

RAC Attribute Index

Over 50 years of scientific research has revealed that there are 3 distinct styles of decision making. Each of us can make decisions in these 3 ways, but we tend to develop a preference for one more than the other 2. This preference becomes a subconscious force, affecting the decisions we make on a daily basis and shaping how we perceive the world around us and how we perceive ourselves. The 3 decisional styles are the personal, the practical, and the analytical.

We all have different balances of the 3 styles; that's what makes our decisions and actions different. It is this understanding of your individual strengths and weaknesses that will enable you to affect change in your life and achieve greater personal success. It is only by first understanding something that we are then able to change it.

What is the RAC Attribute Index

The RAC Attribute Index is a personal assessment tool that provides information as to how a person makes decisions: intrinsically, extrinsically, or systematically. It also identifies areas of strength (maximizers) and areas of weakness (minimizers). Our approach is unique in that we measure where an individual is now and what his or her essential elements are, and those can become predictors of future strengths. Our approach is outcome-focused rather than simply measuring non-relevant activities. Each individual has the opportunity to decide what action, if any he or she wants to take. In addition, the assessment tool is supported by a comprehensive action planning process that helps promote the actions taken.

Gathering the Data

There are 2 methods utilized in gathering data: the assessment itself and a personal interview. Personal interviews are conducted by certified facilitators in order to explain the individual's assessment.

Key Areas of Interest

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 greater successes in whatever we do. When we gain this understanding for another person in an organizational setting, it increases understanding, 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.



Contact Information

Robert J. Dunn Associates

Robert J. Dunn, President
410.876.0541 Office
443.858.3780 Cell

bob@rjdunnassociates.com