



The WorkPlace Big Five Profile 4.0™

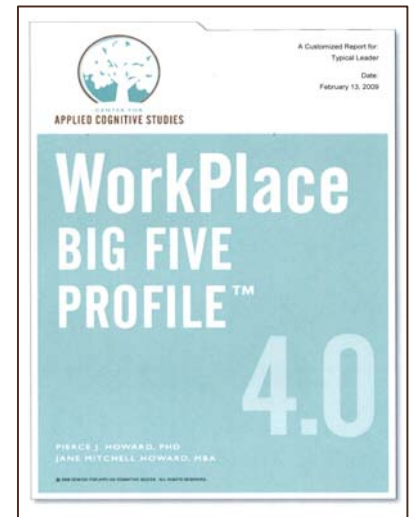
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What is the Big Five Model?

"The WorkPlace Big Five Profile is a powerful tool that improves individual performance as well as the productivity of teams." – Ross McAllister, FedEx

The **Center for Applied Cognitive Studies** first introduced the Big Five or the Five-Factor Model of Personality to the business world and began using it with clients across the United States in the early 1990's. Derived from current, well-respected, university research that used high speed computers for complicated data analyses, the model is not based on a theory. Rather, it is based on concrete, empirical data—indisputable facts that are reliable, valid, repeatable, and hold up under intense scrutiny.

The model, as presented by the Center and now used globally by companies, provides information on five Supertraits and 23 Subtraits that simply, clearly, and straight-forwardly explain the work-related behaviors that all of us observe, hear, read, or experience every day in our co-workers, employees, managers, and colleagues. Whether these people are working just down the hall, from their desk at home, six states/provinces away, or on the other side of the world, the Big Five Model can help improve performance and effectiveness at work.



Essentially, the Big Five Model helps companies understand how people are similar and different and how a personality-diverse workforce is needed to effectively accomplish the complete work of a company in this rapidly changing, virtual world. Using the WorkPlace and its suite of companion reports, companies:

- Build their performance management systems to assure that they hire the best person for a specific job based upon performance-based traits and competencies
- Accelerate the time it takes for groups of people, even those geographically dispersed, to become an effective team and generate actionable results
- Enhance management/leadership programs to enable participants to adjust their personality behaviors, when appropriate, to influence better and achieve outstanding performance from their workforce
- Jump-start an executive coaching session by providing clear, direct feedback for creating plans to overcome potential career derailers

Once associates grasp the basics of the WorkPlace Big Five Profile, they better understand themselves, their team members, their managers, their employees, and their customers. This understanding then empowers them to appreciate individual workplace differences and allows them to concentrate on their work goals.



The Five Supertraits and 23 Subtraits of the WorkPlace Big Five Profile 4.0™

Easily completed in only 10 to 15 minutes online with 107 questions, the WorkPlace Big Five Profile 4.0 personality assessment, as presented by the Center for Applied Cognitive Studies in its most recent 2009 release, contains:

Five Supertraits of the WorkPlace that describe work-related behaviors:

1. **Need for Stability:** Explains how people at work respond to and handle stressful situations, a critical aspect of today's successful work environment
2. **Extraversion:** Defines how people at work tolerate and deal with sensory bombardment or the lack of it, as when people work alone at home, which can come in the form of people, situations, and sensory experiences such as a three-day senior management off-site strategy meeting
3. **Originality:** Illustrates how open and accepting people at work are to new experiences, ideas, and change
4. **Accommodation:** Measures how easily or uneasily people defer to others—this Supertrait relates directly to power and how to use it effectively
5. **Consolidation:** Explains the degree to which people at work focus on their work, goal accomplishment, and needs for achievement and success

23 Subtraits of the WorkPlace provide in-depth explanations of the Five Supertraits:

<u>Need for Stability</u>	<u>Extraversion</u>	<u>Originality</u>	<u>Accommodation</u>	<u>Consolidation</u>
Worry	Warmth	Imagination	Others' Needs	Perfectionism
Intensity	Sociability	Complexity	Agreement	Organization
Interpretation	Activity Mode	Change	Humility	Drive
Rebound Time	Taking Charge	Scope	Reserve	Concentration
	Trust of Others			Methodicalness
	Tact			

Outputs of the WorkPlace Big Five Profile 4.0 for the Big Five Model:

- Generates a colorful Trait Report showing scores on 5 Supertraits and 23 Subtraits in clear, direct, easy-to-understand, work-related language that meets all United States EEOC and ADA requirements
- Delivers a Narrator Report that explains a person's trait scores with in-depth text
- If selected, provides a Trait Capacitor Report that specifies the amount of natural trait energy an associate has to support performance of 54 work-related competencies, an excellent tool for coaching sessions
- Adds, if selected, helpful, work-related information in separate reports called:
 - The Teamer*
 - The Leader*
 - The Career Guider*

Companies Use the WorkPlace for:

- Team Building
- Leadership/Management Development and Training
- Performance Coaching
- Job Analysis and Selection
- Succession Planning
- Career Development
- Diversity Training
- Conflict Management
- OE/OD Intervention