

MANAGING FOR SUCCESS®

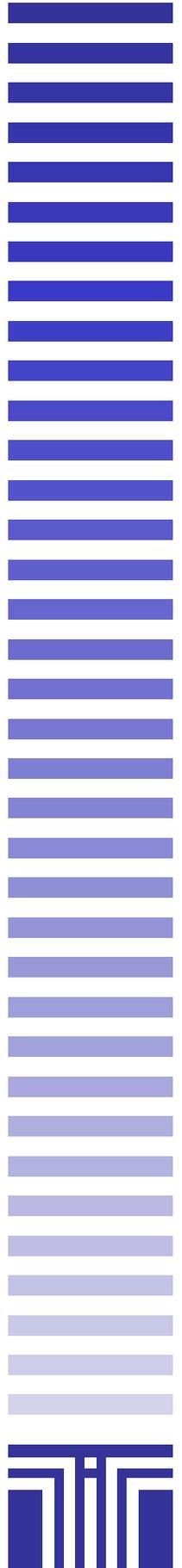
Personal Interests, Attitudes and Values™

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

MARK ROBERTS
PRESIDENT
AZ MOBILITY PRODUCTS
2-28-2006

MAKE YOUR EMPLOYEES FIT AND NOT QUIT

DISCOVERY Profiling Inc.
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UNDERSTANDING YOUR REPORT

Knowledge of an individual's attitudes help to tell us WHY they do things. A review of an individual's experiences, references, education and training help to tell us WHAT they can do. Behavioral assessments help to tell us HOW a person behaves and performs in the work environment. The PIAV report measures the relative prominence of six basic interests or attitudes (a way of valuing life): Theoretical, Utilitarian, Aesthetic, Social, Individualistic and Traditional.

Attitudes help to initiate one's behavior and are sometimes called the hidden motivators because they are not always readily observed. It is the purpose of this report to help illuminate and amplify some of those motivating factors and to build on the strengths that each person brings to the work environment.

Based on your choices, this report ranks your relative passion for each of the six attitudes. Your top two and sometimes three attitudes cause you to move into action. You will feel positive when talking, listening or doing activities that satisfy your top attitudes.

The feedback you will receive in this section will reflect one of three intensity levels for each of the six attitudes.

- **STRONG** - positive feelings that you need to satisfy either on or off the job.
- **SITUATIONAL** - where your feelings will range from positive to indifferent based on other priorities in your life at the time. These attitudes tend to become more important as your top attitudes are satisfied.
- **INDIFFERENT** - your feelings will be indifferent when related to your 5th or 6th attitude.

YOUR ATTITUDES RANKING		
1st	SOCIAL	Strong
2nd	UTILITARIAN	Strong
3rd	TRADITIONAL	Situational
4th	INDIVIDUALISTIC	Situational
5th	THEORETICAL	Indifferent
6th	AESTHETIC	Indifferent

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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.

- He will have a keen interest in improving society.
- He believes charities should be supported.
- Saying "no" is difficult when others need his time or talent.
- MARK is patient and sensitive to others.
- Helping the homeless may be one of his concerns.
- He is generous with his time, talent and resources for those in need.

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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.

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

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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.

- He will have strong beliefs within a system that he feels most comfortable with, and he will not be as strong in his beliefs or approach if he lacks that interest level.
- MARK needs to be able to pick and choose the traditions and set of beliefs to which he will adhere.
- MARK at times will evaluate others based on his rules for living.
- MARK lets his conscience be his guide.

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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.

- The amount of control he attempts will increase if he has strong feelings about the issues involved with the situation. If, however, he has little interest in the issues involved, he will not see the need for exercising control.
- He will evaluate each situation individually and determine how much or how little control he will want to exercise.
- At times MARK can be very competitive.
- MARK can be assertive in meeting his needs.

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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.

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

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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.

- Unpleasant surroundings will not stifle his creativity.
- He is a very practical person who is not sensitive to being in harmony with his surroundings.
- MARK is not necessarily worried about form and beauty in his environment.
- The utility of "something" is more important than its beauty, form and harmony.
- Intellectually, MARK can see the need for beauty, but has difficulty buying the finer things in life.
- He wants to take a practical approach to events.
- MARK's passion in life will be found in one or two of the other attitudes and values discussed in this report.

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ATTITUDES - NORMS & COMPARISONS

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

- Change the situation.
- Change your perception of the situation.
- Leave the situation.
- Cope with the situation.

This section reveals areas where your attitudes may be outside the mainstream and could lead to conflict. The further away you are from the mainstream on the high side, the more people will notice your passion about that attitude. The further away from the mainstream on the low side, the more people will view you as indifferent and possibly negative about that attitude. The shaded area for each attitude represents 68 percent of the population or scores that fall within one standard deviation above or below the national mean.

NORMS & COMPARISONS TABLE		
MARK ROBERTS		
THEORETICAL	* 	Indifferent
UTILITARIAN	 *	Mainstream
AESTHETIC	* 	Indifferent
SOCIAL	 *	Mainstream
INDIVIDUALISTIC	 *	Mainstream
TRADITIONAL	 *	Passionate

 - 68 percent of the population | - national mean * - your score

Mainstream - one standard deviation of the national mean
 Passionate - two standard deviations above the national mean
 Indifferent - two standard deviations below the national mean
 Extreme - three standard deviations from the national mean

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ATTITUDES - NORMS & COMPARISONS

Areas in which you have strong feelings or passions compared to others:

- You have chosen a system for living that you believe in. All of the decisions in your life are made according to the principles of your system. Your principles mean more to you than money or success. Others may feel you impose your standards on the rest of the world and may see you as being judgmental. They may think you exhibit a "holier than thou" mindset. They may believe you are closed-minded.

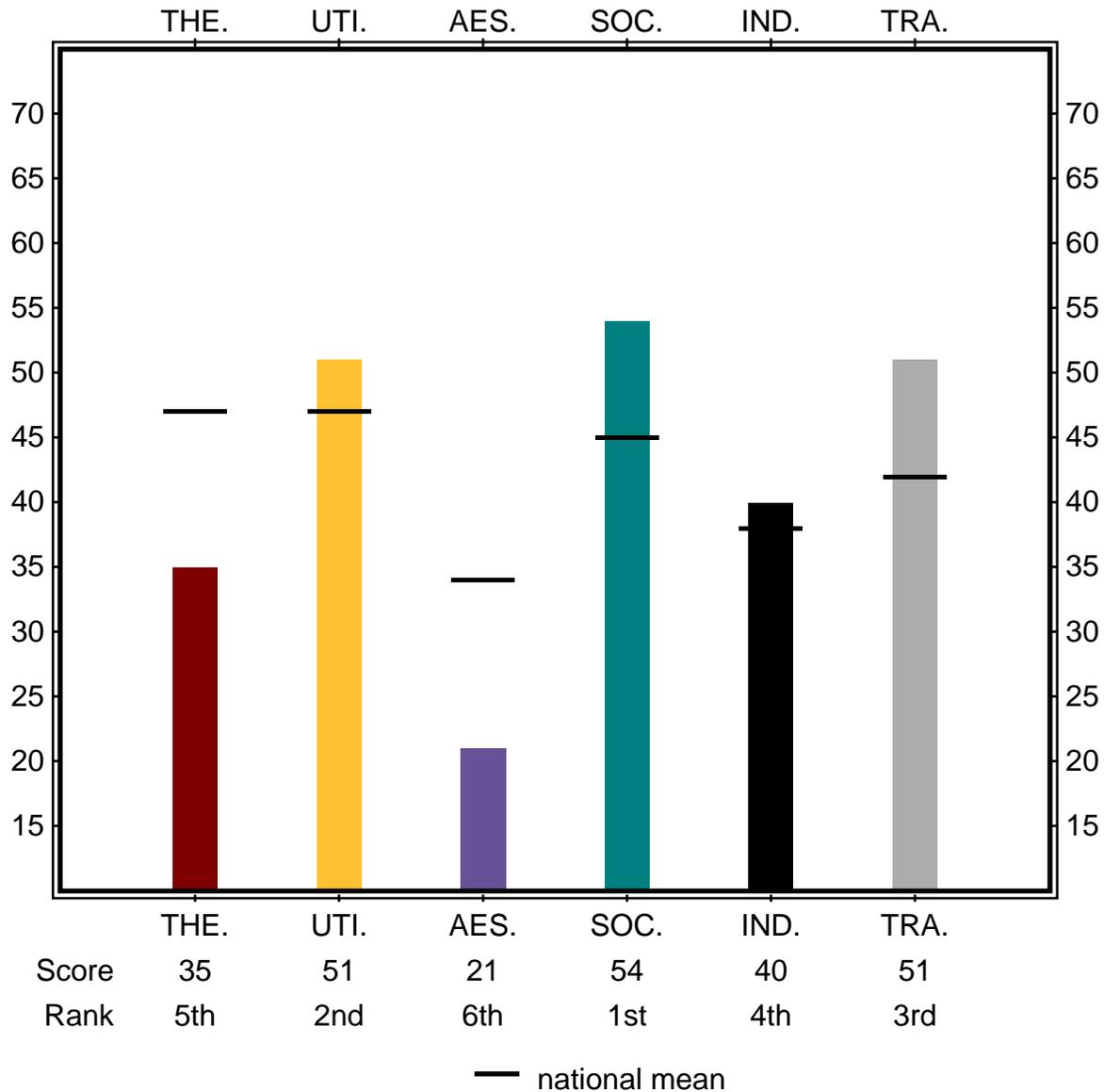
Areas where others' strong feelings may frustrate you as you do not share their same passion:

- The amount of time and resources others spend in learning new things may frustrate you.
- People who emphasize the need for beauty, form and harmony in all aspects of their life may frustrate you. You have other priorities.

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ATTITUDES GRAPH

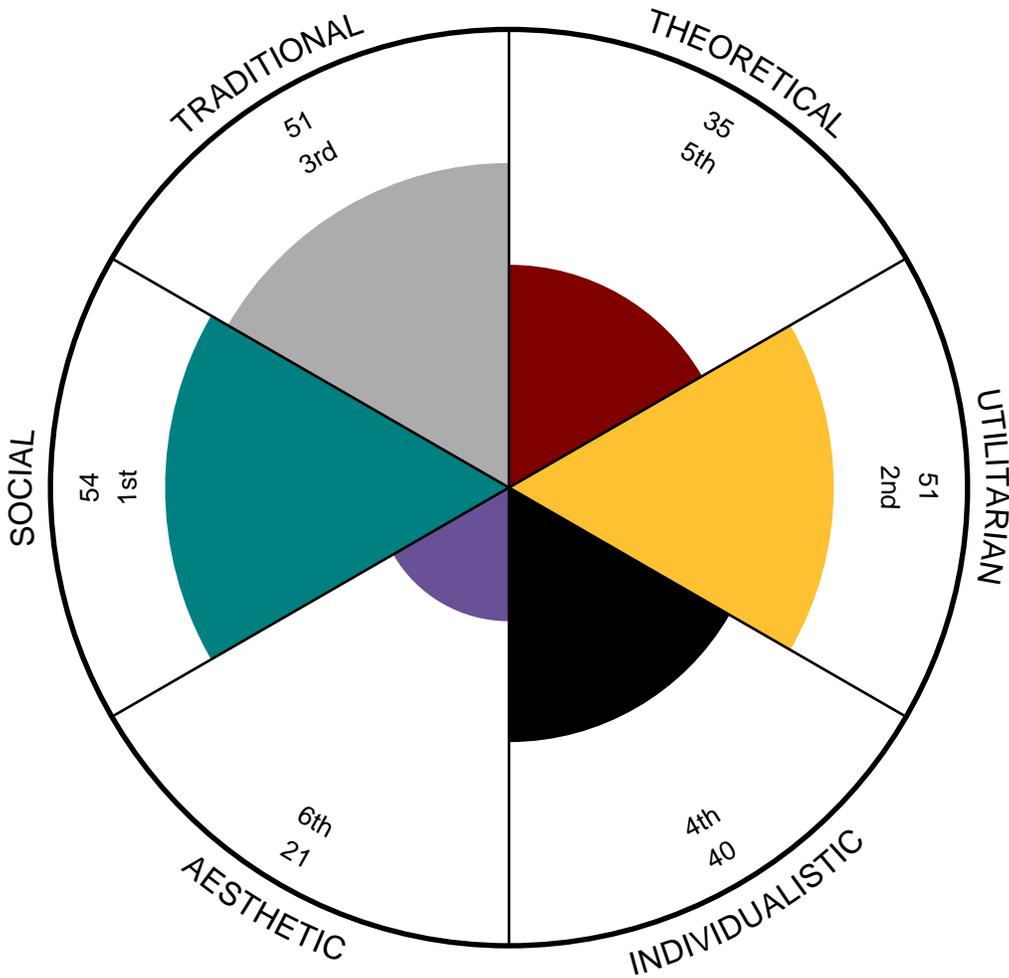
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ATTITUDES WHEEL™

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