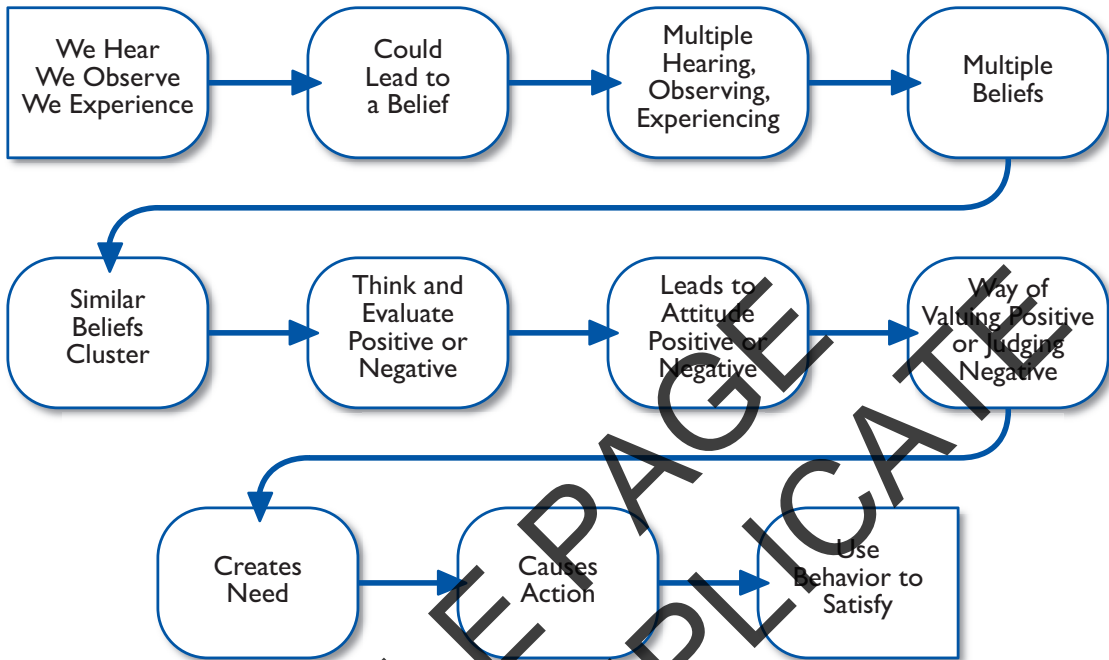


BELIEFS & ATTITUDES



How are Beliefs formed?



Example: I hear a dog barking. I see a dog barking. I experience a dog barking and chasing me.

Belief: All dogs are mean, bark and chase people. I don't like dogs.

How is a set of beliefs developed?



Example: Seeing, hearing and experiencing many different types of dogs—friendly and unfriendly.

Belief: Dobermans are mean. Irish setters are very friendly. Saint Bernards drool too much.

UTILITARIAN ATTITUDE

GENERAL CHARACTERISTICS	GOAL: To Discover Utility and What is Useful or Practical
<p>FOCUS ON:</p> <ul style="list-style-type: none"> • Return on an Investment of Time, Energy and Money 	<p>VALUE TO TEAM:</p> <ul style="list-style-type: none"> • Practicality in All Areas of Life • Utilizing Resources to Accomplish Results • Gaining a Measurable Return on All Investments • Creative Application of Resources • Producing Goods, Materials and Services, Marketing Them for Economic Gain • Capitalism
<p>BASIC ATTITUDE: “Every investment I make will have a greater return in time and resources.”</p>	<p>TENDENCY UNDER STRESS:</p> <ul style="list-style-type: none"> • Workaholic • Self-Preservation; Little or No Concern for Others • Wasted Resources, Time, Materials and/or Services • Investments with Inadequate or No Return

“Money swore an oath that nobody who didn’t love it should ever have it.”
 –Irish Proverb



“If you aren’t getting faster, stronger and smarter, you are getting slower, weaker and dumber.”

–Anonymous

ATTITUDE INTERACTIONS

Interactive Attitudes Exercise 3: You vs. Me

Below, you will see descriptions of attitudes interactions. Referring to your own Personal Interests, Attitudes & Values report, **circle your top two attitudes**. Then, **check each line which contains either one of your top two attitudes**. For example, if you were strong Theoretical and strong Utilitarian, you would check off #1-6 and 7-11. **Blue areas indicate potential conflicting attitudes**.

Circle your top 2 attitudes: The Uti Ind Soc Aes Tra

1. **The-The** Objective discussion and search for truth for gaining information.
2. **The-Uti** Search for truth may conflict with utility. Theoretical is not concerned with application.
3. **The-Aes** Objective truth clashes with subjective aesthetic view.
4. **The-Soc** Self and knowledge clash with other-oriented viewpoint.
5. **The-Ind** Discovery of truth can be crucial to establishing position.
6. **The-Tra** Cognition does not create values. Everything must be rationally explained. Faith is rejected as unprovable.
7. **Uti-Uti** Utility in all areas of life. May be competitive in pursuit of gain.
8. **Uti-Aes** The useful may be hurtful to the beautiful. Form and harmony may oppose utility.
9. **Uti-Soc** Preservation of self first is opposed to empathy toward others.
10. **Uti-Ind** Wealth is power. Utility leads to control.
11. **Uti-Tra** Traditional may view Utilitarian focus as good or evil. Could go either way.
12. **Aes-Aes** Focus is on subjective, form, harmony and beauty.
13. **Aes-Soc** Social is focused on others. Aesthetic is focused more on individual fulfillment.
14. **Aes-Ind** Form and harmony may roadblock position, yet position is expressed by beauty and form, owning beautiful things.
15. **Aes-Tra** The beautiful side of totality of life is embraced, but the negative aspect of many religions is rejected.
16. **Soc-Soc** Both focus on others and efforts are combined to achieve progress.
17. **Soc-Ind** Focus on others opposes self-positioning. Focus on others is necessary to advance self-position.
18. **Soc-Tra** Reverence for each individual soul unifies both attitudes.
19. **Ind-Ind** Jockeying for position. Competitive.
20. **Ind-Tra** Totality of life, a religious viewpoint is a tool to guide people. To the Traditional, God is the highest power. May reject human rules.
21. **Tra-Tra** When agreed, balance is unity of purpose. When opposed, watch out!