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**Behavioral Attitude Index Report**

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# Introduction to your BAI style



## WHAT ARE BEHAVIORAL ATTITUDES?

Behavioral attitudes are the thoughts, feelings, and emotions that unconsciously shape every decision we make. They are the unseen influences that drive and motivate us; the internal factors that guide our preferences, choices, and actions. Everything we do and say, everything we aspire to and desire, all these are a product of our Behavioral Attitudes. They are a fundamental part of who we are.

The Behavioral Attitudes Index measures these passions and values as they correlate with people's environments.

Many people aren't consciously aware of their Behavioral Attitudes, though they play a large part in the choices we make every day. They are the hidden catalysts that make us ask: Why did I do that? What was I thinking? They are also the foundational desires that, when acknowledged, can help us make important decisions that shape the course of our lives. The primary Behavioral Attitudes that guide us throughout our lives indicate that we value each of the following to varying degrees:

- Inner Awareness/Spiritual
- Social/Humanitarian
- Power/Political
- Economic/Tangible
- Artistic/Innovative
- Knowledge/Proficiency

We can see the result of a Behavioral Attitude, while the actual attitude remains hidden. For example, imagine a person considering a choice between pursuing a BA in Fine Arts versus a BA in Art Education. If, for example, they choose Fine Arts, the behavioral attitude that is manifested most intensely in this choice is the Artistic dimension. The attitude that is just slightly less intense is the pursuit of Knowledge behavioral attitude. This is evident by the choices they made. In this scenario, the person is primarily motivated by a deep respect for individual creativity and artistic expression. That behavioral attitude became the main factor in their decision making process- the one that spoke more loudly than the others when they were weighing the merits of their choices.



This person might explain their decision to their friends by saying it just "felt" like the right choice, but in fact, there is a measurable set of attitudes that everyone uses when making easy or difficult decisions. A person's career choice can be one of the most obvious manifestations of their Behavioral Attitudes. But we can even see attitudes influencing something smaller, such as our buying habits. Do we choose a product because it's the most practical, or does that come secondary to it's design or how it makes us feel?

Indeed, Behavioral Attitudes have a direct impact upon life choices, productivity, and work satisfaction. When choices are aligned with one's Behavioral Attitudes, it allows for more passion and greater fulfillment in work and life.

### **More about Behavioral Attitudes:**

- Behavioral Attitudes should align with your goals and objectives
- Recognizing Behavioral Attitudes makes it easier to choose goals
- You devote more energy toward the Behavioral Attitude dimensions you value
- Attitudes both mesh with (and clash with) other Behavioral Attitude dimensions
- Behavioral Attitudes can change over time due to circumstances and available resources

# Overview

## Behavioral Attitude Styles at a Glance

### I-SPEAK

The acronym "I-SPEAK" represents the six distinct styles that *spea*k emphatically to a person. Each illustrates a different way of prioritizing your motivations, passions, and your energy investments via thoughts, tasks, and activities which you find most fulfilling. I-SPEAK is your work-passion language.

One thing is clear, our actions and what we do with our free time speak loudly to others. I-SPEAK was designed to examine our underlying PASSIONS and the desires we would like to explore in the workplace and beyond.

When a person is engaged in a task that compliments the behavioral attitudes they value, we tend to say they have a "good attitude." Conversely, if a person is engaged in a task that is not aligned with their primary behavioral attitude, we classify them as having a "bad attitude". Aligning career goals with behavioral attitudes helps you feel more positively about your work

**"Passion is Energy. Feel the power that comes from focusing on what excites you."-Oprah Winfrey**

**I = Inner Awareness/Spiritual Growth**—a desire for balance, harmony, and self growth

**S = Social/Humanitarian**— a desire to help others altruistically

**P = Power/Political**— a desire to be in control or have influence

**E = Economic/Tangible**—a desire for financial security or economic gain

**A = Artistic/Innovative**— a desire to express uniqueness or individuality

**K = Knowledge/Proficiency**— a desire for learning and greater understanding



I Inner Awareness/ Spiritual	S Social/ Humanitarian	P Power/ Political	E Economic/ Tangible	A Artistic/ Innovative	K Knowledge/ Proficiency
Heighten awareness	Help others	Influence others	Create opportunities	Express yourself	Discover
Bring inner peace	Serve others	Network	Get ahead	Inspire	Research
Provide insights	Stand up for beliefs	Create change	Build on an idea	Create	Teach others
Balance mind and body	Be a catalyst	Be recognized	Be industrious	Be unique	Explore topics
Observe doctrines	Take initiative	Impact issues	Be stable	Share with others	Learn
Pursue spirituality	Impact causes	Create policy	Have resources	Be original	Enrich others
Explore purpose and passion	Create awareness	Change opinions	Achieving goals	Produce something new	Search for truths

# Your BAI Style

## Primary Style Characteristics

Jane's primary style is 'Knowledge/Proficiency'



### **Knowledge/Proficiency**

a desire for mastery, information, and insight

People with a high Knowledge/Proficiency score have a tremendous need to learn, know, and understand. Their main focus is the accumulation of information and the logical pursuit of knowledge.

These people will work hard to research topics, develop highly technical skill sets, and delve deeply into the details of a subject.

### **Above all, they seek:**

- To gain a deeper understanding of the world around them
- To seek answers through research and intense study
- To be a lifelong learner
- To challenge themselves intellectually
- To be recognized for their competence, accuracy, and breadth of knowledge

High Knowledge/Proficiency behavioral attitudes often signify voracious readers who surround themselves with people, materials, and experiences that will heighten their familiarity with a chosen subject. This drive may manifest itself as a deep understanding of one subject, or as a desire to achieve above-average competence in a wide variety of subjects. More intense knowledge-seekers make it their goal to become an expert in a chosen field, and will happily immerse themselves in study and academic pursuits whenever possible.

High Knowledge/Proficiency individuals are not always interested in using their knowledge for a particular application. Often, they act simply out of a love for learning. They are organized, naturally curious, and self-directed. They are drawn to environments where they can take their time and work at their own pace. They tend to ask questions, resist traditional authority, and seek new ideas and ways of doing things.

A person with high levels of Knowledge/Proficiency is drawn to scholarly and intellectual activities. Questioning yet skeptical, they value information above intuition. A researcher and a booklover, they are typically determined, tenacious, and insightful. Their greatest joy in life is learning new things, and they believe deeply in the importance of education.

# Your BAI Style

## BAI Style Continued

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### Qualities unique to people who appreciate "Knowledge/Proficiency"

#### General Characteristics:

- Gathers knowledge, does research, delves into subject matter
- High interest level in solving problems, asking questions, and formulating theories
- Enjoys deep conversations
- An astute observer of the world and human nature
- Not afraid to ask questions

#### Possible Limitations:

- Little time for people who see things differently, especially those ruled by emotions
- May exhibit single-mindedness at the expense of everything else
- Often gets bogged down in the quest for details, resulting in a slow pace
- May be interested in concepts, systems, and information more than people
- Single-mindedness can be seen as obsessive
- Tends toward perfectionism

#### **Characteristics in Combination with Other Behavioral Attitudes**

- When combined with high **Inner Awareness/Spiritual Growth** behavioral attitudes they seek answers about spirituality, the universe, and a higher power.
- When combined with high **Social/Humanitarian** behavioral attitudes, their chosen subjects of study will be connected to issues close to their heart, especially causes that deal with justice, fairness, and equality.
- When combined with high **Power/Political** behavioral attitudes, they will seek power and recognition by becoming an expert in their field of study.
- When combined with high **Economic/Tangible** they will seek wealth by becoming a recognized expert in their field.
- When combined with high **Artistic/Innovative** behavioral attitudes, they will study and research artists, genres, and artistic movements of importance, often seeking higher degrees in the Arts.

# Your BAI Style

## Secondary Style Characteristics

Jane's secondary style is 'Economic/Tangible'



### **The Economic/Tangible**

reflects a desire for acquiring and preserving wealth

Individuals who possess a high Economic/Tangible score are usually practical, organized, and results-oriented. They exhibit a forward-thinking personality with the ability to strategically plan for the future. Their goal is financial security through accumulating wealth or by building something concrete and lasting. They see hard work and sacrifice as necessary to create a future that is comfortable and secure.

### **More than anything, they seek:**

- Economic stability
- The monetary freedom to have experiences, to travel, and to live life to the fullest
- A tangible way to measure their success
- A financially-secure future

Although it is tempting to view the Economic/Tangible person as materialistic, in reality this individual is not focused on money itself. Rather, money and possessions represent a sense of security and an investment in the future. Most money-driven people are in fact quite selfless. They understand that in order to send their kids to a good college, to take a vacation, or to provide a comfortable home life, they need the financial resources to make that happen. They might miss their child's school play because they have to work. They may put in long nights that take them away from their loved ones. But this is a sacrifice they are willing to make to ensure long-term happiness. Their commitment to financial reward is the result of a forward-thinking personality. Often, it's done as a tangible expression of love.

For some, money is a measuring tool or yardstick used to keep track of their accomplishments. These people respond positively to an on-the-job compensation system based on monetary incentives. For others, the pursuit of financial gain is an investment in the future. Economic/Tangible behavioral attitudes are the hallmark of patient, tenacious, and goal-oriented individuals. They seek money not out of greed, but out of what it represents for their future. The materialistically-motivated person should not be seen as selfish, but rather as practical and goal-oriented.

# Your BAI Style

## BAI Style Continued

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### Qualities unique to people who appreciate "Economic/Tangible"

#### General Characteristics:

- Patient
- Self-controlled
- Organized
- Hard-working
- Process-driven, not people-driven

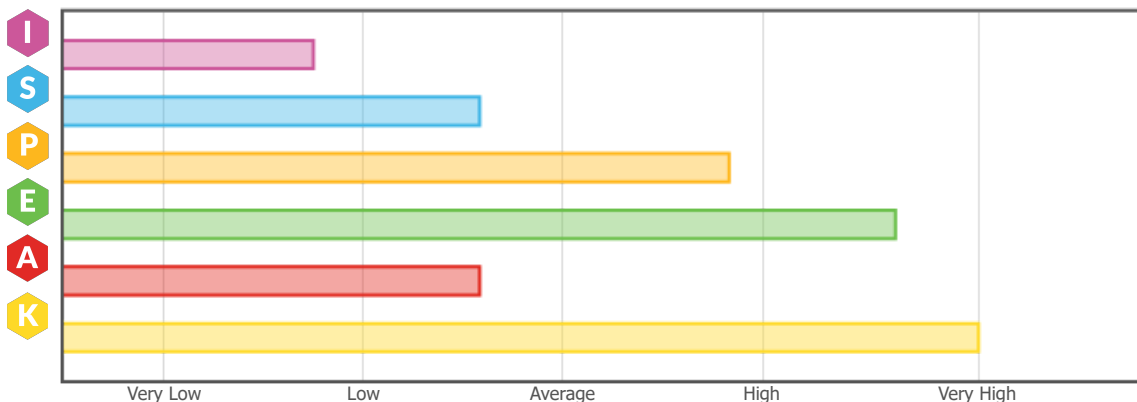
#### Possible Limitations:

- May be a workaholic
- May be unfairly characterized as greedy
- Rationalizes sacrificing time with loved ones in service of future financial success
- Has a hard time living in the moment
- Perceives wealth as the primary indicator of status and success

#### **Characteristics in Combination with Other Behavioral Attitudes**

- When combined with high **Inner Awareness/Spiritual Growth** behavioral attitude, impulses will be tempered by spirituality and an awareness of universal truths that are important beyond material prosperity.
- When combined with high **Social/Humanitarian** behavioral attitudes, doing the right thing becomes as important as material gain. By creating a financially secure future for themselves, they generate the resources to help others as well.
- When combined with high **Power/Political** behavior attitudes, they will view money and power as interconnected, using one to achieve the other. These people are more likely to take financial risks.
- When combined with high **Artistic/Innovative** behavioral attitudes, they will seek innovative ways to financially capitalize on artistic endeavors, or will use their resources to invest in imaginative new projects.
- When combined with high **Knowledge/Proficiency**, they will seek wealth by becoming a recognized expert in their field.

# BAI Intensity



## **I** Inner Awareness/Spiritual - Low

- Not bound by traditions and customs.
- Always exploring new ideas and new methods of doing things.

## **S** Social/Humanitarian - Average

- Compassionate, but primarily interested in contributing to causes that hit close to home.

## **P** Power/Political - High

- Enjoys opportunities where they can take charge and be the leader.
- Accepts competition and conflict as a necessary part of life.

## **E** Economics/Tangible - Very High

- Money and what it represents are extremely important.
- Status is seen as a by product of wealth.

## **A** Artistic/Innovative - Average

- Need for artistic expression is tempered by practical concerns.
- Will express themselves creatively when the situation calls for it, but isn't driven to find new avenues for self-expression.

## **K** Knowledge/Proficiency - Very High

- Wants to pursue knowledge for the sake of knowledge and can become easily obsessed by a topic of interest.
- Viewed by others as "book smart" and highly intellectual.

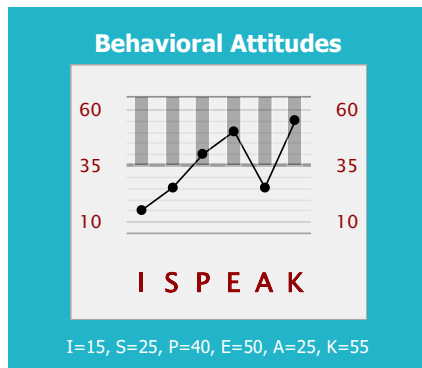


# BAI Graph

## Jane's BAI style :

(primary) - Knowledge/Proficiency

(secondary) - Economic/Tangible



## Your Behavioral Attitude Index Graph

Your BAI graph provides a visual representation of the way you prioritize the six different ISPEAK styles. The intensity of your connection with each style is represented on a continuum of 0 to 60. This value is connected with how much energy you put into tasks that are correlated with this behavioral attitude.

A low energy investment means that you put little effort/have little desire to put effort or energy into tasks motivated by this behavioral attitude. A high energy investment means that you would like to spend most of your time and energy on tasks that are motivated by this behavioral attitude.

- Values between 0-12 are considered **very low** energy investment
- Values between 13-24 are considered **low** energy investment
- Values between 25-36 are considered **average** energy investment
- Values between 37-48 are considered **high** energy investment
- Values between 49-60 are considered **very high** energy investment

The higher the points are on your graph in a style, the more positively you feel about that behavioral attitude. Ultimately, the higher your score in an I-SPEAK style, the more energy you will invest in achieving the outcomes represented by that dimension.

# Applications of your BAI style

## **BAI as a Tool:**

By becoming aware of your Behavioral Attitude style, you are empowered to make informed choices. It's a powerful tool when you apply your knowledge in a practical way. Using Behavioral Attitudes to inform:

- Self growth
- Assist in career goal setting
- Understanding diversity
- Create synergistic teams
- Placing the right person in the right position



## **More Examples of Applications**

You might know a person who is unhappy with their boss. He feels assured that he could do things better. He is struggling because he has a high **Power/Political** Behavioral Attitude, yet has been placed in a position where he has limited authority. It's not just his boss driving him crazy, but rather the fact that he has a boss at all. He is motivated by opportunities for independence, and he thrives when given authority. He can use this awareness to either become self-employed, or find a position with upward mobility.

Another person may work in an unimaginative job and find themselves disappointed despite the fact that their job seemed great on paper. If she became aware that her **Artistic/Innovative** Behavioral Attitude need isn't being met, she may find ways to be more innovative and creative rather than doing repetitive tasks created by someone else. Perhaps she could ask for more creative projects, offer innovative new solutions that she could take the lead on, or personalize her workspace.

A hiring manager who hires a sales person with a low-intensity **Economic/Tangible** style might end up unintentionally placing this person in a position where they are at odds with their own Behavioral Attitudes. A person like that may struggle closing the deal or asking for money, because they might be focused on meeting the needs of a different behavioral attitude. They might be more focused on connecting with the person than on getting money from them. This person is great at making long-term sales connections and relationships, but may benefit from being paired with a coworker whose Behavioral Attitudes enable them to feel more comfortable closing the deal.

Knowledge of Behavioral Attitudes can not only help us make choices, but to explain our rationale to others. It can also allow us to have greater empathy with those whose Behavioral Attitudes differ from our own. A husband who has a high **Inner Awareness/Spiritual** attitude may be frustrated with his workaholic wife. To him, spirituality is the filter through which he views the world, and he perceives her as being too focused on the tangible. But with an awareness of Behavioral Attitudes, he may see that she has a high **Economic/Tangible** focus not for its own end, but for what it represents- security and the opportunity for travel and experiences for them both. Once they can understand each other's conflicting "Behavioral Attitude filters" they can begin to have greater empathy for each other's positions.

An understanding of your behavioral attitudes allows you to make informed decisions about your life. It can help you to find a career, partner, hobby, or task that aligns with your underlying foundation. It can help you find ways to spend your time and expend your energy that will just fit you.