



Leadership Institute

SPEAK THE LANGUAGE OF LEADERSHIP

- GETTING RESULTS & QUALITY -

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Attitudes And Values At A Glance

Listed below are ten statements describing the Theoretical Attitude. Score each statement according to the 5 – 1 scale shown below. There is no right or wrong answer. At the end of the ten statements you will total your score.

Theoretical Attitude Statements

Scoring Scale: 5=Always 4=Most of the time 3=Sometimes 2=Rarely 1=Never

(Circle One)

- 5 4 3 2 1 I greatly enjoy discovering, understanding, and ordering knowledge.
- 5 4 3 2 1 The pursuit of knowledge, identifying truths and untruths motivates me.
- 5 4 3 2 1 I am good at integrating the past and present.
- 5 4 3 2 1 Many see me as intellectual.
- 5 4 3 2 1 People who make emotional arguments, without the facts, frustrate me.
- 5 4 3 2 1 I have a keen interest in formulating theories and asking questions to assist in problem solving.
- 5 4 3 2 1 I am fulfilled by work that requires ongoing education as well as the use of my knowledge.
- 5 4 3 2 1 Every time I am near a bookstore, I want to stop in.
- 5 4 3 2 1 I use knowledge to convince others of my ideas and win arguments because of the facts I know.
- 5 4 3 2 1 I want to know just for the sake of knowing.

Add your circled score from each of the statements and write your total score for the Theoretical Attitude below. Your total will be from a minimum of 10 up to a maximum of 50. The higher the number, the stronger your Theoretical Attitude.

_____ **Theoretical Attitude Score**

35-50: Strong Theoretical	You have a passion for knowledge and the discovery of the truth. You tend to agree with most of the statements above.
25-35: Average Theoretical	Your drive for knowledge and the discovery of truth tends to be situational. You learn everything about specific topics. One or two of the other five attitudes will be your primary motivator.
10-24: Weak Theoretical	You will be either negative or indifferent to knowledge and discovery of truth. Then you hear someone laying out the facts, you may lose interest and tune out the discussion. Your desire to learn and know will be highly situational.

Listed below are more characteristics of the Theoretical Attitude. With a strong Theoretical Attitude, you will relate to many of them. If you do not, it may surprise you that people actually think this way.

- See the value of having good libraries and bookstores in every community.
- Have difficulty putting down a good book.
- Use knowledge to produce harmony with your surroundings.
- Extend projects beyond the boundaries, for the sake of increased knowledge.
- Have the facts to support your conclusions.
- Dislike what you believe to be shallow social discussions and look for a deeper discussion.
- Enjoy informational television shows and shows where a mystery is unraveled.
- Ask many questions: who, what, when, where, how, and why?
- Support educational programs in your city, community and country.
- Have a willingness to learn about practically anything.

Listed below are ten statements describing the Utilitarian Attitude. Score each statement according to the 5 – 1 scale shown below. There is no right or wrong answer. At the end of the ten statements you will total your score.

Utilitarian Attitude Statements

Scoring Scale: 5=Always 4=Most of the time 3=Sometimes 2=Rarely 1=Never

(Circle One)

- 5 4 3 2 1 I evaluate things based on their utility and economic return.
- 5 4 3 2 1 I tend to move to practicality in all areas of life.
- 5 4 3 2 1 I am very conscious of the use of my time, achieving the most for the minute.
- 5 4 3 2 1 I desire an adequate return on any investment I make.
- 5 4 3 2 1 Wealth provides the needed security for my family and myself.
- 5 4 3 2 1 I am very future oriented.
- 5 4 3 2 1 Money and possessions are scorecards of my success.
- 5 4 3 2 1 I want to be rewarded accordingly for my time and effort.
- 5 4 3 2 1 I attempt to structure and control any economic dealings I have.
- 5 4 3 2 1 I tend to purchase things that have an investment value.

Add your circled score from each of the statements and write your total score for the Utilitarian Attitude below. Your total will be from a minimum of 10 up to a maximum of 50. The higher the number, the stronger your Utilitarian Attitude.

_____ **Utilitarian Attitude Score**

35-50: Strong Utilitarian	Whether you realize it or not, many of your actions will be driven my investment and return of your time, talent, or resources.
25-35: Average Utilitarian	You may be practical situationally, looking for return on investment only in specific arenas, but the Utilitarian Attitude is not you driving passion.
10-24: Weak Utilitarian	You may react negatively when someone seeks return on investment, or you may be indifferent and not care.

Listed below are more characteristics of the Utilitarian Attitude. With a strong Utilitarian Attitude, you will relate to many of them. If you do not, it may surprise you that people actually think this way.

- Creatively applying resources to solve a problem.
- Rejecting that which you consider a waste of resources or time.
- Futuristic thinking.
- Working long hard hours to gain financial security.
- Enjoying capitalistic endeavors.
- Planning your daily activities to best utilize you time.
- Making deals based on investment and return.
- Wanting to advance quickly within your chosen profession.
- Desiring incentive and bonus plans.
- Always expecting something in return for services rendered or time given.

Listed below are ten statements describing the Aesthetic Attitude. Score each statement according to the 5 – 1 scale shown below. There is no right or wrong answer. At the end of the ten statements you will total your score.

Aesthetic Attitude Statements

Scoring Scale: 5=Always 4=Most of the time 3=Sometimes 2=Rarely 1=Never

(Circle One)

- 5 4 3 2 1 I desire and seek the finer things in life.
- 5 4 3 2 1 I am in a continual self-improvement process.
- 5 4 3 2 1 I am aware of and enjoy the beauty of my surroundings and like my surroundings to complement my feelings.
- 5 4 3 2 1 I am very aware of my inner feelings.
- 5 4 3 2 1 I have a strong interest in the preservation of our natural resources.
- 5 4 3 2 1 Looking and feeling good is one of my goals.
- 5 4 3 2 1 I want harmony and balance in my life.
- 5 4 3 2 1 I invest time and money in self-help material.
- 5 4 3 2 1 I am very creative.
- 5 4 3 2 1 I look for and appreciate the beauty in things and in people.

Add your circled score from each of the statements and write your total score for the Aesthetic Attitude below. Your total will be from a minimum of 10 up to a maximum of 50. The higher the number, the stronger your Aesthetic Attitude.

_____ **Aesthetic Attitude Score**

35-50: Strong Aesthetic	Your actions will be driven by a passion for form, harmony, and beauty within and without, extending to your clothes, possessions, and surroundings. The concerns about environment are very strong.
25-35: Average Aesthetic	Your passion for form, harmony, and beauty will only be situational, not extending to the totality of your life. Other attitudes will drive your actions.
10-24: Weak Aesthetic	Your passions will be found in one or two of the other attitudes, not in the Aesthetic. You will tend to be negative or indifferent to the Aesthetic point of view. You should definitely invest time with someone who is strong in the Aesthetic Attitude to understand his or her viewpoint.

Listed below are more characteristics of the Aesthetic Attitude. With a strong Aesthetic Attitude, you will relate to many of them. If you do not, it may surprise you that people actually think this way.

- Work for less money as long as the surroundings are aesthetically pleasing.
- Have difficulty working in bleak surroundings.
- Appreciate the finer things in life and strive to get them.
- Have an eye for colors, arrangements, or design.
- Strive toward harmony and unity within your physical and relational world.
- Be empathetic to the feelings of others.
- Dislike and avoid those who are insensitive to your feelings.
- Be subjective in your decision making process, going more with your instinct.
- Notice changes in familiar surroundings, such as furniture moved, a new picture on the wall, flowers planted, etc.
- Be aware of fashion, dressing in good taste for success.
- Be involved in several ongoing self-help programs.
- May be susceptible to purchasing the newest and the latest products.

Listed below are ten statements describing the Social Attitude. Score each statement according to the 5 – 1 scale shown below. There is no right or wrong answer. At the end of the ten statements you will total your score.

Social Attitude Statements

Scoring Scale: 5=Always 4=Most of the time 3=Sometimes 2=Rarely 1=Never

(Circle One)

- 5 4 3 2 1 Eliminating hate and conflict in the world is one of my passions.
- 5 4 3 2 1 I have a passion to improve the whole of society.
- 5 4 3 2 1 I am generous with my time, talents, and resources when I see someone in need.
- 5 4 3 2 1 I am empathetic to those who are hurting.
- 5 4 3 2 1 In business I will sacrifice bottom line profit for a more people-oriented decision.
- 5 4 3 2 1 I tend to avoid confrontation if it will harm the relationship.
- 5 4 3 2 1 I believe people should support charities.
- 5 4 3 2 1 In business I want everyone to receive the most that their money can buy.
- 5 4 3 2 1 Saying “no” to others is difficult when people need my time and talents.
- 5 4 3 2 1 I blame the system more than the individual and work to change the system.

Add your circled score from each of the statements and write your total score for the Social Attitude below. Your total will be from a minimum of 10 up to a maximum of 50. The higher the number, the stronger your Social Attitude.

_____ Social Attitude Score

35-50: Strong Social	You have a passion to better humanity, to invest your time, talents, and resources in helping the world become a better place. You will find tremendous fulfillment and valuing of life as you pursue social type activities and careers. You may not understand others who are not like you.
25-35: Average Social	You will have a passion to assist others only situationally, under given conditions and circumstances, such as family needs or specific causes, but not a passion for the whole world.
10-24: Weak Social	You may react negatively to social causes believing them to be a waste of resources and time. You will find your passion and valuing of life in two of the other five attitudes.

Listed below are more characteristics of the Social Attitude. With a strong Social Attitude, you will relate to many of them. If you do not, it may surprise you that people actually think this way.

- Work for less money as long as the surroundings are aesthetically pleasing.
- Have difficulty working in bleak surroundings.
- Appreciate the finer things in life and strive to get them.
- Have an eye for colors, arrangements, or design.
- Strive toward harmony and unity within your physical and relational world.
- Be empathetic to the feelings of others.
- Dislike and avoid those who are insensitive to your feelings.
- Be subjective in your decision making process, going more with your instinct.
- Notice changes in familiar surroundings, such as furniture moved, a new picture on the wall, flowers planted, etc.
- Be aware of fashion, dressing in good taste for success.
- Be involved in several ongoing self-help programs.
- May be susceptible to purchasing the newest and the latest products.

Listed below are ten statements describing the Traditional Attitude. Score each statement according to the 5 – 1 scale shown below. There is no right or wrong answer. At the end of the ten statements you will total your score.

Traditional Attitude Statements

Scoring Scale: 5=Always 4=Most of the time 3=Sometimes 2=Rarely 1=Never

(Circle One)

- 5 4 3 2 1 I have a system for living and want others to follow my system.
- 5 4 3 2 1 Rules and regulations should be adhered to.
- 5 4 3 2 1 I tend to support organizations that hold the same beliefs I do.
- 5 4 3 2 1 I can be overly rigid in evaluating others against my standards.
- 5 4 3 2 1 I will be more helpful to others who share my beliefs.
- 5 4 3 2 1 My conscience is my guide.
- 5 4 3 2 1 I place a high value on living in tune with a higher purpose.
- 5 4 3 2 1 I believe my system for living is right and when challenged I will attempt to “convert” the person to my system.
- 5 4 3 2 1 I have found a “rule book” for life and I follow it.
- 5 4 3 2 1 If I believe strongly in a cause, I will champion it.

Add your circled score from each of the statements and write your total score for the Traditional Attitude below. Your total will be from a minimum of 10 up to a maximum of 50. The higher the number, the stronger your Traditional Attitude.

_____ **Traditional Attitude Score**

35-50: Strong Traditional	You believe you have found a system for living, or even a “rule book” that will lead you and others to the highest meaning in life. You will tend to reject beliefs that do not fit in you system.
25-35: Average Traditional	Yu probably do not have a set system for living and may be in the process of investigating several systems, adopting and rejecting beliefs from each.
10-24: Weak Traditional	You may react negatively to someone who believes he/she has found a system to live by. Your opinion may be, “Just don’t force your beliefs on me!”..

Listed below are more characteristics of the Traditional Attitude. With a strong Traditional Attitude, you will relate to many of them. If you do not, it may surprise you that people actually think this way.

- Believe you have found a system for living that works and is right.
- Judge others positively or negatively according to your principles.
- Believe your way leads to the “divine”, following it religiously.
- See a higher meaning in life, nature, art, people, music, and all other aspects of life.
- Be drawn to causes, careers, and activities that promote the principles you believe in.
- Explain all issues from your belief perspective.
- Be concerned about humanity and its directions.
- Be protective of the traditions you hold dear.
- Actively seek to convince others of your viewpoint.
- Be involved in religious, charitable organizations, or political campaigns.
- Be conservative, slow to change.
- Be idealistic even though your ideals may seem unrealistic.
- Believe there are absolutes, right and wrong, clearly defined.

Listed below are ten statements describing the Individualistic Attitude. Score each statement according to the 5 – 1 scale shown below. There is no right or wrong answer. At the end of the ten statements you will total your score.

Individualistic Attitude Statements

Scoring Scale: 5=Always 4=Most of the time 3=Sometimes 2=Rarely 1=Never

(Circle One)

- 5 4 3 2 1 I like people who are determined and competitive.
- 5 4 3 2 1 I believe that when the going gets tough, the tough get going.
- 5 4 3 2 1 It is important for me to be in control of my own destiny.
- 5 4 3 2 1 I strive to maintain my individuality.
- 5 4 3 2 1 I believe I can direct the destiny of others.
- 5 4 3 2 1 I want to be recognized for my accomplishments.
- 5 4 3 2 1 I believe, “If at first you don’t succeed, try again.”
- 5 4 3 2 1 I will work long and hard to achieve the position and influence I want.
- 5 4 3 2 1 I tend to believe “The end justifies the means.”
- 5 4 3 2 1 I tend to play whatever “cards” necessary to gain control over a situation.

Add your circled score from each of the statements and write your total score for the Individualistic Attitude below. Your total will be from a minimum of 10 up to a maximum of 50. The higher the number, the stronger your Individualistic Attitude.

_____ **Individualistic Attitude Score**

35-50: Strong Individualistic	Life is a chess game to you. Advancing your career and moving you into leadership positions will put you on a positive course. You will have passion to control your personal life and direct the lives of others.
25-35: Average Individualistic 1	You may have a desire to be a leader in a specific situations. Your primary passion will come from one or two of the other attitudes.
10-24: Weak Individualistic	You may react negatively to those who seek to advance their position—to people with strong ego and strong control. Yu will probably distrust those in poser. You will also find your passion in one of the other attitudes. If you haven't found your passion by now, you are one of the few unique individuals who have so much balance in your life that you are not really passionate about anything, or you may be going through a process of trying to discover who you are.

Listed below are more characteristics of the Individualistic Attitude. With a strong Individualistic Attitude, you will relate to many of them. If you do not, it may surprise you that people actually think this way.

- Gravitate to positions of leadership in organizations.
- Seek out the limelight.
- Resist being micro-managed or controlled, preferring freedom of operation.
- Desire a fast pace toward advancement.
- Have a low tolerance for people who do not challenge themselves.
- Be seen as too strong and overpowering.
- Form strategic relationships and key alliances.
- Be a visionary, adhering to beliefs that will advance your cause.
- Be willing to use power to accomplish purpose.
- Have an ability to see the “big picture” and how the puzzle interlocks.
- Gather and unify resources to accomplish purpose.
- Surround yourself with a “brain trust” to make sure all bases are covered.

Communications Action Planning

Ponder the following:

1. Of all the people you interact with regularly, which one is the most challenging and difficult to get along with?

2. What is this person's occupation? _____

3. List some of the outside activities or organizations this person belongs to:

4. Do they seem to have a passion for their career? Yes No

5. Which of their outside activities are they passionate about?

6. Based on their career and outside activities, as well as your conversations with them, circle what you believe to be their top two attitudes.

Theoretical

Aesthetic

Utilitarian

Social

Individualistic

Traditional

7. Do you think they are in a positive cycle in their career and/or outside activities?

List your reasons why or why not.

8. Is there a conflict between your top two attitudes and theirs? Yes No

Your top two attitudes: _____

Their top two attitudes: _____

Communications Action Planning

9. What are the causes of conflict between you and this person?

Now ponder the following for yourself:

1. What is your occupation? _____

2. List some of the outside activities or organizations that you belong to:

3. Do you have a passion for your career? Yes No

4. Which of your outside activities are you passionate about?

5. Based on your career and outside activities, circle what you believe to be your top two attitudes:

Theoretical

Aesthetic

Utilitarian

Social

Individualistic

Traditional

6. Do you feel as if you are in a positive cycle in your career and/or outside activities? List your reasons why or why not.

Communications Action Planning



Action Plan

Personal Development

1. When reviewing my report for personal development, I learned the following key behaviors contribute to reaching my goals and the quality of life I desire: (list 1-3)

2. The following behaviors were revealed, which show room for improvement to enhance the quality of my life: (list 1-3)

3. When I make changes to these behaviors, I will experience the following benefits in my quality of life:

4. I will make the following changes to my behavior, and I will implement them by _____: