



A LETTER FROM THE CEO

David Bonnstetter



This year has been a year like none other. I write to you today from a stronger, more experienced and more optimistic standpoint. I had the honor of being by Bill's side during his final days. In that time, he told me, "the best is yet to come." I knew it to be true and hearing him say so validated the vision I had for the business and the journey we will take together now.

I've worked with Bill Bonnstetter, my father and our late founder, for the past 30 years. I recall the early days when Bill was reading a graph and dictating to a tape recorder, only to have someone type it out back in Ames, IA. In 1985, Bill and I did something to completely revolutionize the way we would do business then and into the future — we built a software program that would create DISC assessment reports. Since then, we've relocated to Scottsdale, embraced the internet, and built an incredible network of individuals we consider family — our Value Added Associates and Master Distributors.

One of the defining values embedded into our culture is we believe in creating reports that help people to understand themselves and others. By doing so, we transform people's lives. This particular belief was true then and still holds true today. This fundamental framework is the entire underpinning of our business model — helping others to help ourselves.

During the last few months, the leadership team and I have acted deliberately to better understand the opportunities we had, the network we support, and the staff who would be our key to getting to a great place in the future. Over the summer, I set up meetings with our entire staff, seeking to understand their strengths and potential. I was blown away by the way the team stepped forward to embrace

the changes, even though many of them were mourning Bill's passing in their own way. They were willing and prepared to move forward.

Please take a few moments to [view my opening address](#) at this year's TTI Success Insights International Conference and you will see the accomplishments we achieved over the past 30 years, the key players that helped us to get there, and my vision for our journey moving forward. Although we will face challenges as we grow together, our commitment to growing this business — your business — is at the forefront of our priorities. We will not sacrifice the value of the relationships with our business partners, the livelihood of our families or the reputation of our company for financial gain. I want you to feel confident that I'm investing in the continued, responsible success of TTI Success Insights.

Despite huge changes over the past year — the marketplace, the passage of Bill, the global climate — our integrity and core values have not changed. My intent in growing this business is to ensure that our integrity and values continue to be a north star for everything we do, creating security and success for us all and for this business forever. Bill has positioned TTI Success Insights on a firm foundation from which to grow this great company. I look forward to many more years of strong performance and focused improvement.

I invite you to join me on this journey.

David Bonnstetter
CEO & Co-Founder
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