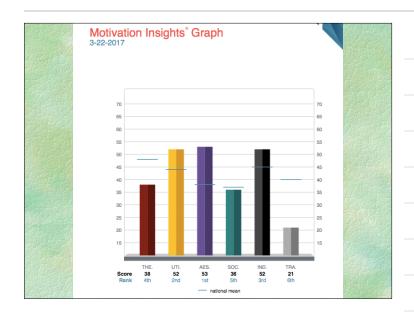
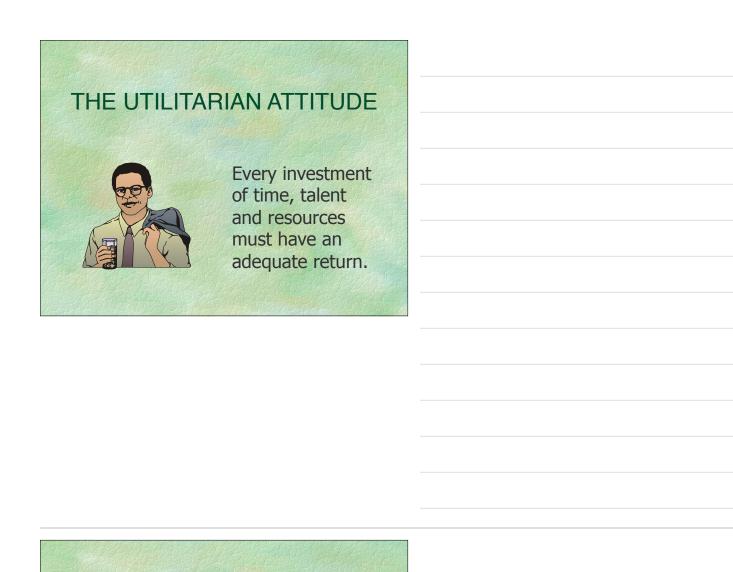
## 6 Attitudes of Spranger (Values) Theoretical Utilitarian Aesthetic Social Individualistic Traditional







## THE UTILITARIAN ATTITUDE

## 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

### **PASSIONS**

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

## THE SOCIAL ATTITUDE

### **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.

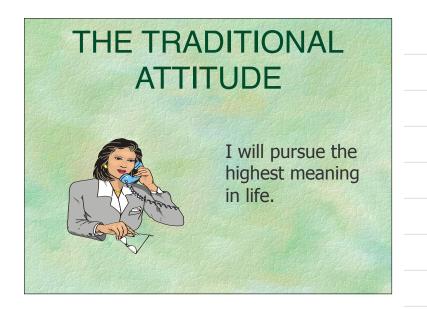
## THE INDIVIDUALISTIC ATTITUDE

### **PASSIONS**

Achieving position
Forming alliances
Direct self
Directing others
Strategizing
Using power

## CHARACTERISTICS

of the other attitudes.



## 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