

P60

Assessment Platform

A

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C

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The A-Type Personality

We all know a certain type of individual for whom everything they touch would seem to turn to gold. If they buy swampland that neither you nor I would touch, a freeway is subsequently put through the middle of it, with an off ramp at their location. They always seem to have the correct answers and timing.

Why are they so different? The first thing we will see if they take the Personality Profile is that they are usually an A-type; i.e., very independent, analytical, with a good decision level. The A-types seem to have a sixth sense that allows them to see opportunities most of us miss. They are the entrepreneurs, people with a vision, workaholics.

They come off as the best thing since sliced bread. The fact is, they may be looking for an **opportunity**, not a job, and you can provide a steady income until their ship (opportunity) comes in. You can take advantage of this person if you offer him/her a piece of the action and total freedom to make things happen. This can be the most loyal, committed **partner** you have ever had, but be prepared to relinquish some power and pride. It is a small price to pay for the rewards.

Be aware, however, that the true A-type is usually stubborn, not very detailed or patient and very independent and analytical. Most of their traits will be extreme. They will also be very realistic and have a good stress management level.

A-Type Personality Strong Traits:

- Patience
 - Persistence
 - Leadership Capabilities
 - Entrepreneurial Spirit
 - Decisiveness
 - Independence
 - Self-motivation
 - Action-oriented
 - Concerned with results
 - Will be direct and to the point
 - Self-reliant
 - Self-starter
 - Innovative
 - Daring
 - Decisive
 - Problem solver
- will use common sense & logic

The A-type personality requires the slow development of a relationship, rather than a quick, fast relationship. They have a strong sense of loyalty and commitment, and will easily turn problems into opportunities. This person enjoys the challenge, and will play to win. As an entrepreneur with vision, they require freedom from controls, desiring non-routine work instead, filled with challenge and opportunity.

Thinking fast on their feet, this person can handle a number of situations without risk of overload. They handle stress well, because of the ability to be well paced. This person will respond well to risks and opportunities, but will need incentives in order to set high goals, as they are decisive, and will respond and act on their decisions. The A-type is usually very independent and self-managed, and sees the bigger picture. This person would prefer management by direction, rather than hype. Possessing excellence in problem solving and job direction, the A-type does not require admiration; but, rather, respect. They strive for excellence, and sooner or later will want a piece of the action. Usually well-educated because of the need and intrigue for constant learning, this person will usually be skilled in many areas.



Managing the A-Type Personality

The A-type is your leader, driver type and is usually very independent and stubborn. It is almost impossible to manage the A-type. If you hire an A-type, be sure to give him/her room to breathe and a general direction in which you want them to go. Rather than issuing orders and ultimatums, ask this person how they feel about the issue. Debate the issue as to the pros and cons. You can win only if you allow this person to see your side in a positive manner. The A-type is motivated by money and challenge. They have no room for non-logical thoughts and actions that will not result in a monetary reward. The cheerleading type seminar or meeting is a real turn-off for the A-type.

This individual has a great need to feel like a part of what is happening, a cog in the wheel. One of their greatest fears is being taken advantage of. This person wants to hear only the bottom line; better not to paint a pretty picture or beat around the bush. Give the A-type the bottom line figures and facts, good or bad. Remember, they thrive on challenge, so keep the pace up and throw everything you have to keep them from getting bored. This individual needs to know that they can “move up” in the company, and that there is an opportunity to do so.

A-types seldom seek a “job”; rather, they seek only “opportunities.” The last thing they want is a boring, mundane type “dead end job”. The first time they feel stuck or trapped, they will want to move on. They may threaten your position. To out-smart them, work with them to get yourself promoted so they can have your position. The A-types are good at this and would rather work with you than against you; however, use caution, as they will steam-roll you if you get in their way.

A-types are very independent and may not take direction well. You will have to convince them that going in your direction is best for them. They usually have low compassion traits and most are too busy working to take the time to care about someone else. They typically do not waste time or money. In dealing with the A-type, you will have to let them run the show with little interference. !

The A/C is the strongest of the A types, followed by the A/B. The A/B will be less of a problem in the direction department, but will lack some of the leadership qualities the A/C has. Rarely will you see an A/D. These two groups are exact opposites. The A-type commonly acts like a D-type when at home relaxing. When working, however, the A-type will perceive a D-type as though the D-type is not working.

The A-type has a big ego, so avoid reprimanding him/her in front of others. The A-type can do almost anything and loves to learn. This person will try almost anything if they think it is possible to make money or move into a better position.

Negatives of the A-Types :

- May be demanding and intolerant of others.
- May often be dominating and controlling.
- May be too driven at the cost of family, friends, and co-workers.
- May focus on their needs rather than the needs of the whole team.
- May have difficulty relating to their opposite personality types.

B

The B-Type Personality

The B-type is a natural salesperson, hair stylist, designer, entertainer or public relations type person. This person has a need to be liked and will go out of the way to please someone for whom they care about. If you handle the B-type right, you will have a happy, productive employee.

Make the work as exciting as you can, with incentives, prizes and trips as a reward. Reassure this employee that they are doing a good job and are a valued part of the team.

Money rarely excites the B-type. Place posters in the work area showing successful employees and the B-type will work very hard to be on the top of the list. This type is extremely competitive. A special parking space for the employee of the month works well also. Health spa memberships, dinners, trips, etc., are all ways to motivate the B-type.

A good working relationship requires a daily pep talk and good direction. If you do all this, you will be rewarded with great production, morale, and a very loyal employee.

B-Type Personality Strong Traits:

- Creative
- Artistic
- Outgoing
- Talkative
- Persuasive
- High degree of People Contact
- Optimism and Enthusiasm
- Team Player
- Negotiates Conflicts
- Self-promoter
- Requires Freedom of Movement
- Aggressive
- Motivates Others Toward Goals
- Has Networking Capabilities
- Excitable
- Charming
- Inspiring
- Sociable
- Popular
- Convincing

The B-type personalities have a need for a lot of rest since their energy level is high. They are usually cheerful, and enjoy hype and a fast-paced atmosphere. Since they are spontaneous, they need direction to be consistent; on the other hand, if they enjoy the position, they will stay consistent. They have childlike qualities, and get along with most people. The B-types have a need for feedback, to be liked and admired. This trait sometimes affects job performance.

B

Managing the B-Type Personality

Do not look at the B-type for an accountant or any other serious position, or a position that entails tedious work, long hours, or mundane tasks. When you take out the charts and graphs, you better wake them up, because they will be snoring. Instead, look at the B-type personality to do the fun and exciting positions that change from day-to-day. (Throw in a vacation package as a reward and the B-personality will win every time, and want to take it immediately.)

The B-type will talk for hours, about anything, liking the sound of their voice. If you are a high-pressure telemarketing company, the B-type is just the employee for you. Needing good direction, they will produce if you make the position exciting! The B-type gets bored quickly, so be sure to change the scenery often.

Do not plan on “forever” with this person, however. The B-type needs constant change in order to be content. This person is unstoppable, persistent, and quick to make decisions; the nature of a charmer, they are socially assertive, a go-getter. The B-type talks a great talk and plays a great game, but would rather not play by the rules. This type of person is always looking for a brighter tomorrow. A true networker, talkative, optimistic, enthusiastic and very excitable, is the B-type personality

Negatives of the B-Types:

- May ramble on about nothing, and does not know when to stop.
- May over-socializes with coworkers and clients.
- Usually despises detail, possibly not completing a project on time.
- May focus on minor details rather than resolving an issue.



The C-Type Personality

The C-type individual takes everything seriously. The world is about to end if the check is late, or the bankbook is not balanced to the penny. If you tell a C-type personality that 75% of the population is for change in government, 25% are not for change, and 4% are undecided, the C-type will inform you are full of hot air, because the figures do not add up (they analyze every word).

The C-type will never again believe what you say without analyzing your facts and figures. This person is very consistent, analytical, detailed and patient. They will spend enormous amounts of time on a simple problem or decision, wanting all the facts and figures before making that decision. The C-type is usually a perfectionist.

If you are trying to sell a C-type personality, good luck! You will need an innovative brochure, filled with information, maps, charts, graphs, as well as a month for them to figure it all out and make a decision. Do not push, or you may wait a long time for that decision.

The C-type tends to enjoy non-fiction books, manuals, and educational television programs. This person is a humanitarian; environmentally conscious. They will make a great accountant, computer technician, lawyer, politician, and/or anything to do with numbers. Do not give this person hype or glitter; instead, they will respond to a solid foundation from which to work. This is a very loyal, patient person, and will make an excellent employee, if their conditions are met.

C-Type Personality Strong Traits:

- Deep and thoughtful
- Perfectionist
- Analytical
- Sensitive
- Detailed
- Consistent
- Accurate
- Conscientious
- Fact-finder
- High Standards
- Precise
- Meticulous
- Laid-back
- Diplomatic
- Patient

The C-type personality is steady, serious, consistent, patient, and detail conscious. This individual needs purpose. Their motivation is for personal glory and self-gratification.

They may sometimes be viewed as emotional, sensitive, and compassionate. This person's ideal environment is usually in technical work with close relationships in a small group, private office, or work area. They come through when critical thinking is needed. The C-type maintains high standards, and is conscientious and steady; usually a reality anchor.

This person needs structure and direction in a day-to-day routine. They do not strive to be a star but, instead, strive for perfection and consistency. On the other hand, a C-type can be pessimistic, picky, fussy, and overly critical; yet can be defensive when criticized. This individual can get bogged down in details, missing the whole picture. They can be overly intense for the situation, and become somewhat aloof. Usually low keyed, reliable, cool, and methodical; the C-type is not very excitable. They desire long-term positions and would rather follow than lead.

Analytical, strong listeners, this person's approach to work is patient, systematic and by-the-book. They are well balanced, have an even temperament, and a willingness to please others, tolerating most people (except the B-type personalities).



Managing the C-Type Personality

The C-type personality thrives on perfection, consistency, routine, and challenge. This individual is very analytical, serious, detailed and down-to-earth. When dealing with the C-type, you need to be logical and honest. There is no room for hype in the C-type personality's world. Everything has a place and everything must be in its proper place. This includes you.

C-types work well by themselves and with little direction. Once placed on a project, they will work until it is completed. Do not try to move them from one project to the next, until the current project is completed. Do not ask them to do it half-right, or in a manner that is not by the book.

They need a secure, steady environment in which to work; i.e., the same place, time, desk, etc. They make very loyal, long lasting employees, if their conditions are met.

They need clear-cut rules and boundaries by which to abide. If you need to change anything about a C-type's work, do it gradually and inform him/her way ahead of time, as this individual needs the time to adjust and analyze reasons why the change is taking place.

The most important aspect in dealing with the C-type is logic. If it makes sense, the C-type will be all for it. If it does not make sense to the C-type, you will have problems.

The C-type is usually quiet and reserved, serious to a fault and does not work well with the B-types.

The C-types like to argue, and their worst fear is criticism. If you need to correct a C-type, it is best to do it in a positive, non-critical way. For instance, you could say, "What do you think of doing it this way?", then debate the pros and cons until you reach a "logical" conclusion.

The C-types are not the movers and shakers of the world. They are the anchors, the ones who ensure all is correct. They tend to spend too much time on details and make mountains out of molehills. They rarely voice their feelings, so you will need to be sensitive and aware when dealing with them.

They need their own "space" to work well, whether it is a large private office or a closet. If you need to have a C-type work alongside other personality types, use room dividers or some other type of partition to give the C-type their own space. This person may not work well under a commission structure, high pressure, threats, or crisis management.

Negatives of the C-Types:

- May be too focused on cleanliness; on being politically correct.
- May be argumentative and stubborn.
- May be too focused on detail and may not complete projects.
- May be emotional and may tend to procrastinate.

D

The D-Type Personality

The other personality type we all know as the happy-go-lucky, not in any hurry, nothing matters much, type of individual. We sometimes envy this person because nothing seems to get to him/her. These type of people are content being just where they are, and with what they have. We are describing the D-type personalities. They seldom want to work more than play; nor do they seem to worry about tomorrow. They simply seem to float through life, enjoying each day as it comes, with a “come-what- may” attitude.

We need this type of person for the more mundane type of jobs that need to be done; the positions that require pure dedication and boredom. The tasks that would drive an A- or B-type person up the wall would be welcome to the D-type personality. This type of person needs a secure environment, steady wages and rules by which to work.

The D-type seems to have an inner quality that lets him/her feel self-secure and contented, neither feeling the need to impress you, nor to over-achieve. The D-type has a pleasant personality that lends balance and stability to the workplace. This person is neither fast-paced nor slow-paced; just even-paced. They tend to be emotionally stable, and maintain a good sense of humor. The D-type is a loyal and all round good employee.

D-Type Personality Strong Traits:

- Low key
- Charming
- Competent
- Calm
- Patient
- Compassionate
- Good Listener
- All-purpose Person
- Dependable
- Will work for a leader and a cause
- Humanitarian
- Service-oriented
- Empathetic
- Stable and Predictable
- Generally does not conflict with people
- Supporter

The D-type personality is consistent, calm and patient, likes to be involved in everything, but rarely accepting responsibility for any of it.

An all-purpose person, the D-type usually needs a well-structured environment. This type personality lacks the high competitive need, drive and aggressiveness of the A-type personality or the need for hype and change of the B-type personality. This individual has no need for fast action but, rather, a more firm, quiet, and consistent position. Their energy level and pace is consistent (not slow or fast), with a well-balanced personality, and the ability to be persuasive and charming.

D-types set realistic goals and cope well with problem situations, but rarely try to solve them. They enjoy being managed by direction, rather than to be in a position of leadership. They are listeners, always consistent and content with low-key positions and environments.

Self-absorbed, the D-types prefer a stable environment that allows time to change. They yield to avoid controversy. They may have difficulty in establishing priorities, and they dislike unwarranted change.

D

Managing the D-Type Personality

The D-type thrives on consistency and balance. This individual wants to come to the same place, desk, job, etc. Do not change a thing. A D-type once said he worked at the same bench, doing the same thing, with the same people, for forty years. Welcome to the world of the D-type personality.

Do not expect the D-type to put in overtime, or to try climbing the corporate ladder. This person does not want to work more than play, and a few dollars more than needed to pay bills is enough money for the D-type.

This person usually will not expect much from you, so you cannot expect a lot from this person.

They will come into work every day, on time, and do exactly what they were hired to do; nothing more, nothing less.

They are very easygoing people and have no need for hype or excitement. They like teamwork and get along well with almost everyone. If there is an easy way to do it, the D-type will find it (many inventors are D-types).

When managing the D-type, remember: nothing is very important, nothing needs to be rushed. This individual will work at their own pace (neither fast nor slow), and little you can say or do will change that. You can scream, curse, even threaten to fire him/her, but it will not work. I once watched a postal worker (D-type), take his coffee break precisely at 10:00 am, leaving at least forty people waiting in line.

“Rules are rules,” according to the D-type.

Make sure this type personality knows your rules before being hired. If you both have a good understanding at the start, you will have few problems with the D-type.

Most jobs that would drive the other personalities crazy are welcome to the D-type, who needs a steady paycheck and working conditions to give 100%. Of all the personality types, the D-type is the easiest to please.

Most D-types have a good patience level, and can deal with many conditions in which other personalities cannot. A D-type fears a loss of security. It is necessary for him/her to feel secure at work and not to feel threatened. This person will not work well under a commission structure, high pressure, threats or crisis management.

The D-type personality is the most common personality type found in the workforce today.

Negatives of the D-Types:

- May give up easily when things are not going well.
- May be emotional, with high sensitivity.
- May dislike positive change and will usually see the glass half-empty.
- May not finish what is started.



The E-Type Personality

There are four basic personality groups with which we function on a day-to-day basis. The fifth personality is composed of equal parts of all the other personalities. Whenever three or more personality types are close in percentages, they are considered Equal Parts. There may be a dominant personality, but the other three are too close to judge. There are A-Es, B-Es, C-Es and D-Es.

This individual mirrors the person with whom they are with at the moment, changing to suit the situation. This is a true chameleon, depending on whom they are associating with at any given time. If they are around an A/C, this person can become an A/C, changing to fit the personality needed. In many instances, this person has had many different jobs/ careers because of the inability to find work challenging enough to fit all their personalities and traits. In many cases, the traits will clarify and give you a better feel of this individual's trait score rather than personality.

E-types usually have high interaction scores, because every personality has something in common with them. They can be any of the four group personalities at any given time. They usually will do well at most positions, but will become bored very quickly. Try to find out more about past work history and why your company was chosen for potential employment. The report has a paragraph which will define the dominating personality, identifying whether this person is a true E/ P-type personality or, rather, has an E-type secondary personality.



Managing the E-Type Personality

You will need to be a strong personality type yourself with a high confidence level to successfully manage an equal part personality. Offering a promotion is like rolling the dice. Unfortunately, what worked yesterday, may not work today.

We do not want to discourage you about this type personality, however, because many very successful people are this way. You will just have to throw out the rulebook when dealing with them.

When a report shows a *E type, this individual may have a dominating group, but the secondary group is E. This means that when they get pushed into an uncomfortable position, you will not know with whom you are dealing. They will act like the dominating group most of the time, until pushed.

Customer support is one good area for this type of personality if the traits are there, as they can change personality to deal with customers on the customer's own level. A sales position is another job well suited for this individual. Management positions also seem to work for this type of personality. Make sure the traits fit the position. Only 1 in 500 people are true E/P personalities. If they have the true E/P personality, they are in a class all their own.

This type of personality is usually very intelligent and has a great deal of energy. You may find some of your best people are E/P-type personalities or E-type secondary personalities.

Sometimes a person is so close to all four groups that we cannot say they are one group or another. They mimic the personality with whom they are associating at the moment.

In our studies, we have found this type of personality to be intelligent, have good energy levels, and usually do well at most positions. They naturally make people feel comfortable and at ease.

It is very hard to deal with this type of person on a management level. One moment they are like the A-type, the next moment they are like the B-type, and so on. Some of the best salespeople are this type. The problem is, "With whom are you dealing now?"

Negatives of the E-Types:

- May move toward negative situations more easily than positive ones.
- May pick up negatives from each personality group.
- May not complete projects and may lack direction.
- May not take direction well and change daily.

P60 Quick Reference Guide

Stress Management

This shows how a person copes with the everyday pressure of their workplace.

Sensitivity / Awareness Level

How in tune is the participant with the feelings, actions, and needs of other people?

Compassion

Does the individual care about the feelings of others?

Outgoing

How the participant presents themselves when interacting with others.

Interaction

This measures how well a person interacts with others.

Decision Making

How decisive is the applicant?
Can a decision be made quickly?

Independent

How well does the participant work without direction?

Aggressive

Is the individual domineering, determined, and enterprising in their behaviors?

Time Management

Does the participant have the ability to balance many things at once, be on time for appointments, and complete projects in a timely manner?

Artistic

This measures a level of appreciation for artistic and/or creative work.

Patience

Does the participant demonstrate a degree of calmness, inner strength, and composure?

Creative

This measures the ability to see beyond the immediate and visualize new approaches to situations.

Analytical

This measures how a person maintains an objective perspective & applies a logical and rational approach in decision making.

Detailed

Measures how the participant produces quality work that is exact, itemized, and precise.

Persuasive

How the individual gets others to understand & conform to their thinking.

Stubborn

How the individual maintains their own perspective without accepting the perspective of others.

Goal Setting

How well does the participant plan ahead, organize, and see beyond today?

Confidence

This measures how well the individual views themselves in a positive manner, as independent, self-assured, and confident.