



# Target Training International

## Corporate Backgrounder

In the beginning, it was Bill Bonnstetter and his Canon camera, studying the buying styles of Midwest farmers and the appearance of their farmstead. Thus, Bill began his research of human behavior.

Bill continued his study of behaviors while his son, Dave, began writing software. Together, the two founded Target Training International in 1984 in Mason City, Iowa. The company relocated to Scottsdale, Ariz. in 1988. Since then, the skills of father and son have created the most recognized and reliable assessments of behavior, values and personal skills, producing over 30 development and management tools to maximize the potential of individuals in the workplace. A network of more than 7,000 full-time Value Added Associates worldwide provides the link to companies in need of assessment services to assist their efforts in human capital management. Through the Value Added Associates, TTI assessments reach a wide spectrum of global industries, government agencies and non-profit organizations, producing solutions to meet their human resource needs. In addition, TTI donates over \$1 million in assessments each year towards community service efforts.

Although TTI has experienced much success in Scottsdale, it has its roots in America's heartland. It was there that Bill's first research involved the behavior styles of farmers. Through careful observation, Bill was able to generate accurate profiles of their buying habits and behaviors. Bill and Dave have since applied this to a variety of industries as a business management tool.

Tracking behavior is what helped set TTI apart from other companies who profile personalities and intelligence. By analyzing the low side of graphs, as well as the high side and obtaining the highest validity on the market, TTI's assessments are proven and time-tested, ensuring accuracy. The assessments have helped companies worldwide with the selection, retention and development of their most important asset—people. In addition, TTI stands alone with its patented job benchmarking process. By letting the job talk, the process removes personal bias and reveals

the characteristics required for superior performance, matching the person to the position more accurately.

Bill has done enormous research and has advanced the science of behaviors, values and personal talent, while Dave's unique programming transforms Bill's knowledge into a compatible tool for the workforce.

Bill's constant research and validity studies help keep TTI a leader in the personal assessment industry. Research has been done on top salesmen in the US and Germany, the task preferences of truck drivers, the behaviors and values of top financial planners and superior performers, as well as selection and retention in the workforce.

Dave's expertise in software development and attention to intellectual property has positioned TTI as the leader in using technology to enhance human resource assessment tools. TTI's patented Internet Delivery Service™ (IDS) allows TTI to provide online assessments, then personalize and accurately generate reports immediately. IDS now delivers reports at the rate of 1 every 10.7 seconds, 24/7.

TTI has experienced steady growth since 1984 when it opened its doors. Since then, the company has expanded to include three additional subsidiaries. TTI Performance Systems, Ltd. was formed in 1990 as the distribution division of TTI, employing the staff responsible for marketing and administering the assessment tools to distributors in the United States and Canada. Success Insights was formed in 1997 as the international distributor of TTI products, supplying over 50 countries with the same validated assessments in 26 languages. Solutions 4 Hiring® is the latest addition, TTI's solution to finding pre-assessed, pre-qualified individuals for companies to hire. TTI has currently experienced over 90 consecutive quarters of growth.

TTI is the leading edge developer of tools to meet the ever-changing needs of the marketplace. Reliability and validity are key factors to the continual growth and success of TTI products.