

Thinking Pattern Reports

Sales Synopsis

Prepared for

Sample Sample



Orchestrating Results

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Sales Synopsis OVERVIEW GRAPH

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Empathy	ü			
Practical Ability		ü		
Organizational Ability		ü		
Handling Rejection		ü		
Self Starting Ability		ü		
Achievement Drive		ü		
Discipline For Selling		ü		
Stress Index			ü	
Motivation Index		ü		

Empathy :

The ability to see, understand and relate with others.

Practical Ability :

The ability to see and understand what needs to be done in common sense ways.

Organizational Ability :

The capacity to plan and organize ideas into a consistent strategy.

Handling Rejection :

The ability to maintain a sense of inner self worth.

Self Starting Ability :

The ability to get things done without the need for constant supervision.

Achievement Drive :

The ability to have a strong desire to push ahead and to achieve desired results.

Discipline For Selling :

The ability to work within guidelines, schedules policies and procedures to get things done.

Stress Index :

The ability to handle stress without allowing it to interfere with getting things done.

Motivation Index :

The ability to direct one's energy with a sense of purpose and direction.

Sales Synopsis

EMPATHY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Intuitive Insight	ü			
Attitude Toward Others	ü			
Evaluating Others	ü			
Persuading Others		ü		
Relating With Others	ü			

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.

Intuitive Insight :

The ability to rely on intuitive feelings and 'gut' instincts when making decisions about others.

Attitude Toward Others :

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.

Evaluating Others :

The ability to make realistic and accurate judgments about others, to evaluate their strengths and weaknesses, to understand their way of thinking and acting.

Persuading Others :

The ability to convince others, to present a viewpoint in a manner such that it is readily accepted.

Relating With Others :

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 Synopsis

PRACTICAL THINKING ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Common Sense		ü		
Evaluating What To Do			ü	
Sense Of Timing		ü		
Appreciation Of Things			ü	

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.

Common Sense :

The ability to readily understand what is happening and solve problems in practical, concrete ways.

Evaluating What To Do :

The ability to readily identify the heart of the problem to identify the critical elements of the situation and develop effective alternatives.

Sense Of Timing :

This capacity measures one's ability to be in touch with what is happening such that decisions and actions are effective, accurate and timely.

Appreciation Of Things :

The ability to see and appreciate the value of concrete, material things, to pay attention to taking care of things.

Sales Synopsis

ORGANIZATIONAL ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Realistic Goal Setting		ü		
Short Range Planning		ü		
Long Range Planning		ü		
Concrete Organization		ü		
Conceptual Organization		ü		

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.

Realistic Goal Setting :

The ability to set goals which are within the boundary of available resources and can be realistically achieved within the projected time.

Short Range Planning :

The ability to set tactical goals and plans which are designed to handle concrete, immediate goals.

Long Range Planning :

The ability to see long range goals and to design plans and strategies for attaining these goals.

Concrete Organization :

The ability to see the immediate, concrete needs of a situation and and to set an action plan for meeting these needs.

Conceptual Organization :

The ability to see the long range needs and implications of a situation and to build a plan for meeting these needs.

Sales Synopsis

HANDLING REJECTION

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Esteem			ü	
Self Assessment		ü		
Self Confidence	ü			
Self Control		ü		
Sensitivity To Others			ü	

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.

Self Esteem :

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.

Self Confidence :

The ability to develop and maintain inner strength based on the belief that one will succeed.

Sensitivity To Others :

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.

Self Assessment :

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.

Self Control :

The ability to maintain self composure in difficult situations, to think and act objectively rather than impulsively and emotionally.

Sales Synopsis

SELF STARTING ABILITY

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Persistence	ü			
Consistency		ü		
Initiative		ü		
Role Satisfaction			ü	

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.

Persistence :

The ability of an individual to maintain one's direction in spite of the obstacles and to stay on target regardless of circumstances.

Initiative :

The ability to direct one's energies toward the completion of a task with a sense of urgency and mission.

Consistency :

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.

Role Satisfaction :

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 Synopsis **ACHIEVEMENT DRIVE**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Goal Directedness		ü		
Results Oriented			ü	
Need To Achieve	ü			
Social Recognition			ü	
Self Attitude	ü			
Ambition		ü		

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.

Goal Directedness :

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.

Need To Achieve :

Needs to achieve is a measure of how strongly one needs to attaining success to feel valuable and worthwhile.

Self Attitude :

Self Attitude indicates the degree to which a positive self attitude will act to drive and motivate one to action.

Results Oriented :

Results Oriented is the ability to pay attention to the achievement of concrete results. Attaining results is a major factor pushing one to action.

Social Recognition :

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

Ambition :

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 Synopsis
DISCIPLINE FOR SELLING

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Meeting Established Standards		ü		
Doing Things Right	ü			
Attention To Policies And Procedures			ü	
Meeting Deadlines And Schedules		ü		

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.

Meeting Established Standards :

This component measures one's respect for and conformity to established norms and principles.

Doing Things Right :

This component measures one's insistence on doing things right.

Attention To Policies And Procedures :

This component measures one's sense of respect for and commitment to organizational policies and procedures.

Meeting Deadlines And Schedules :

This component measures one's attention to and urgency to meet schedules and deadlines.

**Sales Synopsis
STRESS FACTORS**

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Self Sufficiency			ü	
Role Frustration				ü
Goal Frustration				ü
Flexibility		ü		
Handling Despair		ü		
Attitude Index	ü			
Health Tension Index				ü

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.

Self Sufficiency :

This capacity indicates the degree of anxiety caused by self depreciation and the need for reassurance of self worth.

Role Frustration :

This capacity measures the effect of social/role dissatisfaction or of false and unrealistic expectations.

Goal Frustration :

This capacity measures the effect of setting personal goals which are either unrealistic or do not demand the best.

Flexibility :

This capacity measures the effect of rigid self views and the imposition of these views on others.

Handling Despair :

This capacity measures the anxiety and frustration which results when things do not go as expected.

Attitude Index :

This capacity measures the anxiety which results from negative, depressive attitudes.

Health Tension Index :

This capacity measures how well an individual can balance and manage anxiety, despair and depressive attitudes.

Sales Synopsis

SOURCES OF MOTIVATION

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Service	ü			
Money, Material Things			ü	
Status, Recognition				ü
Personal Development			ü	
Sense Of Mission		ü		
Sense Of Belonging	ü			

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.

Service :

This capacity measures the importance of seeing, appreciating and meeting the needs and interests of others.

Status, Recognition :

This capacity indicates the importance receiving awards, plaques and other forms of social/role recognition.

Sense Of Mission :

This capacity measures the degree of commitment to personal ideals, goals and principles.

Money, Material Things :

This capacity measures the degree to which money and material wealth are important to an individual.

Personal Development :

This capacity measures the importance of a well designed plan for one's career development.

Sense Of Belonging :

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 Synopsis

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.

Evaluating Others: (Empathy)

You have the capacity to see and appreciate the positive potential of each person, to see how to motivate and develop that potential and to see how to keep each person interested in the development process. Moreover, you understand the need and the value of helping others to become involved in team goals and activities.

Relating With Others: (Empathy)

You have the ability to develop personal relationships without losing perspective and becoming too involved. You have the capacity to see both the positive contribution and the potential for mistakes in each person. Moreover, you see and appreciate their point of view and how it fits within your goals and objectives.

Self Confidence: (Ability To Handle Rejection)

Even though you are feeling uncertain and extremely frustrated in your social/role environment. You can use this opportunity to identify new opportunities for development. Stop, look and listen to opportunities around you before you are look for greener pastures.

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.

Sales Synopsis

PRIMARY STRENGTH COMMENTS

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.

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.

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.

Sense Of Belonging: (Motivators)

You have a strong need to spend time and energy in situations and with people which make you feel comfortable and which will give you a sense of worth and value. As a result, you are motivated by actions, activities and situations which will provide the personal feedback and comfort which you need.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

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.

Common Sense: (Practical Thinking)

You have a well developed ability to see and understand how to get things done in a practical, common sense way and to understand what is important and needs your immediate attention. You may not, however, always rely on or utilize this capacity making this ability a source of potentially untapped strength.

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.

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.

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.

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.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

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.

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.

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 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.

Consistency: (Self Starting Ability)

You have a strong, compulsive need to push ahead toward what you believe is right for you. This commitment to personal goals and ideals will function as the source of consistency and constancy in your life even though you may go through temporary doubts, uncertainties and feel anxiety and despair, especially in your current circumstances.

Initiative: (Self Starting Ability)

You have the ability to identify those goals, ideals, actions and activities which not only give your life a sense of meaning and purpose but also provide you a sense of urgency to act. You are currently in social/role transition uncertain about which social/role image is best and this indecisiveness can lead you to delay your decisions.

Sales Synopsis

SECONDARY STRENGTH COMMENTS

Goal Directedness: (Drive)

A combination of your individualistic attitude toward the world and a stubborn, self perfectionistic attitude can cause you to set goals based on your personal drive and ambition. As a result, you are a goal directed person who will push to attain an inner sense of excellence and who may covertly or overtly get around existing ways of doing things.

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.

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.

Flexibility, Adaptability: (Stress Factors)

You have the ability to see and understand what is worth your personal commitment and energy. Moreover you are willing to see and accept the mistakes that you make and to change direction when you do not attain the results which you desire.

Despair Index: (Stress Factors)

You have the ability to see what needs to be done in a clear and balanced manner. You are also willing to deal with things in an objective manner when they do not work out as expected. As a result, you are likely only to experience temporary anxiety and frustration from any setbacks.

Sales Synopsis
SECONDARY STRENGTH COMMENTS

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 Synopsis

SECONDARY DEVELOPMENT COMMENTS

Evaluating What Needs To Be Done: (Managing Activities)

Your thinking can become clouded either by excess attention or by the lack of attention to people, results or structure. As a result, your ability to evaluate and decide what is important and needs to be done can be restricted. Seek feedback to help generate realistic alternatives for action.

Appreciation of Things: (Practical Ability)

You may not always see what is happening around you or pay attention to practical, concrete values and things. Utilize other viewpoints to help keep a sense of balance in your decisions. Build a checklist which will help you analyze your priorities for your actions prior to making a decision.

Self Esteem: (Ability To Handle Rejection)

You are currently depreciating your own inner worth, measuring yourself against ideals and expectations and blowing up your imperfections. As a result, you may have difficulty keeping control and promise more than can be delivered or more than is necessary.

Sensitivity To Others: (Ability To Handle Rejection)

You are extremely concerned about meeting the needs and interests of prospects and clients and as a result can become overly sensitive about what others think or say. As a result you may have difficulty handling objections and dealing with difficult closing situations.

Role Satisfaction: (Self Starting Ability)

You are currently in social/role transition uncertain about what you want to do and feeling frustrated and dissatisfied about your current circumstances. Your uncertainty can lead you to impulsive decisions or actions and can cause you to either over estimate or under estimate your ability to perform.

Results Oriented: (Drive)

You have a cautious, skeptical attitude toward practical thinking which can cause you to be hesitant about deciding or acting. As a result of this skepticism, you may not feel an urgency to act, may overlook crucial, immediate issues and become distracted by circumstances around you.

Sales Synopsis

SECONDARY DEVELOPMENT COMMENTS

Social Recognition: (Drive)

You are in social/role transition feeling frustrated and uncertain about what you want to do. As a result of this transition, your decisions and actions can be inconsistent. You may overlook potential in your immediate environment, focusing instead on the past or on an ideal expectation.

Attention To Policies And Procedures: (Discipline For Selling)

Your individualistic need to challenge existing rules, standards and expectations will likely lead you to disregard policies and procedures which do not meet your needs. Make certain that your natural need for challenging and rebelling does not interfere with what common sense and the rule of law dictate.

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.

Money, Material Things (Motivation)

Your lack of attention to practical thinking and results can lead you to discount the importance of money and material things. Unless money and the attainment of material wealth is an personal ideal or goal which commands your time, energy and commitment, you are likely to feel no drive or energy to gain money and material wealth.

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.

Sales Synopsis

PRIMARY DEVELOPMENT COMMENTS

Role Frustration: (Stress Index)

You are currently in social/role transition. You are uncertain about what type of social/role accomplishments will make you feel comfortable. You are likely to feel anxiety, frustration and despair. Seek feedback to identify the source of your anxiety and uncertainty and to identify opportunities for action.

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.

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.

Social Recognition: (Motivation)

You are currently in social/role transition leaving you uncertain about what type of social/role image will make you feel comfortable and motivate you consistently to action. As a result, you are likely to shift from compulsive attention to social and role activities to delays and hesitation.