



Target Training International

Corporate Timeline

Target Training International, Ltd. (TTI), under the direction of Bill J. Bonnstetter and Dave R. Bonnstetter, has experienced almost 25 years at a blistering pace in the innovation and development of personal assessment tools. Combined with continuing, intensive research validation, TTI has become the clear leader in product development and research in the area of behavior and values. Listed below is the track record of TTI development:

1980

- Bonnstetter validates a correlation between the appearance of a person's premises (personal or business) and their behavioral style.

1981

- Bonnstetter validates that salespeople tend to sell to styles similar to their own and buyers tend to buy from salespeople with a similar style to the buyer. He validates that if the sales person adapts to the style of the buyer, sales will increase.

1984

- Target Training International, Ltd. (TTI) is founded by Bill J. Bonnstetter and Dave R. Bonnstetter in Mason City, Iowa.
- Target Training International is the first company to develop and introduce computerized and personalized reports on the DISC model.

1986

- The reading level on the behavior instrument is lowered to a ninth grade level.

1988

- TTI relocates to Scottsdale, Arizona.

1991

- TTI clearly validates the universal application of the DISC language worldwide. DISC became a universal language.

1992

- TTI developed the first software on the market to merge behavior and values into one report; patent application submitted
- TTI creates 60-section, Success Insights Wheel®.

1993

- TTI is the first company to design and introduce DISC software that provides multi-lingual response forms and multi-lingual reports.
- *The Universal Language: DISC* is co-authored by Bill Bonnstetter.

1996

- New 11,000 square foot office building was built to accommodate corporate headquarters.
- Patent granted for the Employee Success Prediction System.

1997

- Success Insights spun off as a separate, international division of TTI.

1999

- Bill Bonnstetter writes the book, *If I Knew Then What I Know Now*, published by Forbes.
- Internet Delivery Service™ (IDS) created for sending and receiving assessments plus distributing the results; patent application submitted.

2002

- Distributor base grows to over 4,000 consultants, coaches and trainers.
- TriMetrix® System developed with Bill Brooks

2003

- Drs. Peter Klassen and Russell Watson commissioned to perform validity studies on the new instruments.

2004

- IDS generates 1 report every 10.7 seconds.
- Instruments translated into 23 languages and sold in 50 countries.
- Completed research study for predicting superior performance in a very specific job for a major employer, which showed the system to be 91% predictable classifying people into superior performer or inferior performer categories.

2005

- Research study of Financial Planners completed.
- Solutions 4 Hiring® created as a source for pre-assessed, pre-qualified professionals.

2006

- New validity study revalidated the correlation between behaviors and behaviors, values and values, as well as the correlation between behaviors and values.

2007

- Patent granted for the Internet Delivery Service (IDS).
- Major IDS update released.
- Patent granted for Performance DNA benchmarking process.
- TTI University chartered and bestowed honorary doctorate degrees on Bill Bonnstetter and Dave Bonnstetter.

TTI in the Future

Concentration on research and validation of the assessments will keep TTI on the leading edge in its field.