

TTI SUCCESS INSIGHTS®

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## The Mighty Six & The Future of Content: Resources Created For You

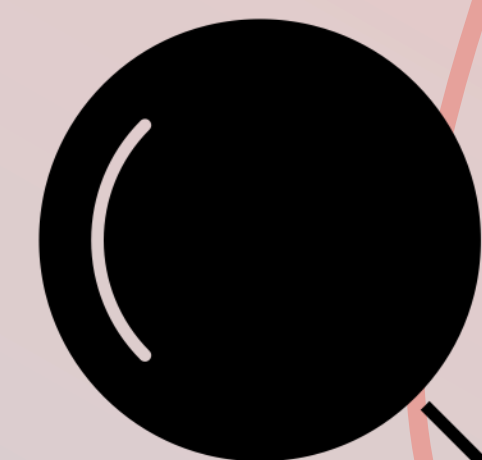
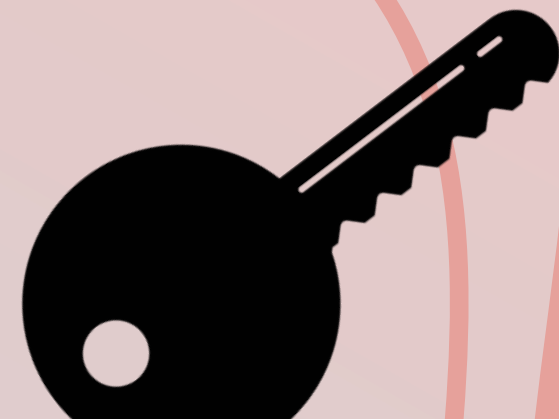
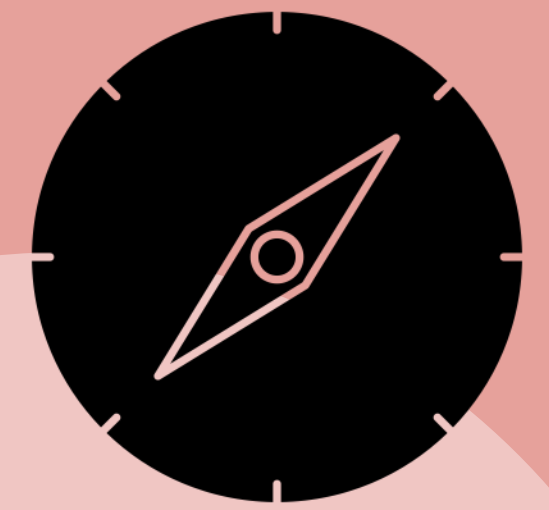
Presented by: Jaime Faulkner

# Hi! I'm Jaime!

I'm an editor, writer, big word nerd, and the Content Manager at TTI SI since 2020.

I believe storytelling is the key to successful marketing and I'm always looking to create content that strengthens the TTI SI network.





# The Mighty Six

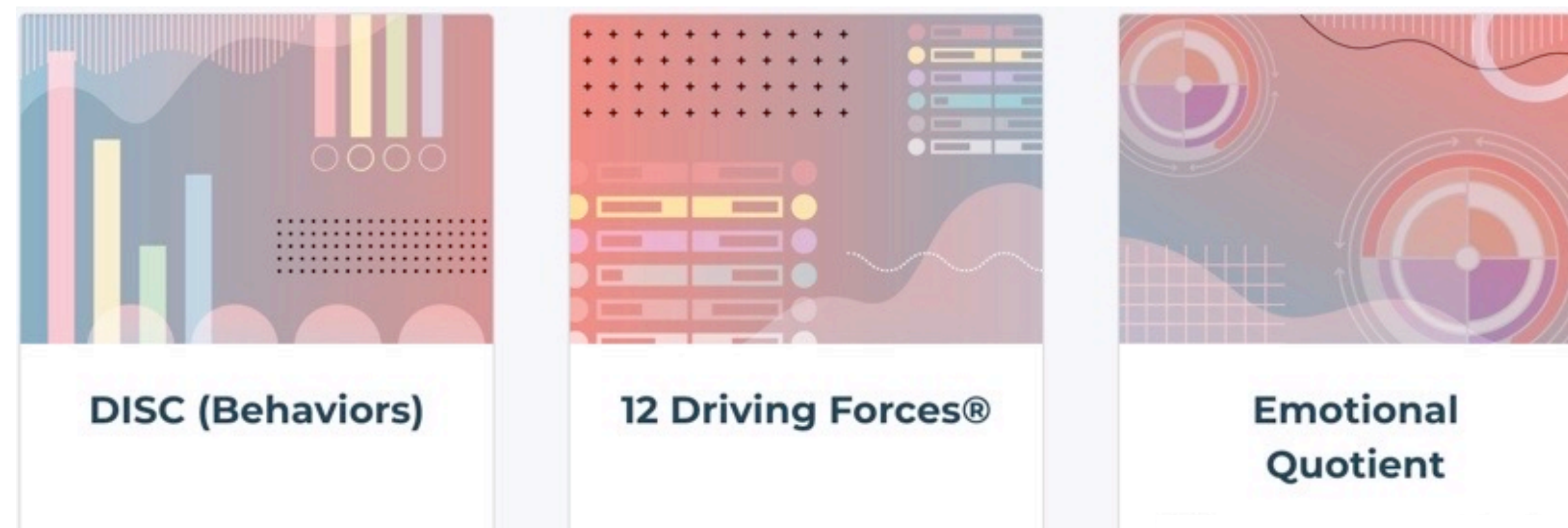
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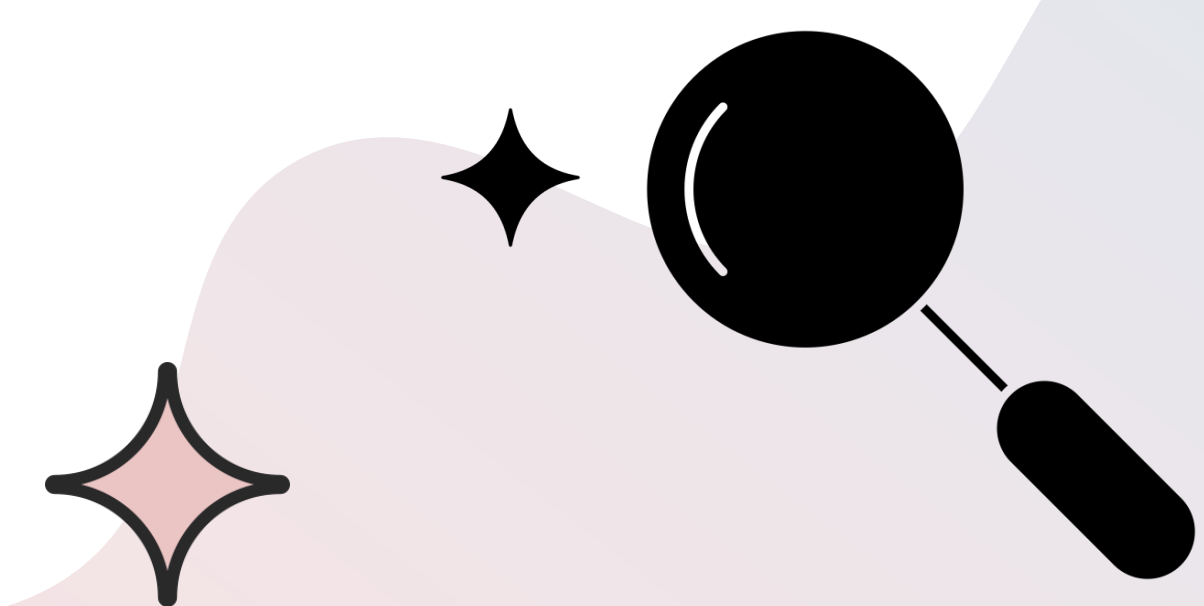
# What is the Mighty 6?

The Mighty 6 are six refined resources created for you. They live on [my.ttisi.com](https://my.ttisi.com) under the Product/Tools pages for DISC, The 12 Driving Forces, and EQ!

These pages have been updated for clarity and consistency with the latest language and design options.

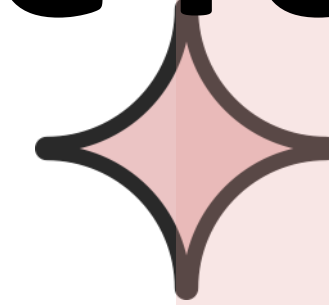


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# Why did we make these resources?



TTI SI has been around since 1984. We've created a lot of content in that time, and a lot of it lived online on these specific pages.

However, that meant that some of the content that existed for core products that weren't up-to-date, accurate, and in line with TTI SI design changes and choices.

We decided to streamline and clean up my.ttisi.com, making sure that the resources available to you were accurate, effective, and easily accessible.

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# What are the resources in The Mighty Six?

- Assessment in Depth Ebook
- Basic User Guide
- Assessment Debriefing Guide
- Assessment Product Flyer
- Assessment Executive Briefing
- Graphics ZIP



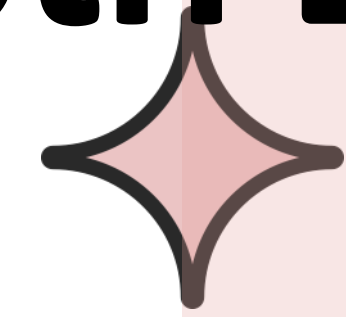
# The Assessment in Depth Ebook

This comprehensive resource offers up everything you need to know about DISC, The 12 Driving Forces, and EQ.

The content includes overviews of the assessments, how they can help organizations, who can use them, definitions, examples and more.



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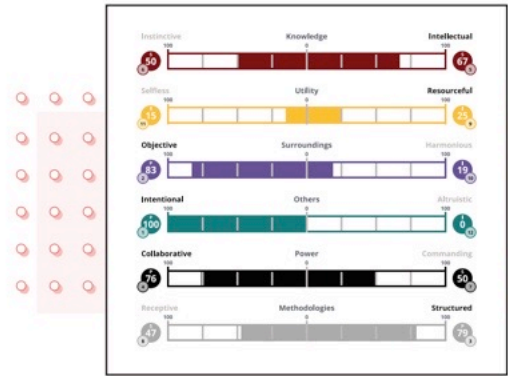


## 12 DRIVING FORCES™

**12 Driving Forces** is an assessment that measures WHY a person does what they do. It measures the motivation (and strength) behind a person's behaviors, using 6 different motivators.

Those motivators are...

- **Knowledge** (Instinctive/Intellectual)
- **Utility** (Selfless/Resourceful)
- **Surroundings** (Harmonious/Objective)
- **Others** (Altruistic/Intentional)
- **Power** (Commanding/Collaborative)
- **Methodologies** (Structured/Receptive)



These 6 motivators are each divided into two distinct sides, measuring each factor. Because these 12 drivers make up a person's cluster of Driving Forces.

## Who Can Use the EQ Assessment?

TTI Success Insights offers the Emotional Quotient assessment as a personal report. Use the EQ assessment to:



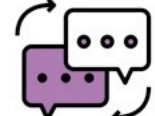
Create a better hiring process



Leverage for personal & professional development



Establish executive coaching & leadership development



Improve communication



Reduce conflict & friction in teams



## What is DISC?

DISC is a universal behavioral model that goes over four separate factors: Dominance, Influence, Steadiness, and Compliance.

**Put simply: the DISC assessment measures how a person does what they do. It creates a language around observable behavior.**

To fully understand DISC, it's important to understand how the four individual components work together to create the whole. While a typical person may have one or two dominant characteristics, it's the combination of the four components of DISC that defines a person's behavior. The four components

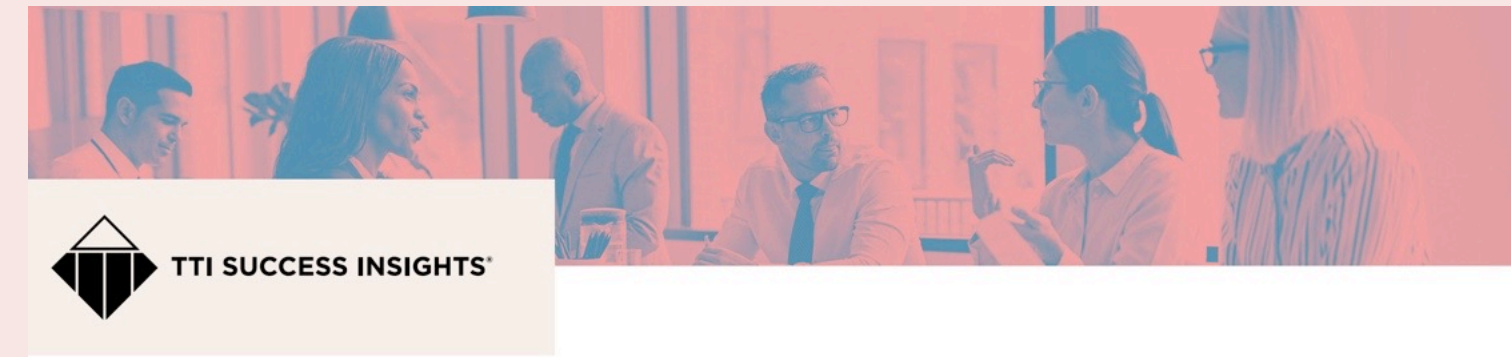
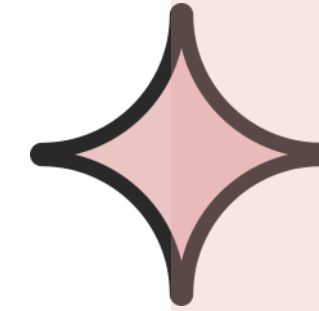
# The Basic User Guide

If you're looking for a quick but effective explanation of an assessment, look no further!

This guide offers an overview of the assessment, including definitions within the assessment, who can use it, and how it helps organizations.



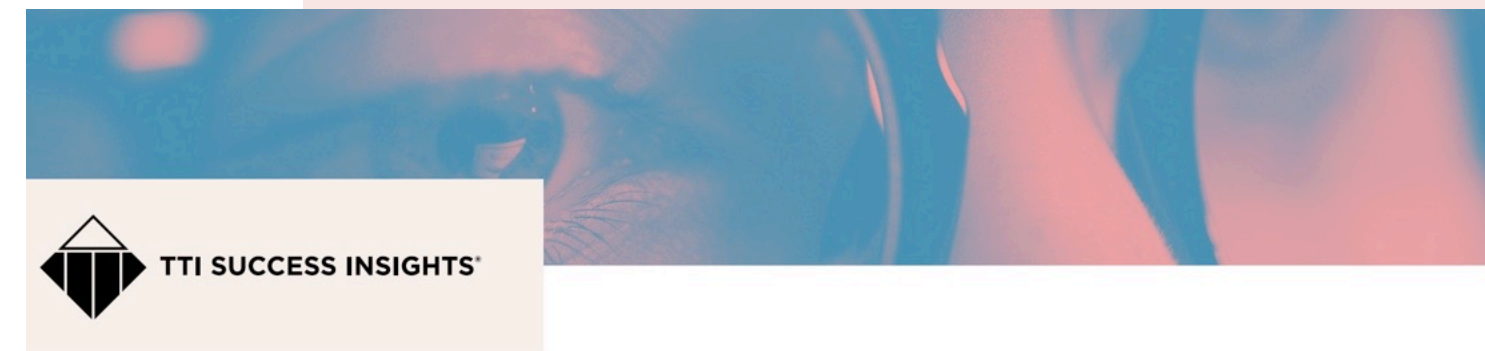
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## THE 12 DRIVING FORCES: Basic User Guide

A Resource from TTI Success Insights

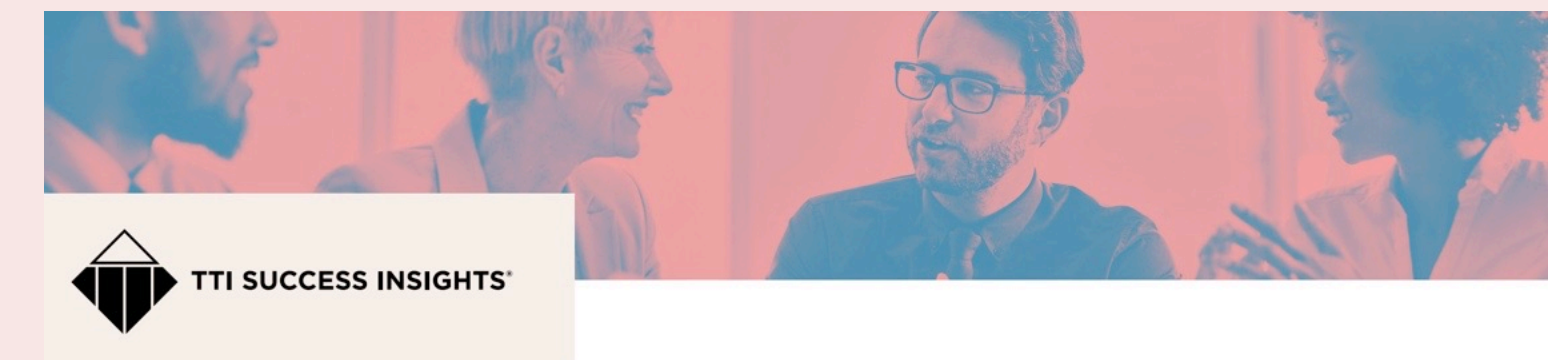
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## EMOTIONAL INTELLIGENCE: Basic User Guide

A Resource from TTI Success Insights

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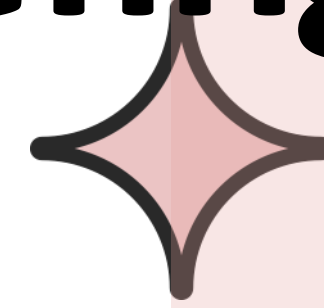
## DISC: Basic User Guide

A Resource from TTI Success Insights

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# The Assessment Debriefing Guide



This resource is your secret weapon for performing successful, insightful debriefs with your client.

The debrief guide is made with you in mind, including important questions, ways to engage, and more.



Enhance Your Debriefing Experience



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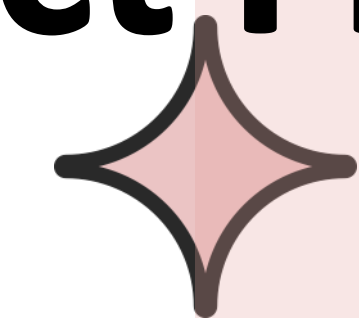
# The Assessment Product Flyer

This flyer is a tool for you to start conversations, generate interest, and leave behind with clients.

It includes the basics of the assessment in questions, ways the assessment can help clients, and a testimonial quote. It can also be customized to include your logo; just open it in PDF and add your logo at the top.



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**THE 12 DRIVING FORCES REVEAL THE PASSION BEHIND THE PERSON BY MEASURING KEY MOTIVATORS**

The 12 Driving Forces assessment is a valuable tool at every level of an organization, from entry-level workers to executives. By uncovering motivation in the workplace, your team can take their productivity and development to the next level.

Utilizing the 12 Driving Forces assessment will help your organization with:

- Personal development
- Performance improvement
- Career motivation
- Strategic planning
- Effective hiring
- Coaching and advancement

*The 12 Driving Forces assessment delivers powerful insight and clarity into why you and your team members do what you do. Once you understand what energizes and stresses out your team members, you are better positioned to create a more rewarding work experience. With this comes higher engagement, less turnover, and happier, more effective teams.*

**- Marcus Straub,**  
Owner, Life is Great! Inc.

**THE DISC MODEL UNCOVERS INSIGHT INTO THE “HOW” BEHIND YOUR “WHY”**

DISC reveals the behavioral makeup that is unique to each individual. Taking and understanding a DISC assessment helps people:

- Minimize unnecessary conflict
- Increase productivity and engagement
- Enhance communication
- Maximize their strengths
- Develop self-awareness

*TTI SI's DISC assessment gives the most complete picture of an individual's behavior. No one is designed to provide user through in-depth backed insights. Our your natural style from and also incorporates pathway differences you are and what you*

**- Dr. Ron Bonnstetter PH**  
Senior Vice President of Development, TTI Success Insights

**THE EQ ASSESSMENT IS KEY TO UNCOVERING SELF-DEVELOPMENT & IMPROVEMENT**

**How Can EQ Help Your Organization Now?**

Utilizing this assessment will help your team discover how to improve EQ and assist with:

- Personal and professional development
- Hiring and benchmarking
- Employee engagement
- Workplace communication and conflict
- The rising demand for 'soft skills'

*Cultivating and protecting emotional intelligence (EQ) needs to be a top priority within your organization. EQ is increasingly important in the workplace since it affects productivity, performance and engagement. Protect your biggest asset (your people!) by making Emotional Intelligence one of the key components behind your success.*

**- Carol Mettenbrink,**  
Director of Product Development, TTI Success Insights



# The Assessment Executive Briefing

This deck is polished, comprehensive, and yours to use.

Present it to prospective clients to demonstrate the full scope of the assessment.

## What is The 12 Driving Forces Assessment?



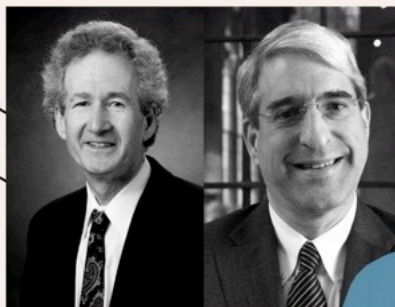
The 12 Driving Forces is an assessment that measures why a person does what they do. It measures the motivation (and strength) behind behaviors, using 6 different motivators.

These six motivators are each divided into two distinct sides, measuring each factor. Based on a continuum, these 12 drivers make up a person's cluster of Driving Forces.



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## The History of EQ



Daniel Goleman was a science writer for the New York Times for 12 years, specializing in brain and human research. He also trained as a psychologist at Harvard University.

During the 1990s, Goleman was introduced to the work of Salovey and Mayer, which ultimately led to the publication of two books, "Emotional Intelligence", and "Working with Emotional Intelligence".

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## What makes TTI Success Insights' DISC assessment different?

DISC is a very popular assessment tool, and TTI SI is not the only group to provide it. However, TTI Success Insights is an industry leader for a reason.

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# The Graphics ZIP

Here are the visual assets you need to create your own resources and add to your documents, website, and more.

Assessment logos, banners, graphs, and graphics are contained in this folder.



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# The Future of Content

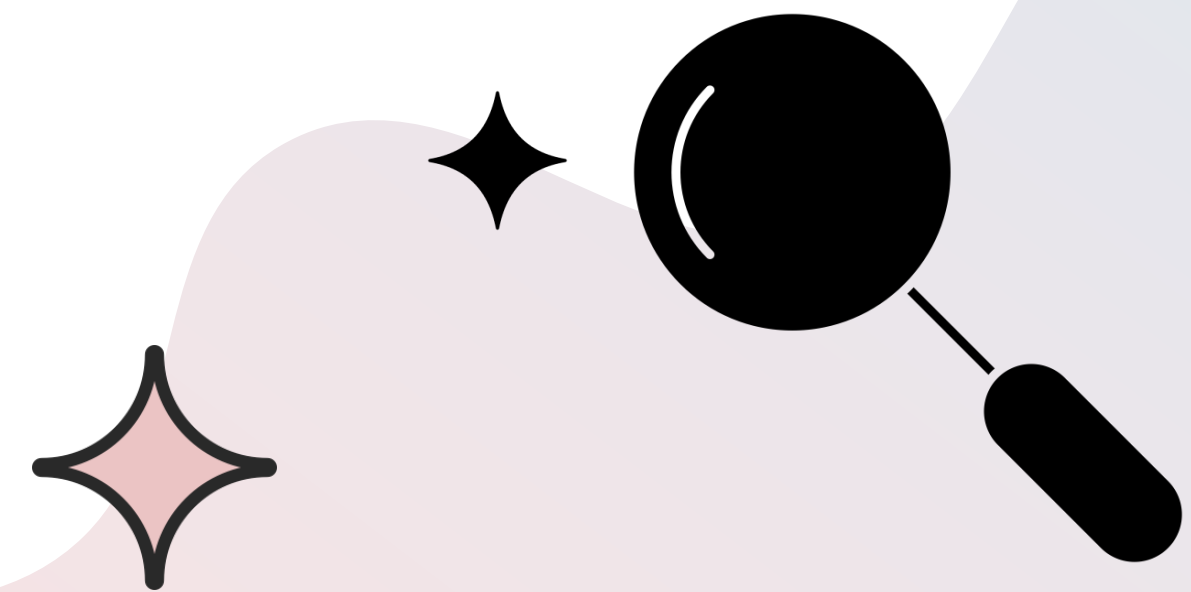


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# What is the future of content at TTI SI?

**Internally, we're going to continue to streamline, support, and simplify.**

We want the resources available to you to be high-quality, accurate, and easy to use.

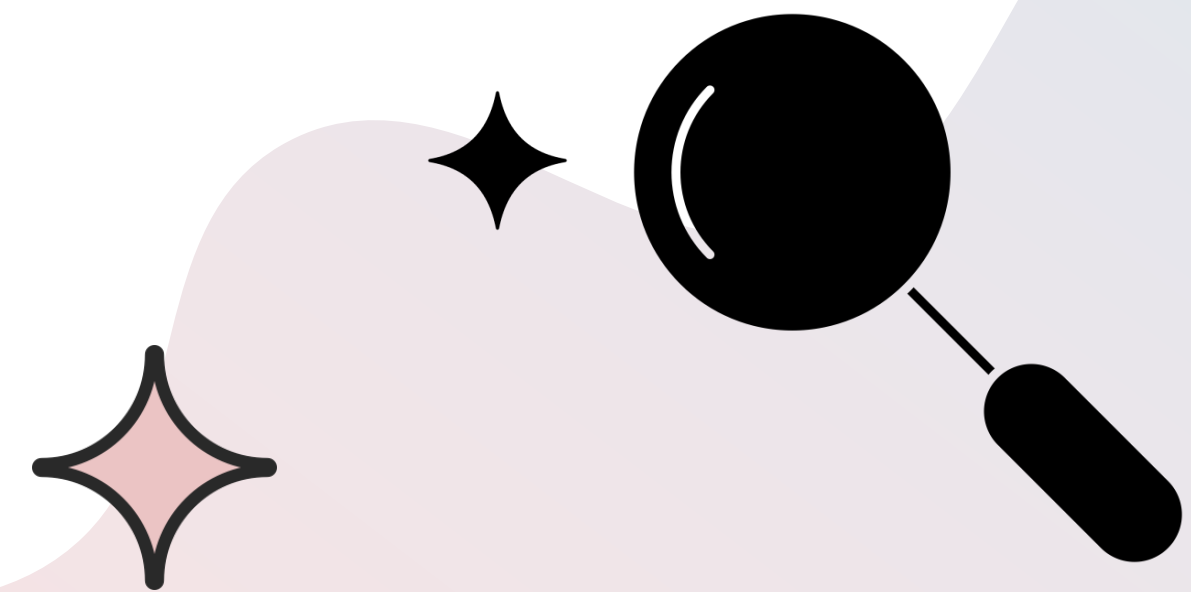




# What is the future of content at TTI SI?

Externally, we are focusing on **thought leadership.**

Let's dig into exactly what that means.



“Thought leadership is the delivery of authentic and genuine content that uses the expertise, insight, and experience of the author, with the goal of sharing that wisdom with others.

**Thought leadership is all about you creating value, building knowledge, and taking a stand.”**

*“Thought Leadership: What It Is and How to Master It in 2023”*  
Semrush



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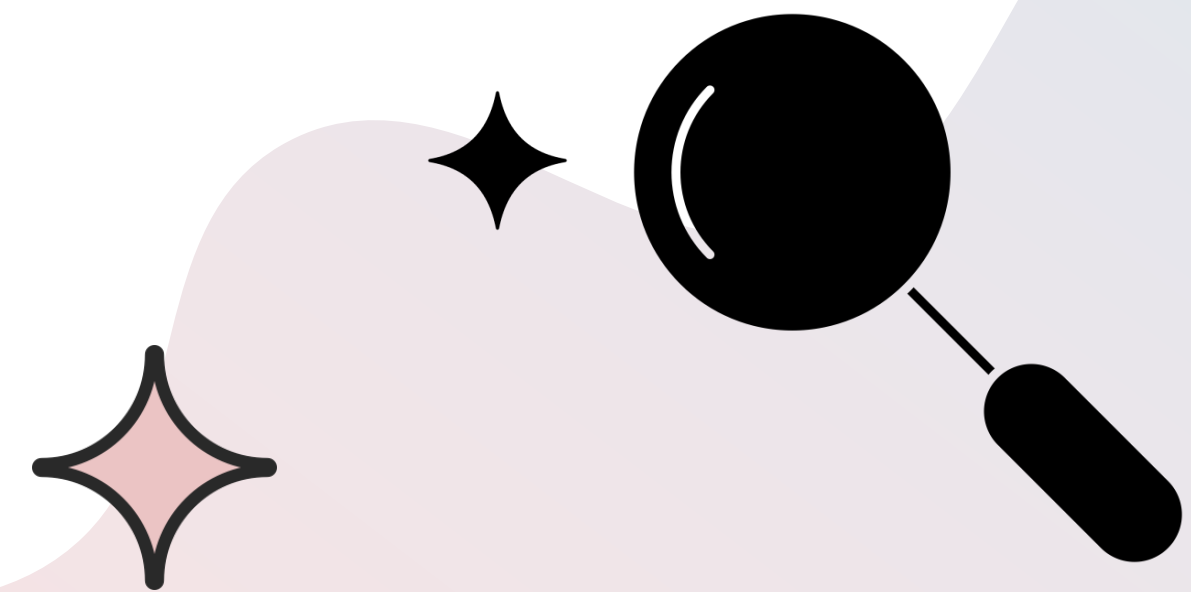




# What does TTI SI's thought leadership strategy mean to you? Why does it matter?

We are focusing on thought leadership to **expand our audience and make TTI SI more recognizable.**

We want to become a household name.



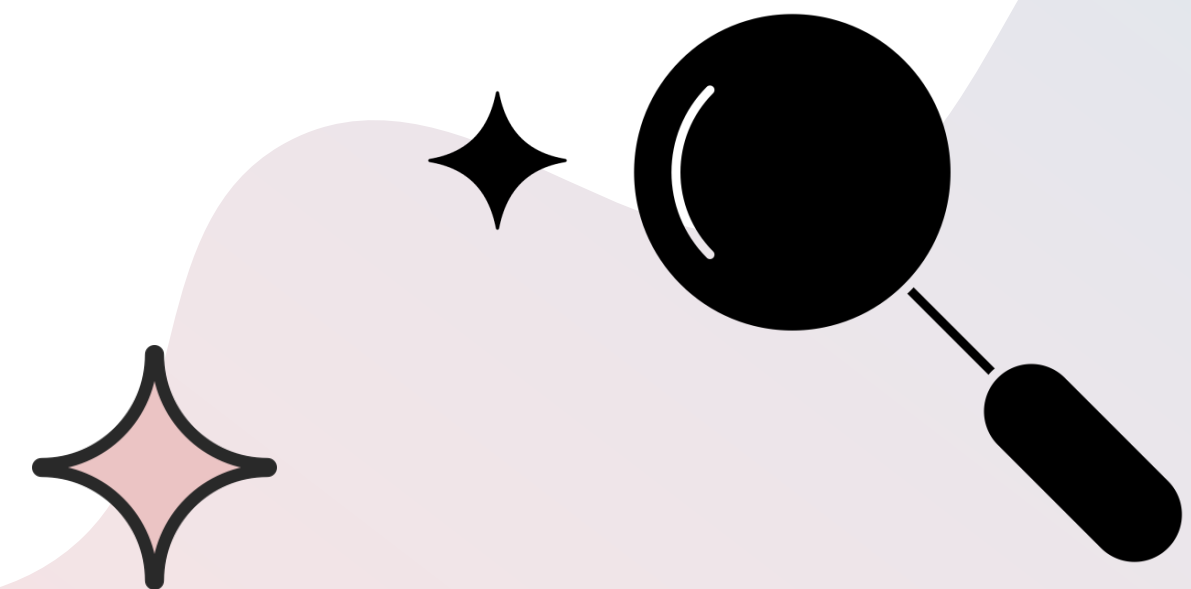
# What does TTI SI's thought leadership strategy mean to you? Why does it matter?

This matters to your brand because it will bolster your expertise and credibility. **If a client can recognize and identify our brand positively, it will give you a boost and help build trust and get initial buy-in.**

Our goal is to support you through increased recognition.



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# What does TTI SI's thought leadership strategy mean to you? Why does it matter?

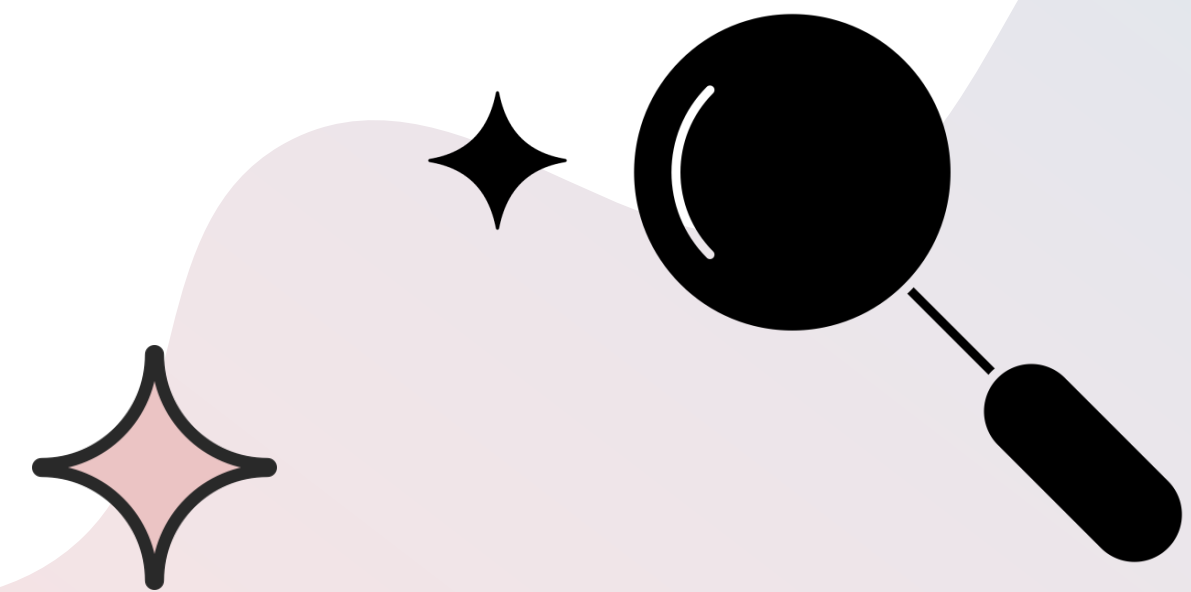
Our goal is to support you through increased recognition.

The stronger your brand, the better it reflects on TTI SI. The inverse is also true!

**If we get stronger, you get stronger. Let's do this!**



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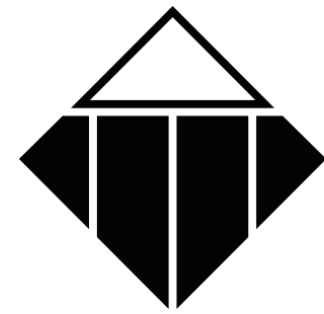


# Q & A



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Thank you!