

Spann & Associates

Customer Service Assessment

Prepared for:

Demo Sample

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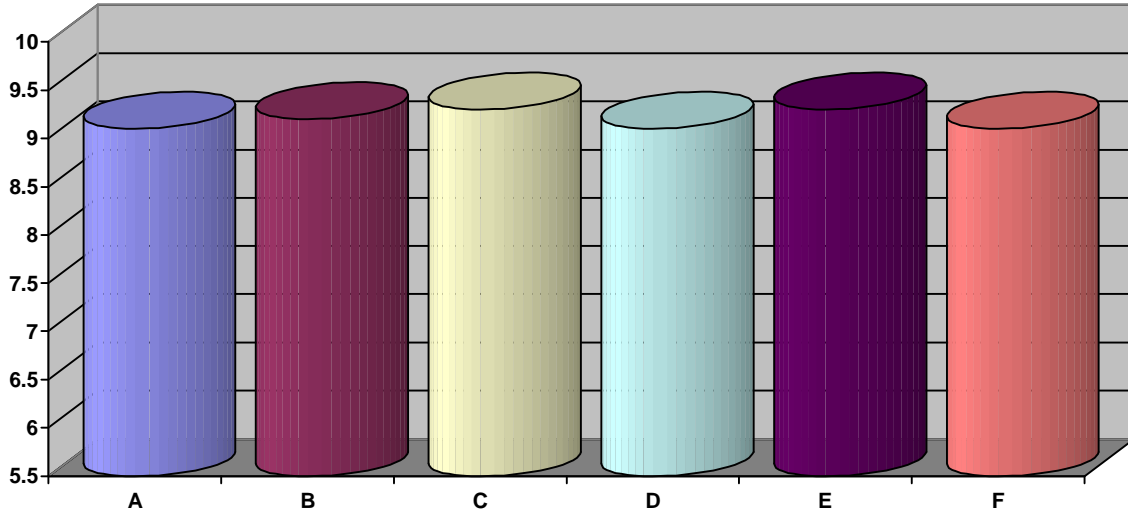
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Customer Service Assessment

OVERVIEW GRAPH



Primary Strengths	9.4 to 10.0
Secondary Strengths	8.9 to 9.39
Secondary Development	8.3 to 8.89
Primary Development	6.0 to 8.29

A) Relating With Customers (Secondary Strength) — The ability to see, understand and relate with customers in an objective, unbiased manner.

B) Communicating With Customers (Secondary Strength) — The ability to listen to customers, evaluate what is important and respond effectively.

C) Handling Customer Rejection (Secondary Strength) — The ability to maintain a strong sense of inner self worth regardless of circumstances.

D) Job Related Attitudes (Secondary Strength) — The ability to work within the organizational guidelines, policies and procedures to get things done.

E) Problem Solving Capacity (Secondary Strength) — The ability to identify potential customer problems and generate effective solutions.

F) Personal Work Attitudes (Secondary Strength) — The ability to feel a sense of purpose and satisfaction in one's work.

Customer Service Assessment RELATING WITH CUSTOMERS

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Attitude Toward Customers		ü		
Prejudice/Bias Index		ü		
Reading Customer Needs		ü		
Valuing Future Business		ü		
Patience With Customers		ü		

RELATING WITH CUSTOMERS:

This capacity measures the ability to see and appreciate customer needs and interests and the ability to deal with customers in a concerned and objective manner.

Attitude Toward Customers:

This component measures one's ability to be positive, objective and tolerant with customers.

Reading Customer Needs:

This component measures one's ability to see and understand the needs and interests of customers.

Patience With Customers:

This capacity measures one's ability to see and accept customers as they are.

Prejudice/Bias Index:

This component measures the degree of prejudice and bias in attitudes towards others.

Valuing Future Business:

This component measures one's ability to develop and maintain a positive, realistic attitude about future business with customers.

Customer Service Assessment
COMMUNICATING WITH CUSTOMERS

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Listening To Customers		ü		
Evaluating What Is Said		ü		
Developing A Response		ü		
Talking At The Right Time		ü		
Understanding Attitudes		ü		

COMMUNICATING WITH CUSTOMERS:

This capacity measures a person's ability to listen to and respond to the customer in an objective, effective and efficient manner.

Listening To Customers:

This component measures how well an individual listens without imposing personal biases and expectations.

Developing A Response:

This component measures how well one can construct alternatives which address issues in a clear, understandable manner.

Understanding Attitudes:

This component measures one's ability to be tolerant and understanding of other viewpoints.

Evaluating What Is Said:

This component measures the ability to focus on crucial issues in an objective manner.

Talking At The Right Time:

This component measures how well one can decide what to say and when to say it.

Customer Service Assessment

HANDLING CUSTOMER 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 CUSTOMER 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 Assessment:

The ability to realistically see and understand one's strengths and limitations, to know one's potential for success as well as one's limitations.

Self Confidence:

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

Self Control:

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

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.

Customer Service Assessment

JOB RELATED ATTITUDES

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		
Attitude Toward Authority			ü	

JOB RELATED ATTITUDES:

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.

Attention to Policies and Procedures:

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

Attitude Toward Authority:

This component measures the degree of attention to and respect for organizational and social sources or authority.

Doing Things Right:

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

Meeting Deadlines and Schedules:

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

Customer Service Assessment

PROBLEM SOLVING CAPACITIES

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Evaluating What To Do		ü		
Attention To Concrete Detail	ü			
Using Common Sense		ü		
Intuitive Insight		ü		
Seeing Potential Problems		ü		

PROBLEM SOLVING CAPACITIES:

These capacities measure the ability to see and understand what the crucial issues are in problem situations and to identify workable solutions.

Evaluating What To Do:

This component measures one's ability to identify issues and allocate resources to solve the problem.

Using Common Sense:

This component measures one's ability to use practical, common sense in problem solving situations.

Seeing Potential Problems:

This component measures one's ability to size up situations and identify causes and solutions for problems.

Attention To Concrete Detail:

This component measures one's ability to see and pay attention to concrete detail, recognizing flaws in things and situations.

Intuitive Insight:

This component measures one's ability to rely on intuitive inner feelings for identifying problems and deciding on a fruitful direction.

Customer Service Assessment

PERSONAL WORK ATTITUDES

Capacity	Primary Strengths	Secondary Strengths	Secondary Development	Primary Development
Role Satisfaction	ü			
Flexibility/Adaptability		ü		
Health-Tension Index				ü
Persistence	ü			
Consistency, Reliability	ü			

PERSONAL WORK ATTITUDES:

This capacity measures the ability of an individual to feel satisfied and competent in their job and to work in a persistent and consistent manner.

Role Satisfaction:

This component measures one's ability to feel confident and competent.

Flexibility/Adaptability:

This component measures the effect of dogmatic, rigid and black and white attitudes toward oneself and the world.

Health-Tension Index:

This component measures one's ability to balance tensions and anxieties.

Persistence:

This component measures one's ability to maintain direction in spite of obstacles and regardless of any circumstances.

Consistency, Reliability:

This component measures one's ability to maintain a sense of order, constancy and continuity in one's decisions, to reliably handle the transfer of decision to action.

Customer Service Assessment

PRIMARY STRENGTH COMMENTS

Self Confidence: (Ability To Handle Rejection)

You have the ability to develop and maintain realistic confidence in your capacity to perform and to live up to social and role images and expectations. Rely on the strength and realistic nature of your confidence to get things done and promote optimism around you.

Attention To Concrete Detail: (Problem Solving Capacity)

You have the ability to see and understand what is happening in a practical, pragmatic way. Moreover, you have the ability to focus on things in such a way that you are able to identify both the flaws in things as well as the positive, functional worth of things.

Role Satisfaction: (Personal Work Attitudes)

You are confident that what you are doing not only is what is best for you but also that your social/role accomplishments will serve a useful function for yourself and for society. This confidence and feeling of personal competence will build an urgency to get things done and to push ahead with energy and commitment.

Persistence: (Personal Work Attitudes)

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.

Consistency: (Personal Work Attitudes)

You have strong confidence about what you can do which leads to a sense of comfort and acceptance with your current circumstances. Your confidence gives you a sense of personal competence and satisfaction with what you are doing and acts as a springboard to action as well as personal justification that what you are doing is right for you.

Customer Service Assessment

SECONDARY STRENGTH COMMENTS

Attitude Toward Customers: (Relating With Customers)

You have the ability to objectively and realistically evaluate both the positive and negative potential of others and as a result will likely maintain a cautiously optimistic, discrete attitude which recognizes the worth of others but maintains a cautious distance from others.

Freedom From Prejudice: (Relating With Customers)

You have the ability to see and understand the uniqueness and individuality of others, to see and accept the viewpoints and perspectives of others even when they differ from yours. Your overall cautious attitudes can cause you to be more willing to accept others if they meet your expectations and standards.

Reading Customer Needs : (Relating With Customers)

You have very keen insight into others which gives you the ability to evaluate their potential for both good and bad, to functionally evaluate the ability of others to perform, to see opportunities for development with others which are good for you and for them, and to be aware of the needs and concerns of others.

Valuing Future Business: (Relating With Customers)

Your individualism leads you to challenge existing ways of thinking and to anticipate consequences which others may not be willing or able to see. Use your individualism to help your customers cautiously and realistically examine the consequences of their decisions.

Patience With Customers: (Relating With Customers)

You have the ability to see and understand the unique needs and interests of others and the viewpoints of others which may be different from your own and can potentially be opposed to your beliefs. This understanding can serve as the basis for developing a sense of tolerance and patience with others.

Listening To Others: (Communicating With Customers)

You have the ability to see and understand viewpoints which are either uninteresting to you or are contrary to your own. You are likely to place a high priority on allowing others to make their point; however, you may tend to readily critique viewpoints especially if they do not match your expectations and standards.

Customer Service Assessment

SECONDARY STRENGTH COMMENTS

Evaluating What Is Said: (Communicating With Customers)

You have the ability to realistically and objectively evaluate what others are saying identifying any potential problem areas, generating constructive alternatives for solutions, maintaining an openness to viewpoints even when they are contrary to your own and seeing all sides of an issue.

Developing A Good Response: (Communicating With Customers)

You have the ability to identify and understand the consequences of your responses on others and are likely to take this information into consideration when you are developing a response. Your responses are likely to be objective but cautious and critical, especially in situations when you are dealing with opposing points of view.

Talking At The Right Time: (Communicating With Customers)

You have the ability to correctly and immediately identify both what is the correct or appropriate response and when the time is right to make your point. Moreover, you are a very results oriented, pragmatic person who is likely to readily size up what needs to be said and respond immediately to those issues which you see as important.

Understands Attitudes: (Communicating With Customers)

You have both the ability to see and understand the attitudes and viewpoints of others but you also have a willingness to spend the time and energy making certain that you have clearly understood what others are saying as well as making certain that you are maintaining an openness and concern in your actions and decisions.

Self Esteem: (Ability To Handle Rejection)

You have a keen appreciation of your uniqueness and individuality and a realistic assessment of your ability to perform, your strengths and talent, as well as your limitations. Your self awareness and self worth can act as an anchor in difficult times and can help you maintain your worth even when things do not work out as expected.

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.

Customer Service Assessment

SECONDARY STRENGTH COMMENTS

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.

Sensitivity To Others: (Ability To Handle Rejection)

You have the ability to objectively assess not only the positive and negative potential of others but also the risk to you of becoming involved with others in personal, social and role relationships. You have the capacity to develop cautiously optimistic relationships without either becoming overly critical or too involved.

Meeting Established Standards: (Job Related Attitudes)

Your strong sense of individualistic thinking combined with a cautious, skeptical attitude toward authority, structure and conformity can lead you to covertly or overtly challenge existing standards and to spend your time and energy looking for innovative, novel norms and rules and developing a flexible attitude toward standards or working to get around them.

Doing Things Right: (Job Related Attitudes)

You have the ability to understand the need for doing things right but this capacity is combined with a strong sense of individualism which can lead you to covertly or overtly challenge existing ways of doing things and spend your time and energy looking for novel, unique ways of getting things done.

Attention To Policies And Procedures: (Job Related Attitudes)

Your strong sense of individualism builds a compulsion to maintain respect for the individuality and rights of your customers and for insisting on organizational responsibilities and commitments. You have a knack for finding ways for taking care of customer issues, even when these ways do not fit the existing regulations or programs.

Meeting Schedules And Deadlines: (Job Related Attitudes)

Your strong sense of perfectionism both about what is right for you and about what is right for the world around you generates an approach to schedules and deadlines which is based on preset, preorganized plans and programs. You have a well developed capacity for turning timetables into expectations and standards for actions and decisions.

Customer Service Assessment

SECONDARY STRENGTH COMMENTS

Evaluating What To Do: (Problem Solving Capacity)

You have an excellent ability for sizing up situations, for identifying problems, especially in difficult or confusing situations and for generating constructive alternatives for resolving problems. This ability is a combination of practical, common sense thinking and conceptual, analytical thinking ability.

Using Common Sense: (Problem Solving Capacity)

You have the ability to see and pay attention to things in a practical, common sense way giving you the ability to see and understand what needs to be done and to understand how to get things done in a practical way. You tend to be 'now' oriented and to stay focused on the need for results and immediate action.

Intuitive Insight: (Problem Solving Capacity)

You have a well developed ability for intuitive thinking which gives you the capacity for identifying a fruitful direction or potential problem areas by the strength of your inner, gut feelings and instincts about what is right or wrong.

Seeing Potential Problems: (Problem Solving Capacity)

You have a good capacity for identifying crucial issues in complex and confusing situations and how these issues are integrated into the overall perspective of the problem situation. You know what is important and needs attention, can see the heart of the problem and can identify alternatives for resolving the problem in an effective manner.

Flexibility, Adaptability: (Personal Work Attitudes)

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

Customer Service Assessment
SECONDARY DEVELOPMENT COMMENTS

Attitude Toward Authority: (Job Related Attitudes)

Your strong individualism will lead you to covertly or overtly disregard existing authority. You feel the need to challenge authority simply for the sake of doing so. Seek help from others to evaluate your biases against authority and to help you evaluate whether your rejection of authority is based on logic or emotion.

Customer Service Assessment
PRIMARY DEVELOPMENT COMMENTS

Health Tension Index: (Personal Work Attitudes)

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 assistance to identify development steps to reduce this stress and spend time and energy doing things you like to do, which can help to relieve the anxiety and stress symptoms.

Customer Service Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Intuitive Insight

Intuitive insight and intuitive feelings provide a powerful and reliable source for problem solving. Our research has shown that entrepreneurs, artists, salespeople and crisis problem solvers have strong intuitive ability as a common strength. Intuitive insight is a legitimate source of thinking. In many circles, this talent is treated as a source of emotion rather than thinking and logic. We measure intuitive insight as the ability to readily identify a problem, a potential solution or a direction which is fruitful, and as the ability to see a person, thing, situation or idea in its total meaning.

You have very good intuitive insight. Your intuitive ability gives you knowledge that is accurate and reliable which can immediately identify when something is wrong, when someone can be trusted, when a decision is the right decision and when the direction in which you are heading is your best and most fruitful path.

Practical Problem Solving Ability

Practical problem solving ability (common sense thinking) measures the ability (1) to rely on practical, common sense thinking for identifying and solving problems, (2) to readily see crucial issues in complex, difficult and confusing situations, and (3) to see how to respond with good 'street sense' to attain practical results.

You have excellent practical, common sense ability. This key strength helps you see what is important and needs immediate attention, to identify problems and practical common sense ways for solving them and to see flaws in things and situations. Our research indicates that many individuals have this talent but either do not recognize it or do not rely on it. As a result, this strength may be a surprise to you and may not be recognized by you or by others who know you. The talent is yours, however, and is available for you to recognize and develop.

Customer Service Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Keen Insight Into Others

You have a unique and powerful gift. You are a keenly perceptive individual who has an excellent capacity to see and appreciate the worth of others. You have the ability to see both the positive character potential and the potential character flaws in others. You have a genuine gift for identifying and valuing what makes each person unique and special. Moreover, you have the ability to evaluate and understand what is being said, to identify constructive alternatives, and to organize and plan an effective response. Your keen intuitive insight can guide you toward solutions to personal problems.

Your key strength is the ability to compare and evaluate crucial issues and to organize your thinking such that you are aware of what is needed to develop and maintain relationships. You may have difficulty trusting others when you cannot determine your risk. You may also have difficulty accepting others as they are. As a result, you may spend too much time and energy trying to determine the outcome of relationships.

Very Good Practical, Common Sense Thinking

We live our daily lives in a concrete world full of things, events, circumstances, problems, details. We mark time by the passage of events, the growth and deterioration of things, the importance of events and situations. We measure each other by our physical and material successes. Although we know that there is more to us than the physical, we are constantly aware of the need to live and survive in our concrete world.

You have a very good ability to be in touch with things and circumstances. You have the ability to see, understand and appreciate the functional, practical value of things, people, ideas and situations. You have the ability to function well in such activities as evaluating and analyzing, and for operational activities which involve doing, acting, and executing. You pay attention to your immediate circumstances and are sensitive to what needs to be done. Moreover, you are results, oriented focusing your time and energy on getting things done in a practical, common sense way.

Customer Service Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Very Good Conceptual, Analytical Thinking Ability

Each morning when we get up, we believe that the sun will be in the sky and that the air we breathe will be available to us. This faith or belief factor gives meaning to our experiences. Meaning brings order to our experiences, gives us names and labels which we can use on a common basis, helps us anticipate where we will go, reinforces our beliefs and helps us form habits such that we do not have to experience each experience as totally new.

You have a very good ability for seeing and appreciating the need for order, structure and conceptual meaning. You have a keen appreciation for ideas, plans and strategies. You understand the importance of rules, norms and authority for helping us feel secure. You do tend, however, to be somewhat cautious and skeptical about rules, structured situations and 'black and white' thinking. You tend to be an individualist who will likely covertly or overtly challenge existing ways of thinking, rules, authority and norms for conduct, especially when you think they infringe on personal freedom.

Self Direction and Self Determination

The basic questions for all time are enduring 'Who am I?', 'What am I?' and 'What ought I to be?'. These three questions sum up our quest to be. We want to know that we have a purpose, that our lives have meaning. In fact, our research indicates that the strongest and most consistent motivating factor in all individuals is self direction and self purpose.

You are extremely fortunate to have a powerful combination of insight into inner ideals and a strong commitment to self direction, to the creation and fulfillment of your goals. This combination gives you the capacity to be very goal directed, capable of seeing goals and driving toward them with persistence. Your commitment to personal ideals gives you a sense of self excellence and perfection which can lead you to demand the best out of yourself and a strong moral code which instills a sense of responsibility for your conduct. Your persistence, however, can turn into insistence that your way is right regardless of circumstances.

Customer Service Assessment
IDENTIFYING VALUE TALENT
BUILDING VALUES
(Sources of Flow)

Social, Role Confidence

Our research identifies three key sources for motivation needs, wants and expectations. Expectations define our goals, our sense of meaning and purpose. Needs define our total inner self, including everything from fulfillment to ambition. Our wants focus on what we are doing, what satisfies us, what gives us a sense of enjoyment and makes us feel that we fit into society. Wants then define our social and role self, what we are, and bring to one point in time, what we think we ought to be and who we ultimately are.

You have a good understanding and appreciation of your social and role image. You have a keen understanding of what is required from you. You feel confident about your ability to perform which gives you a sense of personal contribution, competence and satisfaction, a sense of comfort and belonging in the world around you, and a strong need to be recognized for your achievement and effort. You have the ability to see and pay attention to opportunities for development, but you may expect more from your job or more from yourself than is possible.

Dynamic, Positive Attitude Toward The World

Our research proves that all individuals have special talent and gifts which form the basis of their uniqueness and which can be developed and applied. Our experience also shows that most performance difficulties occur not because of lack of talent but from a lack of access to the talent. Many times individuals who succeed do not have the greatest talent. What these successful persons do have is the ability to utilize what talent they have. They believe that things can and will work out for them.

You are extremely fortunate to be one of those individuals who has a dynamic, positive overall attitude toward the world around you. Regardless of the difficulties that come your way, you believe that things can and will work out. Your trust and optimism gives you a sense of comfort in difficult situations and provides you the ability to bounce back and deal with stress, mistakes and failures.

Customer Service Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Too Much Attention To Social, Role Image And Expectations

How well you perform in your role or job and how you are seen by others is extremely important to you. In fact, you tend to define your self worth through your social image and your job performance. Your concern about how well you are performing and about social recognition can act as a source of confidence and strength. You tend, however, to become too concerned about how other people see you, to place too much emphasis on status and social image, and to overestimate either how much fulfillment you can attain through your achievements or your ability to perform.

You tend to see and value yourself only through your role and through what others think or say about you. As a result, you are likely to be too sensitive to what others think or say. You tend to be overconfident about your ability to perform and are likely to overlook your potential for mistakes, to not see your mistakes and errors, and to be too quick to take on tasks before you have realistically evaluated what you can do.

Cautious, Selective Attitudes Toward Others

You have respect and concern for the worth and individuality of each person; however, this concern will be shown discretely and can be couched in critical advice, impatience, and suspicion of the intentions of others. You tend to be too quick to judge others when they do not measure up to your standards and expectations. You tend to have doubts and questions about the intentions of others and to spend too much time and energy on why things cannot or will not work out. You tend to overlook or discount the needs, interests and concerns of others, especially if they are different from your way of thinking and acting.

Your strong sense of individualism can cause you to stubbornly insist that your way is right potentially leading you to overlook the value of other perspectives, ideas, and opinions. You tend to be hesitant or cautious in close, personal relationships until you are certain of the risk. Your tendency to be too quick to give advice may lead you to be frustrated when others do not readily see, accept and value your thinking.

Customer Service Assessment
IDENTIFYING VALUE TALENT
BLOCKING VALUES
(Sources of Interference)

Individualistic, Potentially Reactive Thinking

The individualism and potentially inventive thinking which can function as a strength for you may interfere with your decision making. You can become so involved with immediate, crisis situations and with finding a way, covertly or overtly, to do things your own way that you develop a reactive, crisis way of thinking which leads to impatience, to frustration, and potentially to a 'chip on the shoulder' attitude things do not happen as you expect.

You can become so caught up with challenging existing ways of thinking and doing things that you do not take the time to think through all of the consequences of your decisions and actions. You tend to overtly or covertly question the authority of rules, norms and institutions, especially if you see them as ineffective or in the way. You will likely feel uncomfortable in rigidly controlled or structured environments and situations. Moreover, you tend to underestimate the need for taking the time to think and plan prior to making your decisions.

Inner Directed Focus In Your Thinking

Your ability to see and accept yourself is a unique gift which can function as a key strength. Your inner directedness, however, can also interfere with your decision making and with your ability to successfully apply your talent. The same inner focus which acts as a source of power can lead you to become impatient and frustrated with the world when your ideas and ways of thinking are not accepted or do not fit. You may be too quick to write off the accepted way of doing things, what others think, and even what objective evidence says if that evidence is different from what you believe is right.

When your thinking is in 'sync' with the rest of the world, you have the ability to push ahead of others who must deal with inner doubts and fears. However, when your thinking is different from or not accepted by the world, you may have difficulty getting things to work out as you expect. Moreover, this lack of fit can lead to stress and anxiety which may interfere with your day-to-day decisions.

Customer Service Assessment
VALUE STRUCTURE OVERVIEW
WORLD

EMPATHY
(CRYSTAL CLEAR)

You are a keenly perceptive individual who has an excellent capacity to make sound judgments about others. You are an intuitive, feeling person but you tend to relate in a cautiously discrete manner. Moreover, you are likely to open up more readily to those who meet your biases and expectations and can become overly critical of and impatient with others especially when they do not measure up.

PRACTICAL THINKING
(CLEAR)

You are a very pragmatic, results oriented person who has a very good capacity to see and appreciate practical, functional results. You have the ability to be a very good practical, results oriented thinker but can become too pragmatic and 'now' oriented in your thinking, paying too much attention to practical, functional results.

SYSTEM JUDGMENT
(CLEAR)

You are an individualist who will tend to overtly or covertly get things done in your own unique, creative and original way. Your individualism can generate an overly skeptical and cautious attitude which can lead to a 'chip on the shoulder' attitude when things do not work out as you expect. You may also become a reactive or retroactive thinker focusing on crises as they occur.

Customer Service Assessment
VALUE STRUCTURE OVERVIEW
SELF

SELF ESTEEM
(CRYSTAL CLEAR)

You have an excellent capacity for seeing and understanding your own inner self worth and unique individuality. You tend, however, to not give yourself enough credit, to measure yourself against your own idealistic and perfectionistic expectations or against the expectations of others. In either case, you are likely to blow up your imperfections and to be overly sensitive to what others think or say about you.

ROLE AWARENESS
(CLEAR)

You have a very good capacity to see and understand the importance of social/role image, of social status and recognition. You do, however, tend to pay too much attention to your social/role image and role responsibilities. As a result, you may overestimate either the importance of your social/role accomplishments and social image or potentially become overconfident, overestimating your ability to perform.

SELF DIRECTION
(CLEAR)

You are an extremely goal directed person who has a strong sense of commitment to inner ideals and principles, to what you think is right. You are a very persistent person who is likely to remain on target regardless of circumstances; however, this persistence can turn into insistence that your way is right regardless of circumstances and into a compulsive need to push ahead.

COMPOSITE ATTITUDE SURVEY

WORLD CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
EMPATHY (CRYSTAL CLEAR)	KEENLY PERCEPTIVE CAUTIOUSLY DISCRETE INTUITIVE			
PRACTICAL JUDGMENT (CLEAR)				PERCEPTIVE RESULTS ORIENTED CONCRETE ORGANIZER
SYSTEM JUDGMENT (CLEAR)		PERCEPTIVE INDIVIDUALISTIC CAUTIOUS SKEPTICAL REACTIVE		

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

SELF CLARITY	INATTENTIVE TO THE CAPACITY	CAUTIOUS ABOUT THE CAPACITY	ATTENTIVE TO THE CAPACITY	OVERATTENTIVE TO THE CAPACITY
SELF ESTEEM (CRYSTAL CLEAR)	KEENLY PERCEPTIVE FEELINGS OF INNER SELF DOUBT			
ROLE AWARENESS (CLEAR)			PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT	
SELF DIRECTION (CLEAR)				PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.

COMPOSITE ATTITUDE SURVEY

WORLD

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
EMPATHY	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE CAUTIOUSLY DISCRETE INTUITIVE
PRACTICAL JUDGMENT	CLEAR	OVERATTENTIVE TO THE CAPACITY	PERCEPTIVE RESULTS ORIENTED CONCRETE ORGANIZER
SYSTEM JUDGMENT	CLEAR	CAUTIOUS ABOUT THE CAPACITY	PERCEPTIVE INDIVIDUALISTIC CAUTIOUS SKEPTICAL REACTIVE

- **EMPATHY:** The ability to see and accept others as they are.
- **PRACTICAL JUDGMENT:** The ability to see and appreciate practical, functional, and material values.
- **SYSTEM JUDGMENT:** The ability to see and appreciate system, order, conceptual and analytical thinking and planning.

SELF

DIMENSION	CLARITY	LEVEL OF ATTENTION	DESCRIPTION
SELF ESTEEM	CRYSTAL CLEAR	INATTENTIVE TO THE CAPACITY	KEENLY PERCEPTIVE FEELINGS OF INNER SELF DOUBT
ROLE AWARENESS	CLEAR	ATTENTIVE TO THE CAPACITY	PERCEPTIVE ATTENTIVE TO SOCIAL/ROLE IMAGES CONFIDENT
SELF DIRECTION	CLEAR	OVERATTENTIVE TO THE CAPACITY	PERCEPTIVE PERFECTIONISTIC IDEALISTIC PERSISTENT INSISTENT

- **SELF ESTEEM:** The ability to see and accept oneself as a unique and individual person.
- **ROLE AWARENESS:** The ability to see and appreciate one's role and/or social contribution.
- **SELF DIRECTION:** The ability to see where one ought to go and to feel a strong sense of persistence.