6 Attitudes of Spranger (Values)

Theoretical
Utilitarian
Aesthetic
Social
Individualistic
Traditional
I will use my cognitive ability to understand and discover truth.

<table>
<thead>
<tr>
<th>THE THEORETICAL ATTITUDE</th>
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**THEORETICAL ATTITUDE**

<table>
<thead>
<tr>
<th>PASSIONS</th>
<th>CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solving problems</td>
<td>Objective focus</td>
</tr>
<tr>
<td>Intellectual power</td>
<td>Rational</td>
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<tr>
<td>Discovery of truth</td>
<td>Fact-based</td>
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<tr>
<td>Identifying</td>
<td>Cognitive approach</td>
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<tr>
<td>Analyzing</td>
<td></td>
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<tr>
<td>Clarifying</td>
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<tr>
<td>Learning</td>
<td></td>
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</tbody>
</table>

[Image of a person reading a book]
THE UTILITARIAN ATTITUDE

Every investment of time, talent and resources must have an adequate return.

PASSIONS
Utilizing resources
Application
Return on investment
Capitalism
Conservation
Production

CHARACTERISTICS
Practicality
Efficiency
Utility
Able to maximize resources
THE AESTHETIC ATTITUDE

I will enjoy and experience the beauty around me and allow it to mold me into all I can be.

THE AESTHETIC ATTITUDE

PASIONS
- Appreciation of form, harmony and beauty
- Balance
- Subjective experience
- Self-fulfillment
- Personal growth

CHARACTERISTICS
- Creativity
- Enjoys expression and impressions
- Focus on subjective feelings
- Ability to notice disharmony
THE SOCIAL ATTITUDE

I will give of myself, time and resources to help others achieve their potential.

PASSIONS
- Helping others
- Worthy causes
- Eliminating pain and conflict
- Serving others
- Bettering society

CHARACTERISTICS
- Generosity of time, talent, resources
- Selflessness
- Empathy
- Compassion
- Awareness of others' pain
THE INDIVIDUALISTIC ATTITUDE

I will advance to the highest position in life and gain the greatest power.

PASSIONS
Achieving position
Forming alliances
Direct self
Directing others
Strategizing
Using power

CHARACTERISTICS
Flows through one of the other attitudes.
THE TRADITIONAL ATTITUDE

I will pursue the highest meaning in life.

THE TRADITIONAL ATTITUDE

PASSIONS
- Living by a set of principles
- Following a "book"
- Pursuing a higher meaning
- A worthy cause

CHARACTERISTICS
- Principled
- Following a system or "book"
- Clear in purpose
- Focused