conditions, others may perceive his behavior. Understanding this section will empower the person to project the image that will allow him to control the situation.

- **DESCRIPTORS**

- Based on the person's responses, the report has marked those words that describe his personal behavior. They describe how he solves problems and meets challenges, influences people, responds to the pace of the environment and how he responds to rules and procedures set by others.

- **NATURAL AND ADAPTED STYLE**

- The person's natural style of dealing with problems, people, pace of events and procedures may not always fit what the environment needs. This section will provide valuable information related to stress and the pressure to adapt to the environment.

- **ADAPTED STYLE**

- The person sees his present work environment requiring him to exhibit the behavior listed on this page. If the following statements DO NOT sound job related, explore the reasons why he is adapting this behavior.

- **KEYS TO MOTIVATING**

- This section of the report was produced by analyzing the person's wants. People are motivated by the things they want; thus wants that are satisfied no longer motivate. Review each statement produced in this section with John and highlight those that are present "wants."

- **KEYS TO MANAGING**

- In this section are some needs, which must be met in order for the person to perform at an optimum level. Some needs can be met by the person, while management must provide for others. It is difficult for the person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with this person and identify 3 or 4 statements that are most important to him. This allows the person to participate in forming his own personal management plan.

- **AREAS FOR IMPROVEMENT**

- In this area is a listing of possible limitations without regard to a specific job. Review with John and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering his performance and develop an action plan to eliminate or reduce this hindrance.

- **ACTION PLAN**

- The following are examples of areas in which John may want to improve. Circle 1 to 3 areas and develop action plan(s) to bring about the desired results. Look over the report for possible areas that need improvement.

- **BEHAVIORAL FACTOR INDICATOR™**

- Classifying management behavior is not an easy undertaking, largely because there are so many variables on which classifications could be based. The classifications in this report are purely behavioral. Behavioral measurement can be classified as how the person will do a job. No consideration has been given to age, experience, training or values.

- **SPECIFIC FACTOR ANALYSIS**

- **STYLE ANALYSIS™ GRAPHS**

- **Dominance** = How you respond to problems and challenges?
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- **Compliant** = How you respond to rules and procedures set by others?

- **THE SUCCESS INSIGHTS® WHEEL**

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