

# ADVanced Insights



ADVanced Insights is the merger of the Attribute Index, the DISC Index, and the Values Index profiles (ADV). By combining these three powerful assessments into one standalone profile you can determine what really drives individual peak performance.

## What is ADVanced Insights?

ADVanced Insights combines the best of three world-class profiles: the Attribute Index measures how people think and make decisions; the Values Index measures motivational style and drivers, and the DISC Index measures a person's preferred behavioral style. Together, they create the WHAT, WHY, and HOW of personal assessment. This tool unlocks the key to:

- **WHAT** natural talents you possess based on how you think and make decisions.
- **WHY** you are motivated to use them based on your motivators and drivers.
- **HOW** you prefer to use them based on your preferred behavioral style.

## The WHAT of Success (Attribute Index)

By understanding the way in which we think, it becomes possible to leverage that knowledge, to make better decisions, maximize strengths, minimize weaknesses, and achieve great success in whatever we do. When we gain an understanding for another person in an organizational setting, it increases awareness, allows for better utilization of skills and alignment of work, increases management efficiency and effectiveness, and in general can impact the organization's overall health and performance.

## The WHY of Success (Values Index)

To reach optimal performance you must understand WHY you are motivated to use the talents and abilities you possess. By understanding WHY you are motivated to do things, you are able to better align your environment with what creates the most passion in you. In employee development and coaching scenarios, this information is invaluable.

## The HOW of Success (DISC Index)

Increasing personal performance is a key outcome of understanding how we behave personally and in the work environment. Greater levels of understanding result in an increased ability to align your environment as well as select work that ensures more meaning and success while producing less stress. Imagine how powerful a tool like this could be in hiring, succession planning, team development, and improving the relationship between managers and their team members.

## Validation

RAC's Attribute Index has been validated in over 28 individual validation studies, conducted over 20 years by more than 19 separate examiners. It is proven to meet the rigorous standards for employment assessments referenced by the U.S. Federal Government Equal Employment Opportunity Commission (EEOC). Validation has also been documented in the areas of Construct Validity, Concurrent Validity, Face Validity, and Predictive Validity. The Values Index and DISC Index have also exceeded standards set by the EEOC for validity and reliability. Ongoing research continues to underscore the value of this unique business tool.

***“Increasing personal performance is a key outcome of understanding how we behave personally and in the work environment.”***



**SEE CHANGE MANAGEMENT**  
LEADERSHIP • CULTURE • PLANNING

- ▶ MIKE KUTCHIN, PRESIDENT
- ▶ PO BOX 628364, MIDDLETON, WI 53562 ▶ 608-438-8190
- ▶ [www.seechangemanagement.com](http://www.seechangemanagement.com)