

In a minute there is time for decisions and revisions which a minute will reverse.

—T.S. Elliot

factsheet



MAKING YOUR BEST DECISIONS

Some people can take risks—move cross-country, switch careers, and give up everything to chase their dreams—with hardly a second thought. For others, looking before they leap is vital to making even simple decisions. Cutting-edge research shows that this difference is

linked to an individual's personal style. The Impulse Factor Test's breakthrough approach helps you identify your decision-making style and provides guidance on how to leverage your tendency to make more effective decisions. Understanding your tendency is the only way to maximize your unique patterns and to start making great decisions at work and at home.

WHAT IS THE IMPULSE FACTOR?

Around 40,000 years ago human beings left Africa and took the first landmark steps toward modern civilization. Scientists have recently discovered that a genetic mutation linked to impulsive behavior helped spur our ancestor's bold journey into the future. This mutation is still found in 1 out of every 4 people today. Throughout generations these daring people have made impulsive decisions that helped our species reach new heights. Yet, it is the *less* impulsive decision makers who are best suited for creating *lasting* success from their impulsive counterparts' bold innovations.

While neither decision-making style is better or worse, both play a vital role. The success of our relationships, our teams and our organizations require a delicate balance of these two types of decision makers.

WHAT ARE THE DECISION MAKING TENDENCIES?

Global research from the scientific frontiers of genetics, ecology, and psychology indicate that there are two fundamental **decision making tendencies**: **Risk Managing** and **Potential Seeking**. Those who are less impulsive when making their decisions are **Risk Managers**, while **Potential Seekers** are those who are more impulsive. A person's level of impulsivity is determined by two aspects of their decision-making style:

1. **Hastiness** - How hastily you tend to make decisions
2. **Risk** - How likely you are to make risky choices

Each tendency can yield both effective and ineffective decisions. **Decision-Making Effectiveness**, or how well your decisions achieve the outcomes you desire, is not determined by the type of tendency, but by how a person leverages his/her tendency when faced with difficult choices. Not only does the Impulse Factor Test reveal your own decision-making style, it also provides you with tools to utilize your tendency in order to turn your decisions into something great.

2 STYLES, 2 APPROACHES

- **Risk Managers** are **3 times as likely to consider risks** before deciding.
- 3 out of 4 **Potential Seekers** say that they like to be the **first to try something new**.
- One out of 2 **Potential Seekers** say they make the **best decisions under time pressure** compared to only 1 in 10 **Risk Managers**.
- Over half of **Potential Seekers** say they are most **uncomfortable making decisions that involve other people**.

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HOW DOES THE IMPULSE FACTOR TEST WORK?

In order to accurately tap into your decision-making tendency, The Impulse Factor Test:

- (1) Asks you to choose between pairs of equally reasonable statements that best describe your decision-making behavior.
- (2) Allows you to choose how strongly one statement describes you.
- (3) Instantly tallies your scores and compares your results to a worldwide database that allows test-takers and managers to make comparisons between people.

WHICH STATEMENT BEST DESCRIBES YOU?

Strongly Describes Me	Describes Me	Neutral	Describes Me	Strongly Describes Me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am at my best when I have to make quick decisions.

I am at my best when I have time to think through my options.

Immediately after you complete the 35-item test, your results report reveals whether you are a **Risk Manager** or **Potential Seeker**. From there, you discover exactly how impulsive you are by your **Hastiness** and **Risk** scores. Then, your report identifies **how effectively you make decisions**. Lastly, your report tells you how to use your Tendency to be the most effective decision maker you can be.

YOUR RESULTS	
Decision Making Tendency	Risk Managing
Hastiness	46
Risk	52
Decision Making Effectiveness	Moderate

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VIDEO BASED e-LEARNING & GOAL-TRACKING

Your results include detailed Action Plans and practical strategies for improving your decision-making effectiveness. Interactive e-learning activities feature clips from Hollywood movies to illustrate decision

making in action. TalentSmart's innovative Goal Tracking System lets you set goals, share them with others, and track your progress. The system sends you automatic reminders via email and collects feedback from others on your goals. It's a powerful way to bridge the gap between learning and doing.

RIGOROUSLY DEVELOPED & RESEARCHED

The Impulse Factor test is held to the strictest standards for psychometric research in its design and validation. A worldwide database of thousands of test-takers has been compiled and analyzed to yield the following results.

- Scores in the database are normally distributed yielding a diverse representation of the general public.
- The scale scores for the Impulse Factor Test yield reliability coefficients ranging from 0.79 to 0.87, thus meeting strict statistical standards.
- Decision-making effectiveness scores measured by the test are a statistically significant indicator of life satisfaction, job satisfaction, and job performance.

The Impulse Factor Test™



Available at TalentSmart.com

for just \$39.95!

[CLICK HERE](#)