



The WorkPlace Big Five Profile 3.0™

Why Use The WorkPlace Big Five Profile 3.0™?

The WorkPlace Big Five Profile 3.0™ (WorkPlace) is a personality assessment based on the Five Factor Model of Personality which has become the standard for psychologists. The WorkPlace was specifically written in workplace terminology to be used for business applications such as:

- Team Building
- Leadership Development
- Performance Coaching
- Job Selection and Hiring
- Succession Planning
- Management/Supervisory Training
- Career Development
- Sales Training
- Conflict Management
- OD Intervention

The WorkPlace is a normative test and can be used for Job Selection; while many commercially well-known assessments should not be used for Job Selection. The WorkPlace questionnaire and reports have been approved by an EEOC lawyer. Busy executives find it fast and easy to complete online in 10-15 minutes with only 107 questions. The coefficient alpha of .81 is among the highest of all other assessments.

The Bottom Line

Using the WorkPlace...

To select employees: *A Leisure Service Provider:*

- Reduced turnover of general managers in one year from **76% to 26%**

To move associates into the right role within a department:

An Accounts Receivable Dept. of a major consumer goods manufacturer:

- Reduced 60 day balances by **93%** in 4 years
- Reduced days of sales outstanding by **8%** in 2 years

For succession planning:

A Heavy Equipment Manufacturer and Distribution Company:

- Reduced turnover from **18% to 2%** over two years

Users of the WorkPlace Big Five Profile 3.0 say this...

“The WorkPlace Big Five Profile and the analytical tools that Pierce and Jane Howard have developed to “peel back the onion” on its results provide meaningful, relevant results that can support coaching at all levels of the organization.”

“The WorkPlace is a powerful tool to improve individual performance as well as the productivity of teams.”

“A great too that all consultants should have in their tool box.”

Benefits of using the Workplace

- Reduce Attrition
- Increase Productivity
- Improve Communication
- Increase Sales
- Increase Associate Satisfaction
- Effectively Use Training Dollars



The Workplace Big Five ProFile 3.0™

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Applications

Team Building

In a team building session using the Workplace Big Five ProFile, participants will learn about themselves, their teammates, and how to improve communication and teamwork with others including customers, vendors, etc.

Participants will learn:

- About their personality
- Where individuals on the team may have opportunities for conflict because they are so different on a dimension
- Who has more similar personality traits
- Tolerance of differences
- How to communicate with each other better
- That each individual has strengths to bring to the team, depending on the situation
- To seek out those with different viewpoints

Activities to perform in a Team Building Session:

- A continuum line up - teammates line up according to their score on each trait
- Everyone posts their Big Five scores on the flip chart

Other products: The Owners Manual for Personality at Work, The Workplace Big Five Workbook, The Teamer Report

Leadership Development

In a leadership development session using the Workplace Big Five ProFile, participants will learn about their personality profile and how it relates to the typical leader profile.

Participants will learn:

- About their personality profile
- The typical leader profile
- Customizing a leader profile to their industry, company, department, etc.
- Strategies to compensate where they differ from the leader profile
- Various Leadership Models
- Etc.

Activities to perform in a Leadership Development Session:

- A continuum line up - participants line up according to their score on each trait
- Everyone posts their Big Five scores on the flip chart

Other products: The Owners Manual for Personality at Work, The Workplace Big Five Workbook, The Leader Report

Coaching

When you combine personality traits with performance information, then one can capitalize on strengths and determine where training will be effective and where compensating strategies are required.

Participants will learn:

- About their personality profile
- About the competencies that are energizing, natural, somewhat natural, draining and outside of comfort zone for them
- How their personality supports and hinders their current role
- To capitalize on their strengths
- In which competencies they may need training or support
- In which competencies they should find compensating strategies for.

Other products: The Owners Manual for Personality at Work, The Workplace Big Five Workbook

Selection/Succession Planning

Using the Workplace Big Five ProFile, companies can define a target profile for a specific job, then assess candidates against it. This is one of the steps to take in the selection process along with critical behavior interviewing, reference checks, IQ testing and more.

By getting the right people in the right role, companies can:

- Reduce attrition
- Increase productivity
- Increase associate satisfaction and morale
- Use training dollars effectively

Other products: The Job Profiler (Traits), The Job ProFiler (Competencies), The Competency Card Sort