



Trends and Patterns Matter: Keys to Success

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When you are investing in a stock portfolio, trends and patterns in performance matter because you are placing your hard-earned money in their hands. When you are interviewing candidates for jobs, trends and patterns in their behavior matter because you are basing your “fit” decision on this information. When you are working with employees to enrich their development and tap into their potential for growth, trends and patterns in how they learn, develop, and process information matter because this is how you identify how to effectively use their talents. With investments and hiring decisions, there are useful metrics to aid in your decisions. Now, with the *Golden Personality Type Profiler™*, you have a solid, reliable metric to help explore how individuals learn, grow, and deal with the changes necessary for your business to thrive.

The *Golden Personality Type Profiler™* (hereafter referred to as the Golden) is ideal for identifying employee trends and patterns for the following reasons: (a) it uses the most widely accepted and established personality structure in psychology—the Five Factor Model; (b) it provides a comprehensive report data set on all scales (not just a single preference or simple direction); and (c) it provides a closer look at specific behaviors to show personal variations in the personality pattern. All of these qualities mean that the user has one of the most complete pictures available of major trends and patterns in behavior and perspectives that aid in developing their talent.

The basics

The personality patterns produced by the Golden are based on these five global Dimensions:

Energy preferences: Extraversion—engaged with the world outside your skin; Introversion—clarify experience internally before acting.

Information preferences: Sensing—wanting specific, tangible, concrete information first; Intuiting—seeing patterns, associations, and contextual issues first.

Decision preferences: Thinking—initially approaching a decision with a cause-effect mentality; Feeling—initially approaching a decision with a relational—who is involved and how will this effect them?—mentality.

Lifestyle preferences: Judging—seeking closure and systematic steps for acting on decisions; Perceiving—seeking more information and working toward “just in time” decisions.

Emotional state: Tense—feeling stressed by current circumstances such that the individual is concerned and unsure; Calm—feeling optimistic and confident in addressing current life circumstances.

And you care because

When working with individuals with the above patterns, you need to keep in mind that no one is “absolute and pure” in any one direction. The Golden provides you with specific data on how an individual reports on all of these Dimensions. In general, however, keep the following tips in mind:

Dimension	Tip: With this preference in mind, consider:
Extraversion (E)	Individual motivation increases as a feeling of participating in creating the plan increases; more auditory in anchoring information which means increasing the opportunity for interactions boosts learning.
Introversion (I)	Individual motivation increases as the opportunity to reflect and “think through” an issue is provided; more visual in anchoring information which means increasing the time for reviewing printed information boosts learning.
Sensing (S)	Individual wants to know the “who, what, where, how, and when” before listening to the “why” (or primary framework) for taking action.
Intuiting (N)	Individual wants to understand the context and framework before getting the gritty details and taking action.
Thinking (T)	Individual attends to the cause-effect-results equation in taking action; outline the deliverables and share the information needed (Sensing or Intuiting), and get out of the way.
Feeling (F)	Individual attends to the relative value of actions on all involved before taking action; outline the deliverables, share the information, and make sure they have multiple avenues to address relationship support needs.
Tense	Individual is experiencing discomfort, which may affect all of the other Dimensions. There may be hesitancy to act and a general tentative approach. To increase their effectiveness, make sure their natural tendencies are reinforced (e.g., if Extraverted, increase interaction, or if Introverted, provide more visual data and reflection time, etc.).
Calm	Individual feels confident about approaching current situations with his or her general style. They tend to act with a sense that “whatever happens, I’ll land on my feet.” They tend to be flexible and resilient in challenging situations.

Personal variations

Of course no one is a “pure Extravert or Introvert” as this would suggest a stereotyped and cardboard view of how human beings operate. The Golden provides a set of Facet scales for each of the Dimensions described above. For example, within the Extraversion-Introversion Dimensions, the Facets are Talkative, Quiet, Socially Bold, Reserved, Outgoing, Intimate, Participative, and Reflective. The beauty of these data points is that an individual may vote for Extraversion as their primary Dimension but indicate that he or she is Quiet, Reserved, and Reflective which explains why this person may not LOOK like an Extravert.

The Golden provides a total of 36 additional data-points related to the 18 Facet pairs (e.g. Talkative-Quiet, Socially Bold-Reserved, Outgoing-Intimate, and Participative-Reflective). These additional information sources provide for a rich exploration of personal variations within the main Dimensions.

When helping an individual see his or her complexity, you provide a rich source of information that links individual differences to key trends and patterns in energy, information, decision, and lifestyle preferences.

Is the Golden really different?

There are other tools that report similar kinds of information, but none of them have these two key qualities: (a) a Fifth Factor to explore the role stress plays in an individual’s behavior and (b) a scoring system that gives you all of the data of an individual’s scores on all scales. Both of these key advances in measuring personality type means that the practitioner no longer has to ignore the true response patterns of the individual and how the emotional status of the individual affects his/her choices at the moment.

The Golden gives you a percentage of points cast for each Dimension and Facet. The scoring range of 1 to 7 means that if you have 7 questions on a dimension, the largest possible score is 49. You distribute those 49 points in various ways—including not using some points, which reflects intensity of the rating. For example, if you gave 20 raw points to Extraversion and 10 raw points to Introversion, then that would mean you left 19 points on the table. It is a truer reflection of an individual’s behavior to say she gave 40% to Extraversion and 20% to Introversion, and there are 40% of the potential points hanging out there. By default we know that this particular individual has a preference, shows relative interest in using the other end of the dimension, and it has relative strength in the person’s awareness of herself. If she also gave 80% of the possible points for Thinking and 20% for Feeling, we know a preference and a clear sense of how aware she is of how this preference shows up in her life. Wow!! As a user of the tool, you now have a chance to help the individual obtain increasing clarity about the Dimension, Facets within that Dimension, and relative energy invested in all of the above.

The importance of degrees of being Tense and Calm in dealing with current life challenges is vital. To pretend that this variable is not important would be to ignore the elephant in the room. Individuals vary in terms of the degrees of relative Tense and Calm emotions they are experiencing, and it is very helpful for an individual to consider how this current stress response is affecting behavioral choices. It invites a constructive conversation on the use of various

coping strategies. Is the individual in a place such that he or she is not getting energy needs, informational qualities, decisional and lifestyle preferences actualized?

What's it all about?

Personality is about the consistency of behavior across situations and degrees of differences between individuals. When you gain clarity about your trends and patterns, you are able to explore more fully how your behavior affects your choices, influences others, and enhances (or interferes with) learning in a given situation. Growth begins with acceptance of one's behavior and how it affects others. This invites recognition of how you might extend the range of behavior and increase effectiveness in addressing personal and professional challenges. So, if you know that your *tendency* is to engage (E), generate ideas (N), critique the logic (T), and push for a decision now (J), you can now ask, "Should I allow more reflection time (I) for others?," "Provide more details or invite specific questions (S)?", "Link the decisions to values (F)?", and "Make sure others have their informational needs met (P)?" Such "flexing" will increase chances of success and maximize the strengths of those on whom you depend for success.

For training on the Golden, contact us at www.Qualifying.org or (336) 774-0330. If you are already qualified to purchase tools like the MBTI® assessment, you can take our e-learning bridge course and start using the Golden today!