



Bill J. Bonnstetter

Bill J. Bonnstetter is the founder and chairman of the board of Target Training International (TTI) and TTI Performance Systems, Ltd. Established in 1984, TTI develops and markets research-based, validated assessment products that are available in more than 50 countries and 26 languages.



Bonnstetter is considered one of the pioneers in the assessment industry with his significant contributions through research and the study of behaviors. Bonnstetter was the first to computerize the DISC assessment, making reports available via the patented Internet Delivery Service™ (IDS). He was also the first to produce a computerized values assessment based on Spranger's model. He received a patent for developing personalized reports integrating values and behaviors, as well as a patent on TTI's job benchmarking process. Bonnstetter's assessments are made available through more than 30 software and training programs used by over 5 million people worldwide. He is the author of *What I Know Now*, and has co-authored several books and articles, including *Building High Performing Teams*, *Behavioral Selling Skills*, *Energizing the Organization*, *Dynamic Customer Satisfaction*, *Sales Strategy Index* and *The Universal Language DISC, A Reference Manual*.

Bonnstetter's passion for helping others is what started his journey of achievements. As an Iowa salesman, his research on farmers' buying styles and the appearance of their farmstead supported the development of the Buyer Profile Blending system, designed to help salesman understand their customers. That same passion and understanding of behavior led Bonnstetter to create the assessments that help millions with personal and professional growth.

Bonnstetter sets his company apart with continual research on behaviors, analyzing the low side of graphs in addition to the high side. He has drawn correlations on behaviors of salespeople in the US and Germany, the behaviors, values and personal skills of financial

planners, and the Task Quotient of the workforce. Bonnstetter has also completed validity studies of his assessments, receiving the highest validity on the market.

Bonnstetter received an honorary Doctor of Philosophy Degree in 2007 from TTI University for his contributions in the area of personal and professional development and talent management. In 1969, Bonnstetter obtained his master's degree in business education, preceded by his bachelor's degree in business with an emphasis in marketing in 1964, both from the University of Northern Iowa. He also taught business classes and served as a college administrator in Iowa for five years.

Bonnstetter is a Certified Professional Consultant to Management (CPCM). He is a member in good standing at the Robert S. Hartman Institute in Knoxville, Tenn., and is on the Scottsdale Business Bank, N.A. Board of Directors in Ariz.

Bonnstetter has spread his generosity through many community service efforts. Through his church involvement, Bonnstetter financially supported the education of four students in Mexico. In addition, TTI donates over \$1 million in assessments each year. In 2006, Bonnstetter began the Bonnstetter Family Foundation with a pledge of \$1 million over the next ten years. In addition, Bonnstetter is leading revitalization efforts in his hometown of Corwith, Iowa. He currently owns five buildings; one is now the Community Center, four are reserved for assisting entrepreneurs. Bonnstetter's efforts are supporting his vision to revitalize the town with an entrepreneurial spirit. He has also contributed to the new City Hall and donated books and technology to the library.

Bonnstetter enjoys spending time with his wife, Karen, their four children and three grandchildren. He also enjoys restoring antique tractors, traveling the world and is an avid Phoenix Suns fan.

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