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Utilizing Personality Profiles

How can Personality Profiles be used to improve your business?



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We have all come across some type of assessment tool in the past. Some seem to be more accurate than others but, most often, we find that when we have completed assessments on ourselves, the report provides an accurate overview of our personality. So, given these results, how can a company utilize personality profiles to improve your business? In this issue of *People Insights*, we will outline the uses for personality profiles and the benefits of such systems. Then, we will provide an overview of the **Strategic Assessment System (D.I.S.C. Assessment)**.

What are the uses of Personality Profiles?

There are many ways to use personality profiles to improve your business. We will outline three of the more common uses of personality profiles in business.

1. Recruitment, Selection, Interviewing, and Hiring

As the economy continues to flourish, it becomes even more critical to do everything possible to ensure that you hire the right person for the position. In earlier editions of *People Insights* (to view past issues of the newsletter go to www.peopleinsights.com/newsletters.htm), we talked about methods for

recruitment, selection, hiring and the cost of turnover. It is often stated that companies hire on skills and abilities and terminate based on personality or lack of "fit". Given this fact, it is obvious that there is great value in having a tool that could effectively predict personality 85% to 90% of the time. A tool such as this should in no way replace all of the other recruitment, selection, and hiring methods, but should supplement them in the decision making process. So, how can personality profiles be utilized effectively:

- Short listed candidates (i.e. right skills, education, experience) can take the assessment. Candidates who most closely fit the job profile from a work style perspective, could be the ones that are interviewed first. Saving time at this stage leads to saving company resources for other business generating projects.
- Using a profile system prior to interviews can provide you with a good overview of how the person's work style will fit with the position and culturally with the company. This will assist you during the interview as you can probe the candidate deeply in areas where you feel the candidate might not fit the position or the company. This information will help ensure that you hire the best candidate.
- Upon hiring, the results of the assessment can help the manager best manage the employee based on his/her personality style. This will increase employee satisfaction and, thus motivation and success.

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Using Personality Profiles in Your Business



What are the next steps for using the Strategic Assessment System in your organization?

Contact the President of **People Insights, Inc.**, Neil Zambik at 604-585-6608. Neil will be pleased to meet with you at your convenience. He will give you the chance to experience the power of the Strategic Assessment System for yourself and realize how the system can greatly improve your business.

People Insights, Inc. continues to provide strategic Human Resources and innovative People Development programs and processes for organizations.

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Look for the next issue focusing on integrating HR into the strategic plan

2. Team Building

One of the biggest challenges in business is having teams work together effectively. Often communication breaks down as a result of a lack of understanding of others' personality styles. Using profiles in teams can help in the following ways:

- Team members can better understand their own personality traits and how they react to certain situations.
- Understanding other team members' personality styles can greatly help in effectively communicating as part of a team, especially when discussing difficult issues.
- Groupthink is a common problem when teams do not have diversity. In assembling teams, profiles can be used to ensure that there is a variety of personality styles. This will result in more effective outcomes for the team.

3. Career Development

Often employees have difficulty determining the right job for their skills and their personality. Profiling can greatly assist them in helping to decide where they could take their careers. For example, an introverted person might not be best suited for cold call selling. Of course, profiles could also be useful as a tool for assessing employees when the company develops its succession plan.

People Insights, Inc. is affiliated with Profiles Global Inc., the provider of the Strategic Assessment System. The system is overviewed in the next column:



Profiles Global Inc.

THE STRATEGIC ASSESSMENT SYSTEM (D.I.S.C. Assessment)

The **Strategic Assessment System (SAS)** employs one of the most widely used personality assessment tools, the **D.I.S.C. Assessment**. The **D.I.S.C.** language comes from the proven psychological principles found within the works of Carl Jung and William Marston. The **SAS** is comprised of two components:

1. **The Position Analysis** – allows an organization to measure the desired behavioural characteristics required of an individual in any given position. This creates a benchmark for the position.
2. **The Person Analysis** – allows the organization to objectively measure an individual's behavioural characteristics.

By using both together, an organization will:

- Significantly increase the likelihood of placing the RIGHT individual in the position – JOB FIT.
- Identify individual training needs.
- Gain understanding of how to motivate/coach an individual.

System Benefits

- Simple to use / User friendly
- Cost effective
- Software/internet based means quick turnaround of results

Business Benefits

- Reduce employee turnover
- Identify training needs
- Identify motivational needs
- Identify career paths
- Manage stress
- Build effective teams
- Communication needs
- Increase the likelihood of hiring the right person