

# Acme Consultants Inc.



## Personality profile for: Sally Sample

Date taken: Tuesday, January 11, 2011

For more information or help reading this report call

555-234-5678

This report is a tool for the interview process and is not to be used as a sole means of hiring.

Produced for: Acme Consultants Inc.

For Applicant : Sally Sample

App.Phone : 322-933-9665

Consistency Score : 15 out of 20

Date taken : Tuesday, January 11, 2011

Client Auth Code : BM81A - Jobcode : InsideSales-OutsideSales

All applicants are treated equally, based on the answers they provided.

The five types of personalities reviewed are :

- 1: The A personality - Very strong, decisive, independent, risk taker, take charge type.
- 2: The B personality - Outgoing personality, good sense of humor, talkative, enthusiastic.
- 3: The C personality - Deep and thoughtful, analytical, and usually a perfectionist.
- 4: The D personality - Low key personality, calm, usually patient and consistent.
- 5: The E personality - An equal combination of all 4 personalities.

No person is ever only one of the above types, but is a mixture of all four. There will be a dominating personality if the questions were answered honestly. The Secondary type may be close to one of the other types and may or may not be as strong as the dominate personality.

The chart on page 2 shows the main type scores as well as the character and talent traits Sally has. If the percentage is 30 % or higher, Sally will be very much like that type. The other types will also have an influence on Sally 's day to day behavior.

Use the character and talent traits to read into the true Sally . If there are very strong traits you will then know what the benefits and / or drawbacks will be. The consistency level will show how consistent Sally was in filling out the profile sheet. Use this score as your validity benchmark when reviewing the report.

The two most important scores in this report are the consistency level and the confidence level scores. If either of these scores are below average the report may be skewed and not a true reflection of the applicants true personality and traits. We will inform you if this is the case.

We have taken every precaution as to the results of this report. Remember, this is only a guide/tool and other means of evaluation should be used as well. Neither B.R.G. nor anyone associated with this program accept any responsibility for your actions or decisions based on this report.

**Consistency Score: 15 out of 20 - Confidence Level: 15 out of 15**

Because of Sally 's high consistency level and a high confidence score, you can have the utmost confidence in the reliability of this report.

Trait Chart for: Sally Sample - Page 2

Consistency Score: 15 out of 20 - Confidence Level : 15 out of 15

Because of Sally 's high consistency level and a high confidence score, you can have the utmost confidence in the reliability of this report.

Sally 's Personality Type is C / A

Dominating Personality = C - Secondary Personality = A - Least like Personality = B



CHARACTER & TALENT TRAITS

The table below scores each character & talent trait from 1 = Weak < to > 15 = Extreme.

Character / Trait	Score	Made Benchmark	Score wanted
Stress Management	8	Yes.	3 - 15
Sensitivity Level	6	Yes.	4 - 12
Compassion Level	14	No. Too High	2 - 12
Patience Level	11	No. Too High	2 - 8
Creative Abilities	9	Not Used	0 - 0
Artistic Abilities	5	Not Used	0 - 0
Outgoing Traits	12	Yes.	8 - 15
Interaction Level	12	Yes.	8 - 15
Analytical	12	No. Too High	5 - 10
Detailed Traits	11	Yes.	5 - 15
Decision Making	10	Yes.	6 - 12
Independent	10	Yes.	4 - 12
Persuasive Level	12	Yes.	9 - 15
Aggressive Level	11	Yes.	9 - 15
Stubborn Level	7	Close	1 - 6
Goal Setting	11	Yes.	2 - 15
Time Management	9	Yes.	5 - 15
Confidence Level	15	Yes.	10 - 15

Benchmark Overview of the : Sales-ba.bch

Total possible score : 16 - applicant's score is : 13  
 This applicant is very close to your Benchmark if the personality is correct.  
 Caution: Not the same as the personality type wanted. Personality type wanted B\A

## **DOMINATING PERSONALITY**

**C-Type - Analytical - Artistic - Detailed - Serious**

**Total percentage of score 28%**

The Type-C personality is very deep, analytical and serious. They like to be involved in projects that are controlled and stable. They can be very creative and talented. Conscientious of others and self sacrificing. They are idealistic and appreciative of beauty. Usually a perfectionist with high standards and uses rationale and logic. They are very persistent and detail conscious and will look at all sides of a problem before making a decision. They spend more time organizing and analyzing than any other type. They are loyal and make good employees if their conditions are met. You will find most C-types in accounting, management, consulting and any position that is challenging and emotionally rewarding.

Sally may confuse you at times. Her dominating type score is very close to her secondary type score. This means on a day to day basis, Sally will tend to use personality traits from both types. Decide if this will work for the position offered. Also, look closely at the character traits to get a better picture of what you can expect from Sally .

## **SECONDARY PERSONALITY**

**A-Type - Leadership - Decision making - Independence - Vision**

**Total percentage of score : 26%**

The A-type personality is one of the most sought after types in the business world. The A-type personality is very strong and their abilities will enable them to accomplish most anything. A born leader, very aggressive/assertive and sometimes demanding. They have a compulsive need for change and like to be in control. Don't try to hold down the A-type for long. This type of personality is strong willed and decisive to a fault. The true A-type is quick to learn and will want and need to rise to the highest position. More into achieving goals than pleasing people, the A-type will sometimes step on some toes. They manage and survive using the 'bottom-line' approach. Don't place a lot of restraints or restrictions on them and allow them to work independently and set their own schedules. The A-type personality is very strong and needs another A-type to manage them. They will become bored or upset with another personality type managing them and will leave quickly. Keep the work challenging with minimum supervision and good monetary rewards to keep them happy. You will find most A-types in management, sales and any position that is challenging and rewarding.

At times you will see Sally use the above traits. We all tend to use our secondary type when we are pushed into an uncomfortable position or we need to act differently to get something we want. We seem to pull the secondary type from one of our parents, a spouse, a mentor or a close friend. The type closest to the dominant type is A type.

Sally 's personality type is C / A.

**Stress Management Chart Score 8**

The score for this trait is an indication of how Sally handles stress. Some people handle stress very well for long periods and others for short periods of time. Some people don't handle stress very well at all and will not work out in any type of stressful position or atmosphere. From Sally 's traits this is our opinion:

Sally is above average in her ability to handle pressure and stress. Because she knows how to use it to her advantage, she may welcome an opportunity to take on a stressful situation or two. She can handle a reasonable amount of stress for long periods of time. She is not moody and is confident with herself and is well balanced.

**Sensitivity/Awareness Level Chart Score 6**

The sensitivity level measures how well the applicant observes what is going on around them and picks up on problems and co-workers feelings. We are not talking about self-sensitivity here but awareness of our surroundings.

Sally is average in sensitivity. She is not always aware of other peoples feelings or needs. She may not read people well and misses out on their true feelings or meanings. She will step on some toes once in awhile and is not always in tune with what is going on around her . She is aggressive /assertive so this is normal for this type person. Sally is demanding and is usually too busy working or thinking to pick up on other peoples feelings, wants and needs. You will need to be very blunt and forward with Sally . Sally may be self sensitive but this is not what we are looking for.

**Compassion Level Chart Score 14**

The score for this trait is an indication of how Sally views bad situations. Compassion can be a double edge sword. Too little and peoples feelings get hurt. Too much and the applicant may spend more time helping others than doing their own work or may over compensate if in a management position.

Sally is very compassionate. If she realizes someone is in need she will want to help. Sally is self sacrificing and very idealistic. She is very humane and caring toward others feelings and needs. Common in C or D personalities or with creative, talented people. This trait may be what you are looking for but in excess, this could turn into a negative. If Sally is in management, she may overcompensate employees or spend too much time worrying about employees personal problems. Review the interview questions under compassion. Sally is not sensitive, but when she realizes there is a problem, she will act.

**Patience Level Chart Score 11**

The score for this trait is an indication of how patient Sally is. Too little patience will mean the applicant will give up easily and not try hard to accomplish tasks. Too much of this trait may mean the applicant may spend too much time on a problem or decision. A good mid score for this trait is (8 - 11) but you may need a more patient person for the position. Customer service positions and other positions dealing with clients/customers are positions which need a lot of patience.

Sally is very, very patient. You will never rush her into a bad move. She will wait for the mountain to come to her if she thinks it will. She is the type to stick with a project until the end. She will have the patience to analyze every angle to ensure it is the correct answer or direction. Sally will become upset with people who try to rush or push her into a bad move or decision. If this is a sales position, Sally may be too patient and not close deals or spend too much time on making deals.

**Creative Abilities Chart Score 9**

The score for this trait is an indication of how creative the applicant is in her thinking. No one can have too much of this trait.

Sally is above average in her creative talent. She isn't a creative genius but will accomplish most creative tasks with zeal. She has a good memory and is usually busy working on new ideas. She should work out fine in a creative position that challenges her mind. Sally should have a high energy level.

**People/Outgoing Traits Chart Score 12**

The score for this trait is an indication of how outgoing Sally will be and how she will act towards others. When we talk about outgoing we mean will they be the first to say hello, shake your hand or volunteer to help. Too outgoing may mean they will spend more time socializing than doing their work and may be disruptive in meetings and in the workplace. Not outgoing enough may mean they will shy away from people and may not be a good team player or interact well with others. This is another double edge sword trait that needs consideration as to what score you need for the position. Sales, customer support and other positions which deal with your clients/customers need a fairly outgoing person.

Sally loves people and enjoys being the center of attention. She enjoys working in group projects and should be comfortable with anything associated with being around and dealing with others. She is very outgoing and engaging. This may be what you need but could become a negative if too extreme. Review the interview questions on this area.

**Interaction Level Chart Score 12**

The score for this trait is an indication of how others will perceive Sally and how they may react to her . What is the difference between a high interaction score and a low one? The applicants that have low scores have traits that may upset people like stubborn, demanding, skeptical, fussy, moody, sarcastic and other traits that put others off. If your position requires dealing and interacting with others then this trait is very important.

Overall Sally has a very good interaction level, which means others will like Sally and feel comfortable around her . Sally knows how to manipulate most people to her advantage which will help in this area. People should like to be with and work with Sally .

**Analytical Traits Chart Score 12**

The score for this trait is an indication of the approach Sally will take with tasks and making decisions. As with most traits this trait can be a double edge sword. Too little means the applicant will not reason out problems or situations that arise and may make instant decisions. Too much may mean the applicant will spend enormous amounts of time analyzing everything and nothing will get accomplished. This trait may not be important for positions where the employee doesn't need to make decisions but for most positions this trait is needed in moderation.

Sally is very analytical. She spends hours analyzing everything around her . She should be good with numbers and rarely takes anything at face value. She is skeptical, persistent and should do well solving complex problems or situations.

**Detail Traits Chart Score 11**

The score for this trait is an indication of how detailed Sally is. Too little detailed traits will mean paperwork will not be completed properly and important details will be overlooked. Too much detail traits (13 - 15) may mean the applicant will never be satisfied with the results and may not complete the paperwork or project on time.

Sally is very detail oriented. She needs to have every detail looked after. She is meticulous and very seldom overlooks anything. Excellent trait for accounting, administration or a position where details are very important. You should have no problems with Sally in the paperwork/project area.

**Decisiveness Chart Score 10**

The score for this trait is an indication of how fast, how many and what type of decisions Sally will make on a day to day basis. A score of 1 - 5 indicates slow to make decisions and may procrastinate making decisions. A score of 6 - 9 shows a good decision making level with (6 - 8) being the perfect balance. A score of 9 or above indicates the applicant will make quick decisions. This needs to be viewed carefully to see what type decisions Sally will make.

Sally is extremely decisive. She will make informed logical decisions. She is very analytical and will look at all sides before making a decision. She is stubborn, it will take a lot to change her mind once it is made up. Decisions made will be based on facts & emotions.

**Independent Traits Chart Score 10**

The score for this trait is an indication of how independent Sally is. We would all like independent employees but too much of this trait could mean they won't take direction very well and may not listen to advice. Also, being too independent may mean they won't be good team players and may not work well with others unless they are the leader.

Sally is above average in her independent traits. She doesn't like too much direction or supervision. She will work well on her own with little direction or supervision. She may dislike too much supervision and will become unhappy and dissatisfied if over managed. Her confidence and independence can be an asset if you are looking for someone who needs some direction but doesn't need to be managed every step of the way.

**Persuasiveness Chart Score 12**

The score for this trait is an indication of how persuasive Sally is. How well can she communicate and convey her thoughts, feelings and ideas. You can never have enough of this trait.

Sally is very persuasive and can relate to others, ideas or anything else she wants to. Sally has a sense of humor and has influenced many people in her life. She is very good at persuading others to see her way or follow in her direction. She should have very good verbal skills and many achievements and awards in this area. Sally also uses her personality to get what she needs.

**Aggressive/Assertive Traits Chart Score 11**

The score for this trait is an indication of how the applicant will approach life, challenges and opportunities. The higher the score the more zeal Sally will have in this area. This trait can be a double edge sword if it is extreme. Too little and nothing gets done. Too much can be over bearing. If you are hiring a salesperson or someone who needs to be a real go-getter then a high score (12 - 15) here would be good. If you are hiring a manager a lower score (9 - 12) may be better. If you are hiring a driver a score of (2 - 8) would be what you are looking for.

Sally is extremely aggressive/assertive in her approach to dealing with people and issues. She knows what she wants and will go after it. She wants more out of life than most people and will not settle for less. She is very competitive and restless. Sally should have a very high energy level and seek out opportunities as well as challenges. You will need to keep Sally busy and challenged to keep her happy and productive. This could be a good thing as long as this high level of aggression is controlled and directed.

**Stubbornness Chart Score 7**

The score for this trait is an indication of how stubborn Sally will be in dealing with others and new ideas. If a person isn't stubborn at all they may allow others to always get their way. If a person is too stubborn they may not be open minded or flexible and may argue about everything and with everyone. A good mid range score here is (4 - 8).

Sally is average on stubbornness. She is not too stubborn to get along with. She can be swayed if you give her a good argument and you are persistent. She should be fairly open minded and flexible. ( Good mid level score for this trait ) The independent level is also high. This may affect the way Sally takes direction or advice. ( A good interview point )

**Goal Setting Level Chart Score 11**

The score for this trait is an indication of how Sally sets goals and what type goals she sets. This trait is very important when your employee makes decisions for the company. If your employee is goal oriented and sets goals they will make decisions that will help your company achieve it's desired direction. Both long and short term goals are needed to do a good job.

Sally has her goals set. She thrives on knowing she can be all she can be. She has learned getting where you want to go requires a map. She establishes goals and then charges ahead. Make sure you review your company's goals with Sally to ensure compatibility and compliance. Sally will take an aggressive approach to achieving his goals which can include sales or production goals and other responsibilities he may have with the company. A great organizer, who views the whole picture. Sally makes long term as well as short term goals.

**Time Management Chart Score 9**

The score for this trait is an indication of how Sally manages her time. Time management is a learned trait and needs other traits to be successful. The following is based on the way Sally answered the profile and our opinion about her time management skills.

Sally has most of the character and talent traits needed for good time management skills. If she has learned time management, you should have few problems in this area. If not, a good course would be beneficial. Time management skills are a learned trait. We have no way of knowing if Sally learned the skills. The above observation is based only on the way she answered the profile and her personality type.

**Confidence Level Chart Score 15**

The confidence level is an indicator of the applicant's frame of mind at this time. The higher the score, the more confident the applicant is. A score of 10 or less would indicate the applicant is experiencing a business or personal problem at this time which is directly affecting their confidence. The lower the score, the deeper rooted the problem is and the more likely the applicant will bring this problem to work.

Sally is very confident. She knows what she wants in life and knows she can do it. She thinks highly of herself and may try to intimidate others. She seldom backs down from a challenge and is very competitive and high spirited. Sally does not seem to have any major problems in her life at this time. Because of the high consistency level and a high confidence score, you can have the utmost confidence in this report.

**Consistency Level 15**

**This part of the report we have looked at the consistency of the answers.**

Score	Comment	Contradictions
19 to 20	very Consistent	1 to 3 contradictions
17 to 18	above average	4 to 6 contradictions
15 to 16	average	7 to 10 contradictions
11 to 14	below average	11 to 15 contradictions
10 or less	unacceptable	over 15 contradictions

The consistency score is calculated by addressing the inconsistencies in the applicant's answers. This program performed 17515 calculations to determine this score for Sally's report. A perfect score would be 20.

A score of 15 - 18 is normal and a score 11 - 14 is below normal. Any score 10 or below is not acceptable and the report should not be used for benchmarking or making a hiring decision.

We find most E-type personalities are inconsistent naturally because they are so close to all four personality types. A low score for another personality type may mean the applicant may have tried to sway the report, doesn't know themselves very well or may have misunderstood some of the profile words. Also, if the applicant didn't answer the profile as they are at work, but mixed both work and home, the consistency score may be low.

**INTERVIEW QUESTIONS**

Below are the extreme traits which should be used as interview questions. We have provided a few questions for each trait that you may wish to ask the applicant. As you well know, each question should be followed with why or why not and will lead to other questions. Be careful of the type of questions you ask. Your local, state and/or country laws may prevent questions about age, religion, health and such to be asked.

**Compassion Level - High 14**

Will the applicant be too compassionate and make decisions based on emotions not facts? Will they over compensate others? Will they spend more time helping others than doing their own work?

Questions:

Do you feel most employees give 100%? - Are they honest?

Do you feel employees should be compensated for good work beyond their pay?

What would you do in the following situations?

You found one of your co-workers were not giving 100% or being honest?

You found one of your co-workers were taking illegal drugs or had an alcohol problem?

One of your co-workers needs time off to take care of their sick mother or friend?

You caught someone taking reams of paper home from the office?

Comments \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Outgoing Level - High 12**

Will the applicant spend more time socializing than working? Will they try to make friends and be involved with other employees? Making friends with subordinates is not wise for a management position but may be fine for a non management position. Will they be disruptive at meetings?

Questions:

Is it important for you to have many friends?

If someone doesn't like you, does it bother you?

How much of your time is spent with friends each week?

Do you think socializing with employees after work is helpful?

Do you feel making friends with employees is a good idea?

Would you ever make a decision that would hurt a friend?

Would you inform on a friend that has a drug or alcohol problem?

Do you feel you need to get your point across at meetings?

Do you feel people are always interrupting you?

Comments \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Contributions:**

**For: Sally Sample**

**What will the applicant bring to the table in terms of personality traits.**

**Structure , attention to quality , precision, organization , decisiveness , verbal skills , creative talent , direction , motivation skills**

**Communication methods:**

**Best ways to communicate with this applicant.**

**Written, charts, graphs, detailed concise information.**

**Motivations:**

**What motivates this applicant to give 100%**

**Stability, intellectual challenge, position, money**

**Turn offs:**

**Actions, traits or situations that will upset the applicant and cause loss of production.**

**Hype, inconsistency, being rushed, un-organization, stupidity, crisis management**

**Needs:**

**What the applicant needs from the company / management to produce.**

**Concrete ideas, personal space, concise directions, non-stressed atmosphere**

**Potential conflicts:**

**Some traits that may be good / bad for the position and may cause conflict with others.**

**Skeptical, intolerant of the B-type personality**

**Management suggestions:**

**Some ways to overcome the conflicts and help the applicant deal with them**

C-type personalities are usually very down to earth, self-disciplined and quiet. They like to hide in a corner and put all the pressure on themselves. They will spend enormous amounts of time on a simple project so a good manager is needed to set deadlines and ensure they are met. They are usually very focused and dislike hype, noise and any type of distraction.

Sally will not like the hype and actions of the B-type personalities. Ask Sally to try to see the position of the B-type personality and respect their knowledge and status and to ignore the hype. She needs to know the B-type is very important to the success of the company and have their part to do. This is a position the C-type usually dislikes and may not understand. The C-type needs to be managed by the A-type or a stronger C-type. Other personality types are seldom strong enough to manage them effectively and the B-type will drive them insane.

**Overview of the C-type personality**

**Total percentage of score 28%**

The Type-C personality is very deep, analytical and serious. They like to be involved in projects that are controlled and stable. They can be very creative and talented. Conscientious of others and self sacrificing. They are idealistic and appreciative of beauty. Usually a perfectionist with high standards and uses rationale and logic. They are very persistent and detail conscious and will look at all sides of a problem before making a decision. They spend more time organizing and analyzing than any other type. They are loyal and make good employees if their conditions are met. You will find most C-types in accounting, management, consulting and any position that is challenging and emotionally rewarding.

Calculations performed = 17515 Font Used : Verdana, 10

For more information or help reading this report call Acme Consultants Inc. at 555-234-5678

This report is a tool for the interview process and is not to be used as a sole means of hiring. Version: 6.3.0

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