

N.L.H.										X						73%
P.M.										X						84%
T.K.									X							52%
M.F.															X	125%
L.D.															X	125%

Goal Orientation A person who scores high considers goals important. *A person who scores low thinks of goals as unimportant.*

OF2P																
N.L.H.															X	112%
P.M.										X						60%
T.K.										X						60%
M.F.														X		95%
L.D.														X		95%

Problem Solving A person who scores high is focused on problems that may arise and is motivated by getting them out of the way. *A person who scores low may be demotivated by having to tackle problems.*

OF2M																
N.L.H.														X		73%
P.M.		X														5%
T.K.										X						56%
M.F.	X															-28%
L.D.	X															-28%

Evaluation Reference (combines Internal Motives & external satisfiers): A person who scores high wants to decide for themselves and they provide their own motivation. *A person who scores low prefers (or needs) motivation and decisions from external sources.*

BP3																
N.L.H.														X		135%
P.M.									X							67%
T.K.														X		135%
M.F.									X							67%
L.D.									X							53%

Individual Motives Persons who score high will decide for themselves. They have an internal frame of reference. *People who score low do not consider making their own decisions as being important. It doesn't motivate them.*

OF3P																
N.L.H.															X	138%
P.M.															X	116%
T.K.										X						72%
M.F.									X							50%
L.D.									X							28%

External Reference Persons who score high will want feedback and want to have other people's opinion before deciding. *Persons who score low do not need input from others. It may be even be demotivating to them.*

OF3M																
N.L.H.															X	3%
P.M.													X			87%
T.K.												X				-59%
M.F.		X								X						24%
L.D.										X						24%


Task Attitude (combines Creating Alternatives & Following Procedures): A person who scores high is always looking for a better way; an alternative. *A person who scores low is good at following the procedure.*

BP4																
N.L.H.														X		-71%
P.M.															X	132%
T.K.									X							6%
M.F.												X				44%
L.D.									X							-52%


Alternatives A person who scores high will always be seeking other ways. *A person who scores low will be less motivated to find other options.*

OF4P																
N.L.H.									X							-69%


P.M.													X	121%
T.K.							X							-5%
M.F.											X			57%
L.D.							X							15%

 **Follow Procedures** People who score high consider procedures to be important, especially those procedures that have proven that they work. *People who score low are not motivated by following a set of procedures.*


OF4M															
N.L.H.													X		151%
P.M.	X														-24%
T.K.							X								77%
M.F.						X									63%
L.D.													X		180%

 **Task Scope** (combines Breath & Depth): A person who scores high works with and thinks about large "chunks" of information. *A person who scores low is detail oriented (goes into depth).*


BP5															
N.L.H.								X							24%
P.M.									X						52%
T.K.													X		98%
M.F.														X	126%
L.D.								X							33%

 **Breadth** A person who scores high wants to understand the overview, is looking for the big picture. *A person with a low score has less interest for the big picture and doesn't need to know it in order to be motivated.*


OF5P															
N.L.H.							X								-2%
P.M.									X						41%
T.K.													X		113%
M.F.														X	128%
L.D.													X		84%

 **Depth Orientation** People who score high consider details to be important. They want specific information. *For people with a low score, having to focus on details may be demotivating.*


OF5M															
N.L.H.			X												34%
P.M.			X												34%
T.K.			X												34%
M.F.	X														0%
L.D.							X								121%

 **Communication Style** (combines affective & neutral communication styles): A person who scores high responds to people and their communication with a variety of nonverbal signals. *A person who scores low does not consider nonverbal signals important during communication (they focus on the content).*

BP6															
N.L.H.							X								27%
P.M.								X							52%
T.K.									X						60%
M.F.										X					77%
L.D.											X				94%

 **Affective Communication** Persons who score high will pay much attention to non-verbal signals and to emotions in communication. *Persons who score low consider non-verbals and emotions less important in communication.*

OF6P															
N.L.H.							X								2%
P.M.								X							29%
T.K.									X						56%
M.F.										X					69%
L.D.											X				69%

 **Neutral Communication** Persons who score high focus strongly on the content of communication. *Persons who score low consider the content, the words (exactly what has been said) as less important.*

OF6M															
N.L.H.								X							35%
P.M.							X								17%

M.F.			X															36%
L.D.	X																	-9%

⊙ **Evolution** A person who scores high wants things to evolve over time and likes progress. *When one has a low score, one doesn't like this kind of continuous evolution.*

So2																		
N.L.H.													X					56%
P.M.								X										31%
T.K.																X		107%
M.F.																X		107%
L.D.																X		107%

⊙ **Difference** A person who scores high must have change and prefers dramatic and radical change. *When one scores low, the person is not motivated by change and might even resist change and efforts aimed at change.*

So3																		
N.L.H.													X					89%
P.M.													X					89%
T.K.					X													-16%
M.F.						X												1%
L.D.					X													-16%

⊙ **Use** A person who scores high simply begins the task; may take action without planning or thinking through the project. *If one scores low, taking action is less important.*

WA1																		
N.L.H.														X				39%
P.M.						X												39%
T.K.						X												39%
M.F.						X												39%
L.D.						X												39%

⊙ **Concept** A person who scores high completely develops an idea or theory; needs time to think things through. *If one scores low, theory is less important to that person.*

WA2																		
N.L.H.													X					51%
P.M.														X				72%
T.K.																	X	115%
M.F.																X		94%
L.D.										X								30%

⊙ **Structure** A person who scores high organizes the resources; establishes lists and identifies the relationships. *If one scores low, the structure and the relationships between things are less important to that person.*

WA3																		
N.L.H.													X					80%
P.M.														X				98%
T.K.								X										45%
M.F.						X												9%
L.D.											X							98%

⊙ **Past** A person who scores high concentrates on the past and tends to be critical. *A person who scores low does not concentrate on the past.*

TP1																		
N.L.H.										X								119%
P.M.					X													-12%
T.K.						X												53%
M.F.						X												53%
L.D.							X											75%

⊙ **Present** A person who scores high concentrates on the present, the 'now' and tends to be practical. *A person who scores low does not concentrate on the present.*

TP2																		
N.L.H.													X					43%
P.M.										X								22%
T.K.											X							43%
M.F.														X				64%
L.D.															X			86%

- **Tolerance** People who score high know the rules and policies for themselves but do not feel it is appropriate for them to impose those rules on others. *People who score low tend to be intolerant of the actions of others when they differ from their own.*

N4													
N.L.H.													-40%
P.M.			X									X	125%
T.K.									X				51%
M.F.							X						32%
L.D.					X								-4%

- **Convinced by Seeing** People must be able to see something to get convinced. *For people who score low, seeing doesn't play an important role in getting convinced.*

Co1														
N.L.H.													X	136%
P.M.												X		83%
T.K.												X		109%
M.F.												X		83%
L.D.									X					3%

- **Convinced by Hearing** People who score high must hear how, or hear about something in order to be convinced. *People with a low score are not easily convinced based on what they hear.*

Co2														
N.L.H.													X	117%
P.M.	X													-39%
T.K.			X											7%
M.F.						X								38%
L.D.								X						70%

- **Convinced by Reading** People who score high must read information or instructions to become convinced. *A person who scores low isn't really interested in reading in order to be convinced.*

Co3														
N.L.H.			X											32%
P.M.								X						131%
T.K.			X											32%
M.F.	X													0%
L.D.									X					180%

- **Convinced by Doing** People who score high must actually do it in order to be convinced about something. *A person who scores low does not need to do something.*

Co4														
N.L.H.						X								-5%
P.M.								X						26%
T.K.										X				74%
M.F.											X			90%
L.D.	X													-100%

- **Convinced by a Number of Examples** People who score high must have the data a particular number of times for them to be convinced. *A low score means that the number of examples doesn't play a big role in convincing this person.*

Co5														
N.L.H.										X				56%
P.M.												X		139%
T.K.										X				56%
M.F.									X					36%
L.D.										X				56%

- **Convinced Automatically** People who score high only need a small amount of or even partial information and they quickly project the rest of the information. Then, they decide based on their projections. *A low score means that the person is not convinced automatically.*

Co6														
N.L.H.								X						63%
P.M.											X			110%
T.K.												X		133%
M.F.						X								74%

L.D.			X																	21%
------	--	--	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	-----



Focus on Place A high Place person is concerned about the geographic or social/political position. A low Place person doesn't focus on this aspect.

IF6																					
N.L.H.			X																		-10%
P.M.							X														55%
T.K.				X																	16%
M.F.										X											108%
L.D.					X																29%



Focus on Time A high Time person is concerned about allotting time and keeping schedule. A low Time person doesn't focus on this.

IF7																					
N.L.H.							X														49%
P.M.				X																	6%
T.K.			X																		-8%
M.F.						X															35%
L.D.							X														49%



Focus on Activity A high Activity person focuses on activity and needs to manipulate activities. A low Activity person doesn't focus on the activities.

IF8																					
N.L.H.								X													29%
P.M.														X							119%
T.K.						X															-9%
M.F.							X														3%
L.D.				X																	-22%

Notes:

- The scores (percentages or texts as "high", "medium" and "low") you find in this report are RELATIVE scores. These scores are based on the standard group Australia 2002a [AU2002a] for Australia.
- The text printed with each parameter explains the attitude consequences of this variable. First we show you what a high score means, then (*in italics*), you learn what a low score means.

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