HPI, HDS, & MVPI INTERPRETATION CHEAT SHEET



THE SCIENCE OF PERSONALITY

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Preparing for Feedback: HPI

Keep the following tips in mind when reviewing the participant's HPI results:

- Make sure the participant understands the type of information the HPI provides. The HPI provides insight about the participant's reputation how others likely describe his or her day-to-day approach to work and interacting.
- There is no such thing as a "good" or "bad" HPI profile. High scores are not necessarily better, low scores are not necessarily worse. The strengths and development needs highlighted by various levels of scoring should be interpreted in light of the participant's job, responsibilities, goals, and career aspirations. You can't interpret HPI results without some form of context.
- The participant might have questions about how the HPI works or how it was developed. The following brief explanation may be helpful: "Hogan has studied the relationship between employed adults' assessment responses and job performance for 28+ years. As a result of conducting this research, Hogan knows how others consistently describe individuals who responded to the assessment in a manner similar to you."
- The following tips will help you prepare for feedback sessions involving the HPI:
 - Make sure the participant's assessment results are valid (check page 5 of his/her Leadership Potential Report).
 - Review each main scale score in light of the participant's job and goals what does each main scale score suggest?
 If a main scale score is low or average, look at the subscales, as they will help you understand facets of the participant's response style that impact the *overall* impression he/she makes on others (as highlighted by main scale scores).
 - Pay particular attention to the participant's Adjustment score, as a low Adjustment score may impact results across the HPI profile and the participant's HDS profile.
 - Be sure to look at the participant's Moralistic, Mastery, and Virtuous subscale scores (first three Prudence subscales), as these subscales will help you determine if the participant responded to the assessment in an overly socially-desirable manner (see notes regarding Prudence).
 - What tendencies, highlighted by the HPI, will help the participant demonstrate strong job performance (a) in his/her current role and (b) in the role that he/she aspires to?

Key Points:

If the participant scores low on the Adjustment scale, their low-Adjusted tendencies may impact their entire HPI profile. Low Adjustment scorers' tendencies to (a) focus on the negative and (b) be self-deprecating often impacts how they respond to the HPI and HDS items. As a result, their HPI profiles often are compressed (fewer high scores) and their HDS profiles often contain many elevated scores. In these scenarios, interpret the relatively highest HPI scores as "High" scores. See HDS section for hints regarding interpretation of multiple elevated HDS scores.

Subscale Interpretation:

ADJUSTMENT

If the participant has a low or average Adjustment score, their subscale scores become more important – use them to help you interpret their Adjustment score.

Subscale Higher Scorers		
Empathy a	Seem to emotionally identify with others	
Not Anxious a	Don't worry often	
No Guilt a	Don't have a lot of regret	
Calmness b	Seem calm (not volatile)	
Even Tempered b Seem patient		
No Complaints ^b Seem upbeat and don't complain often		
Trusting	Seem to believe in and trust others	
Good Attachment	Good Attachment Seem to have good relations w/ authority	
a Internal stress resno	onse not apparent to others (i.e., internal churn)	

Internal stress response not apparent to others (i.e., internal churn)
 External stress response that is apparent to others (e.g., emotionality)

	"Upsides"	Potential "Downsides"
High Scores	 Calm, consistent, & predictable Able to handle pressure & stressful conditions with ease Even-tempered, upbeat, & optimistic Patient with others Doesn't take problems or criticism personally Unlikely to overreact 	 Unwilling to be self-critical Won't pay much attention to constructive feedback or advice Appears indifferent to deadlines & seems nonchalant Doesn't ask for others' input Unrealistically optimistic at times
Low Scores	 Emotionally expressive Non-complacent Self-aware & open to feedback Shows a sense of urgency (if Ambition score is high) Concerned about avoiding "negatives" 	 Tense & self-critical; Worrisome & stress prone Moody & temperamental; Wears emotions on sleeve Easily irritated with others Defensive about work Takes criticism personally

Key Points:

The Ambition scale provides insight regarding the degree to which the participant seems "leader-like," outwardly confident, and driven. Some individuals score low on the Adjustment scale but score high on the Ambition scale. These individuals will be described as confident; however, their achievement-orientation, initiative, and persistence often is fueled by internal self doubt (low Adjustment). See Dr. Hogan's commentary regarding the relationship between anxiety and achievement

(<u>http://www.hoganassessments.com/personality</u> <u>research/hogan_commentary_detail.aspx?id=1</u>).

AMBITION

Subscale Interpretation:

Ambition subscales will help you better interpret an average or low Ambition score. Subscales tell you about facets of the participant's reaction style that impact the overall degree to which the participant seems leader-like.

Subscale	High Scorers	
Competitive	Demonstrate a healthy degree of competitiveness	
Self Confident	Demonstrate self assurance	
Accomplishment	Share information about their accomplishments	
Leadership	Make an effort to step into leadership positions	
Identity	Seem to have career direction	
No Social Anxiety	Seem comfortable speaking to large audiences	

	"Upsides"	Potential "Downsides"
High Scores	 Leader-like - energetic, competitive, self- assured, & assertive Confident communicator Takes initiative & demonstrates persistence Sets high expectations Is goal & results oriented 	 Over-eager to take the lead May compete with others May not ask for others' input May seem ruthless (if Interpersonal Sensitivity score is low) Restless, forceful, & overly-dominant
Low Scores	 Seems content with their position Good team player Content to receive direction from others Avoids office politics "Organizational glue" –works hard to support others & seems to have little concern for personal glory 	 Lacks focus or vision – seems to want direction & guidance from others Doesn't appear confident or self assured Seems to lack initiative & personal "push" Seems uncomfortable making public presentations

SOCIABILITY

Key Points:

Sociability provides insight regarding the degree to which the participant is socially proactive. Higher scorers tend to be "engagers" whereas lower scorers tend to need engaging. Higher scorers seem very outgoing; lower scorers seem very utilitarian about communication (i.e., they communicate only when a true need to do so exists).

Subscale Interpretation:

Don't place too much weight on the participant's Sociability subscale scores (focus your attention at the main scale level). Notice that the first three Sociability subscales deal with the frequency by which the participant puts him/herself in social situations; the last two subscales deal with interacting with others (versus just being in social situations).

Subscale	High Scorers	
Likes Parties	Seem affable	
Likes Crowds	Seem to enjoy affiliating	
Experience Seeking	Seem to enjoy variety & challenge	
Exhibitionistic	Gravitate toward the center of attention	
Entertaining	Are described as witty & engaging	

	"Upsides"	Potential "Downsides"
High Scores	 Outgoing, gregarious, and charismatic Socially proactive – initiates interactions and relationships Seems to enjoy being center of attention Easily approachable Seems to enjoy working with and being around others 	 Seems to dislike working alone Attention seeking Loud, demanding, and outspoken (check Int. Sensitivity) May not listen well Interruptive and confuses activity with productivity
Low Scores	 Independent Has an agenda when communicating Seems content to work on their own Effective listener (provides others ample opportunity to talk) Tends to cultivate strong one-on-one relationships Business-like & task-focused communication approach 	 Doesn't initiate interaction & relationships often Doesn't give others feedback (misses out on opportunities to "see others in action") Doesn't proactively network May struggle with social interaction & seem withdrawn Waits for others to engage him or her

INTERPERSONAL SENSITIVITY

Key Points:

Interpersonal Sensitivity provides insight regarding the degree to which the participant's interaction style seems warm, friendly, empathic nurturing versus direct, straightforward, and forthcomin This scale will help you understa how the participant deals with conflict and non-performance is

Subscale Interpretation:

Don't place too much weight on the participant's Interpersonal Sensitivity subscale scores; interpret scores at the main scale level.

icipant's interaction style				
varm, friendly, empathic, and Subscale		High Scorers		
g versus direct, Easy to Live With		Seem permissive and easy going		
forward, and forthcoming.	Sensitive	Seem considerate		
le will help you understand	Caring	Seem perceptive and interpersonally sensitive		
participant deals with	Likes People	Seems to enjoy being around other people		
and non-performance issues.	No Hostility	Seems tolerant and eager to forgive		
"Upsides"		Potential "Downsides"		
 Friendly & engaging 		Procrastinates when required to confront performance		
 Warm & agreeable 		problems (or shirks this responsibility)		
Seems to nurture relationships		Thin-skinned & prone to taking feedback personally		
Encourages teamwork & cooperation		Dependent on other's opinions		
Earns others' trust		 Conflict averse 		
Builds & maintains coalitions		Overly eager to please; Has difficulty saying "no"		
 Gathers opinions before taking 	action	Attempts at direct & forthright communication fall short		
 Task oriented 		Appears cold & tough		
 Willing to give negative feedback 		 Can seem critical & skeptical 		
Can speak their mind & offer truly honest opinions		 Directs rather than suggests 		
Seems forthright & independent		 May seem argumentative & painfully objective 		
 Challenges business assumptions 		Doesn't build a sense of teamwork		
 Willing to confront others 		 May seem brusque or harsh 		

PRUDENCE

Key Points:

High

Low

Scores

Scores

Prudence provides insight regarding the degree to which the participant seems detailed, rule-abiding, and organized versus flexible, spontaneous, and receptive to change. Be sure to pay attention to the Moralistic, Mastery, and Virtuous subscales, very high scores on these subscales suggest the participant may have responded to the assessment in an overly socially-desirable manner. We don't necessarily consider high scorers on the Moralistic, Mastery, and Virtuous scales to be "fakers," these are just individuals who (a) are very sociallyskilled, (b) are very good at managing impressions, and (c) should be monitored carefully, at least initially, because things might not always be as good and rosy as they say they are.

Subscale Interpretation: The Prudence subscales will help you make better sense of average to lower Prudence scores. Be sure to check the first three Prudence subscales - if the participant endorses nearly all of these items in a positive direction (12-14 positive responses out of 14 possible), the participant is presenting him or herself in a very socially desirable manner.

Subscale	High Scorers
Moralistic ^a	Seem self-righteous ("I always practice what I
	preach"
Mastery ^a Seem diligent ("I do my job as well as I possibly can	
Virtuous ^a	Seem perfectionistic ("I strive for perfection in
VII LUOUS -	everything I do")
Not Autonomous	Seem to care what other people think about them
Not Spontaneous b Plan their lives; Seem very structured	
Impulse Control ^b	Seem self disciplined
Avoids Trouble ^b	Avoid scenarios that could get them into trouble
a Provide insight regarding (a) socially-desirable responding and (b) following	
other peoples' rule	6

Provide insight regarding (a) detail orientation & (b) propensity for risk taking

	"Upsides"	Potential "Downsides"
	 Dependable, reliable, & trustworthy 	 Rigid & inflexible about rules & procedures
	 Organized, thorough, & detail-oriented 	 Resistant to change
High	Conscientious & hard working	Formal & over-conforming
Scores	 Rule compliant (follow rules to the letter) 	 May micromanage others
	Plans work & anticipates changes in workload	 Doesn't delegate well
	 Good organizational citizen 	 Difficulty seeing the "big picture"
	 Flexible 	 Poor planner
Low	Open-minded & open to change	Impatient with details & supervision
Low	Can be innovative & original	 Disorganized & careless
Scores	 Non-conforming 	Easily bored
	 Willing to take risks 	Impulsive & spontaneous

b

INQUISITIVE

Inquisiti analytic make se unrelate have the creative solve pr concept	nts: scorers on the ive scale seem al, can quickly ense of seemingly- ed data points, and e potential to be to be the to be the coblems by cualizing and porming. Lower				
scorers	seem practical,	Subscale	High Scorer	S	
tend to	employ strategies	Science		preciate rationality & are interested in science	
that hav	ve worked	Curiosity	Seem open-		
effective	ely in the past, and	Thrill Seeking	Seem stimu		
solve pr	oblems in a	Intellectual Games Seem to enjoy problem solving for its own sake			
		Generates Ideas	Seem able to generate unique ideas easily Seem interested in culture		
	1	"Upsides"		Potential "Downsides"	
High Scores	points Understands the Thinks strategical implications Interested in spec	sourceful cognize connections betw big picture Ily & understands long-ter		 Over-analyzes problems and, as a result, has trouble making decisions Impractical (doesn't consider how ideas that sound good in theory could work in practice) Can become easily bored Lacks tolerance for the routine Impatient with process-related details Poor implementer 	•
Low Scores			 Not a sole source for creative & innovative ideas Has a narrow perspective & often fails to consider th big picture Lacks imagination & resist innovation Uncomfortable in ambiguous situations Uses familiar (vs. creative) ways to solve problems 	ie	

LEARNING APPROACH

Key Points:

The Learning Approach scale provides insight regarding how the participant approaches learning and staying up to date. High scorers seem to inherently enjoy learning and tend to use more traditional learning approaches (reading.

Subscale Interpretation: Do not place too much emphasis on Learning Approach subscale scores. Why? Many of the Learning Approach items sound unrelated to work; therefore, answers to Learning Approach items themselves are not terribly meaningful.

attending classes). Lower scorers tend to be "just in time" learners who use hands-on learning approaches.		Subscale Good Memor Education Math Ability Reading	у	High Scorers Have a strong power of recall Demonstrate academic talent Demonstrate numerical ability Demonstrate verbal talent	
"Upsides"			Potential "Downsides"		
High Scores	· · · · · · · · · · · · · · · · · · ·		 May ove "Know-it May lact May get 	intolerant of the less-informed er-rationalize events t-all" k depth on topics sidetracked by unrelated topics that pique interest	
Low Scores	objective in mind		somethi Has nar	ducation as something to endure (versus ing to enjoy) row interests (check Inquisitive) ed a "push" to take advantage of learning nities	

Preparing for Feedback: HDS

Keep the following tips in mind when reviewing the participant's HDS results:

- Contrast the HDS with the HPI. Both provide insight regarding the participant's reputation; however, while the HPI provides insight about response tendencies noticed day-to-day, the HDS provides insight regarding how the participant tends to respond when he/she is stressed, under pressure, or when he/she gets so comfortable that he/she stops monitoring him/herself.
- The HDS will help the participant understand the tendencies that likely will impede his/her performance.
- HDS scores are interpreted in terms of a "Risk Level." The higher the risk level, the more likely it is that specific "derailing" tendencies will negatively impact the participant's performance. When helping the participant understand his/her HDS results, focus specifically on his/her Moderate and High Risk scores. You may want to help the participant understand what a No or Low Risk score suggests (little chance a related derailer will impact his/her performance); however, you will not need to discuss these scales in detail. One exception exists if the participant scores extremely low on either the Bold, Colorful, Mischievous, and Imaginative scales, you may want to discuss the implications of this type of scoring.
- Very often, "derailment" tendencies highlighted by the HDS are related to overuse or misuse of strengths; as such, you will
 often notice relationships between extremely high or low HPI scores and elevated HDS scores.
- Help the participant understand that almost everyone has elevations on at least a couple of HDS scales (the average number of high risk elevations--those above the 90th percentile--in an executive population is 2.5). Certain "derailment" tendencies are more detrimental depending upon (a) the demands of the participant's job, (b) his/her goals, and (c) the organization's culture (e.g., specific "derailing" tendencies are more salient in specific cultures).

	HDS Scale Scores: Implications
HDS Scale	Higher Scorers Tend To
Excitable	 Vacillate very quickly between optimism and pessimism (excited one moment, discouraged the next) Lose initial excitement easily (initial enthusiasm is quickly replaced by doom-and-gloom mentality) Seem moody, unpredictable, and prone to volatility; however, Excitable reactions can be overt <i>or</i> internal
Skeptical	 Seem cynical, mistrustful, pessimistic, and constantly on the lookout for an ulterior motive Give others the impression that they don't fully trust them
Cautious	 Seem risk averse and painstakingly slow when required to make a decision Let opportunities pass them by due to a tendency to over-deliberate when making decisions Lack decisiveness and confidence when making judgment calls
Reserved	 Pull away from others and isolate themselves when they are stressed (i.e., pull a disappearing act) Give others the verbal or non-verbal message, "I am stressed, I need my space" Seem stoic, distant, cold, unsupportive (or non-existent) when others need their support
Leisurely	 Say one thing and do another (i.e., seem cooperative, but, ultimately, adhere to their personal agenda) Give things "lip service" and have difficulty saying "no" Don't behave in a manner consistent with their words (e.g., convey neutrality, but their actions suggest they feel strongly about the issue at hand); the tendencies described above will damage their credibility
Bold	 Overestimate their competence, and, as a result, set overly-high expectations for themselves and others Seem stubborn, obstinate, and resistant or indifferent to others' feedback Seem convinced of the "rightness" of their perspectives
Mischievous	 Test limits, take risks, and push boundaries; their charm often helps them ease out of these sticky situations Abide by the mantra "it is easier to ask for forgiveness vs. ask for permission" Seem impulsive, excitement-seeking, and may downplay the mistakes & commitments they make
Colorful	 Dominate interactions, over-use their charisma, and seem dramatic and attention-seeking Soak up all the energy in the room and tend to be chronically over-committed (due to a tendency to want to be at the center of all of the action)
Imaginative	 Share ideas before spending sufficient time refining them or considering their practicality Tend to "lose" others due to a tendency to jump from tangent to tangent and an inability to explain themselves in logical and concrete terms that others readily understand Have little patience for individuals who have difficulty thinking quickly or conceptually
Diligent	 Hyper-focus on details, neglect the big picture, micromanage others, and avoid delegation Seem perfectionistic and prone to "sweating the small stuff" Have difficulty prioritizing because they consider all details to be critical
Dutiful	 Seek excessive amounts of approval and seem reluctant to make independent decisions Seem overly-deferent to authority and don't push back when doing so might be appropriate Not stick up for their staff and seem over-eager to please their superiors

Multiple HDS Elevations & HDS Scale "Clusters"

When you see multiple HDS elevations within the same profile, focus less time and attention on the individual scales and, instead, focus more energy on discussing the implications of clusters of elevated scale scores. HDS profiles containing multiple elevations are not anomalies. Oftentimes, individuals who score low on HPI Adjustment have multiple HDS elevations. This tendency makes intuitive sense for several reasons. First, lower Adjustment scorers are more sensitive to stress, setbacks, and inconveniences. Because their fuses are shorter, they tend to operate in "high stress" mode (measured by the HDS) more often. Second, lower scorers on Adjustment focus predominantly on the negative and can be, at times, pessimistic (often about their own performance and abilities). In a positive sense, their focus on the negative leads them to always strive for something better and, often, push themselves very hard (particularly if the participant scores low on the Adjustment scale); however, low Adjustment also suggests a tendency to focus negativity inward by being self-doubtful, self-critical, and self-deprecating. Lower scorers on Adjustment, if asked to evaluate their own performance, will tell you ten things that they can do better, but will be hard pressed to tell you about things that they did well. This negative focus is in play when the individual responds to the HDS – the HDS asks the participant black and white questions regarding themselves and, whenever possible, low Adjustment scorers take the opportunity to evaluate themselves critically, leading to more HDS elevations.

You will often see Hogan scale scores that seem to contradict one another (e.g., Mischievous and Cautious). These scale scores don't contradict one another. Instead, they highlight inconsistencies in the participant's response style that often are confusing from an observer's perspective. Regardless of whether you are focusing at the scale level (Mischievous vs. Cautious) or at the "cluster" level (Moving Away vs. Moving Against), if an individual does not respond to the world and work in a consistent manner, relationships and reputation may be damaged.

HDS Cluster	HDS Scales	Implications
Moving Away	Excitable Skeptical Cautious Reserved Leisurely	Tends to respond to stress and pressure by pulling away from and seeming indifferent towards others (many times, in an effort to avoid criticism or negative evaluations). Others tend to describe them as independent, aloof, and/or detached. The general theme with this cluster is to distance oneself from the stressful situation/person either by (1) removing oneself from the stressor or (2) driving others away.
Moving Against	Bold Mischievous Colorful Imaginative	Tends to respond to stress and pressure by asserting power and trying to dominate others, often in an effort to "build themselves up" and make themselves feel "better" than others. Others tend to describe them as overly assertive, argumentative, stubborn, and willing to challenge others. They may always seem to have their boxing gloves on, as they tend to ascribe to the motto "strike before being struck."
Moving Towards	Diligent Dutiful	Tends to respond to stress and pressure by seeking the acceptance of others; they seem to have an intense desire to feel well-liked, accepted, involved, and appreciated. They are loyal, perfectionistic, and tend to seek out excessive guidance and approval from others, possibly earning the reputation of a "follower" who is reluctant to take independent action.

Common HPI-HDS Relationships					
<u>Under-use</u> of characteristics look like	Overuse of characteristics look like				
Excitable (realistic \rightarrow catastrophizing) Skeptical (realistic \rightarrow pessimistic) Cautious (realistic \rightarrow worrisome and unlikely to act)	Adjustment	Bold (optimistic & upbeat → overconfidence)			
Cautious (careful \rightarrow indecisive) Dutiful (collaborative decision maker \rightarrow indecisive)	Ambition	Bold (self-assurance \rightarrow overconfidence)			
Reserved (businesslike \rightarrow stoic)	Sociability	Colorful (outgoing \rightarrow attention-seeking & dramatic)			
Reserved (direct \rightarrow insensitive & brusque)	Interpersonal Sensitivity	Leisurely (eager to help \rightarrow over-eager to please) Dutiful (accommodating \rightarrow consensus-seeking)			
Mischievous (flexible \rightarrow risk-taking)	Prudence	Diligent (detail-oriented \rightarrow perfectionistic) Cautious (careful decision-maker \rightarrow indecisive)			
Dutiful (collaborative decision maker $ ightarrow$ indecisive)	Inquisitive	Imaginative (creative \rightarrow eccentric)			
NA	Learning Approach	Bold (knowledgeable \rightarrow know it all)			

Preparing for Feedback: MVPI

Keep the following tips in mind when reviewing the participant's MVPI results:

- Contrast the MVPI with the HPI & HDS. While the HPI & HDS provide insight regarding the participant's reputation (how others likely describe him or her), the MVPI comes closest to providing insight regarding "the person he/she wants to be." Specifically, the MVPI provides insight regarding (a) what the participant values and appreciates, (b) the type of workplace he/she will find most motivating, (c) the type of environment he/she likely will try to cultivate in a leadership role (what he or she likely will reward others for doing), and (d) how to best reward his or her performance.
- Note that almost all participants have high, average, and low MVPI scores. These scores should be interpreted as follows:
 - High scores indicate "key drivers" that the participant likely actively seeks out.
 - Average scores indicate "nice to haves" that the participant likely appreciates, but does not consider "deal breakers."
 - Low scores indicate "things to which the participant is indifferent to, but not demotivated by."
- The participant's Hogan results work together and can be interpreted in the following manner:
 - The MVPI provides insight regarding what the participant likely is striving to attain (e.g., Power leadership authority)
 - The HPI provides insight regarding characteristics that likely will help the participant satisfy his/her needs (e.g., Ambition – confidence & initiative).
 - The HDS provides insight regarding characteristics and tendencies that likely will impede the participant's ability to satisfy his/her needs (e.g., Dutiful – consensus-seeking tendencies).
- Gaps between the participant's "wants" and "desires" and approach present coachable opportunities. For example, if an
 individual scores high on Power but low on Ambition, one should ask, "what behaviors can you demonstrate to others that
 suggest you are motivated by opportunities to enhance your level of responsibility?"

General MVPI Interpretation Guidelines						
Lower scorers:	Higher scorers derive motivation from:					
 Are content to work behind the scenes Don't need "pats on the back" to be motivated Value & appreciate modesty and sharing credit 	Recognition	 Involvement in high-visibility projects/roles Being in front of an audience Receiving public acknowledgement 				
 Are content to serve as individual contributors Are content to let others set direction and have leadership responsibility 	Power	 Opportunities to lead & set direction for others Having responsibility for high-profile/high-impact projects Opportunities to move up within the organization 				
 Prefer serious, productivity-focused environments Prefer to segment "work" & "fun" Will seem buttoned-down, no-nonsense, & serious 	Hedonism	 Working in environments that place a premium on having & creating opportunities for fun Abiding by the "work hard, play hard" mentality 				
 Prefer to provide assistance in a hands-off (versus hands-on) manner Don't derive motivation as a service provider 	Altruistic	 Providing service to others in a hands-on manner Nurturing others & helping those who need assistance and/or the less fortunate 				
 Are content to work independently Need their "personal time" to decompress Don't need continuous social interaction 	Affiliation	 Working in roles that provide them considerable opportunity to build relationships & network Continuous contact with others at work 				
 Prefer environments that don't emphasize strict adherence to conventions Prefer environments that tend to emphasize dynamism (versus organizational traditions) 	Tradition	 Working in environments that place a premium on maintaining ingrained organizational conventions Working in environments that are highly consistent with their values (i.e., need a strong degree of job fit) 				
 Prefer fast-paced environments in which they have to quickly deal with & adapt to changes Feel stifled if overly constrained by structure 	Security	 Working in secure, predictable environments that minimize risk & ambiguity Working to create structure & predictability 				
 Are content to let others focus on bottom-line related issues; may value people over profits Can be better motivated via non-financial rewards 	Commerce	 Making money for themselves & the organization Enjoy budgeting, financial planning, & considering the bottom-line impact of his/her actions & decisions 				
 Prefer to place an emphasis on functionality (as opposed to aesthetics) Have limited appreciation for non-critical creativity 	Aesthetics	 Enjoy being creative & innovative (enhancing the aesthetic -appeal and brand image of work products) Working in aesthetically-appealing environments 				
 Prefer to rely upon intuition and leave analysis & research to others 	Science	 Conducting research & analyzing information to determine the "truth" & uncover underlying causes May be more comfortable working with data 				