



PASport Personality Profiles

*You need to know who people are - not just what they can do for you.
Over 80% of job failures are due to personality mismatches... not ability*

Personality Traits and Business Impacts

Having the right person in the right role is fundamental to organisational success. Personality traits often have a greater impact than technical skills on the delivery of results. Personality profiling can provide strong support when you are making decisions about recruitment, team structures, client relationships and leadership choices.

The PASport profiling system assesses an individual's personality in terms of 4 primary traits; Dominance, Extroversion, Conformity and Patience. Areas examined include:

- ◆ Communication style
- ◆ Energy level
- ◆ Stress level
- ◆ Leadership style
- ◆ Motivating and demotivating factors
- ◆ Adaptability to differing environments
- ◆ Potential areas of conflict
- ◆ Strengths and weaknesses

These profiles are **simple to administer, user friendly** and **cost effective**.

The system was developed in conjunction with researchers from Princeton, Stanford and Redlands University in the United States. The profiles are culturally adapted and used in Australia, Europe, South America, the United States and Asia. The system has been the subject of an extensive independent validation.

Key Features

- **Quick and User-Friendly.** The assessment can be completed by candidates within 10-15 minutes.
- **Comprehensive, Plain English Report.** A detailed 13-page assessment report is produced that is easy to read, understand and use.
- **Online.** The assessment is available online 24/7.
- **Fast Turnaround.** An immediate turnaround on reports is provided so you can make same-day decisions.
- **Independently Validated.** The profiling tool has been subject to extensive evaluation and validation against other established psychometric tools.
- **Strong Predictive Ability.** Accurate reports are produced based on statistical evidence that describe how individuals are likely to act in different work situations. Studies show that PASport has strong predictive validity.
- **Additional Features.** Extra modules allow you to develop suitable interview questions, selection criteria and advertising material to attract the right candidate.

CASE STUDY: First Value Homes Inc.

- ▶ **Situation:** First Value Homes Inc, a USA Real Estate Company, found that sales teams were more successful when team members had similar personality profiles. They searched for a reliable tool to help them assess personality.
- ▶ **Course of Action:** Their Training Manager chose PASport to provide '*comprehensive, insightful reports.*' Using the PASport Job Profile they created a graphic profile of the ideal sales candidate by looking at the traits of current team members. New candidates were then matched against this. Used in conjunction with other company criteria this profile allowed them to improve recruitment.
- ▶ **Results:** First Value Homes found that by using PASport to help build sales teams profitability rose – '*since implementing this system sales have increased dramatically.*' PASport can also be used to build effective teams where a blend of different personality profiles is needed.

PASport Profile Modules

Recruiting

This feature provides human resource specialists and anyone responsible for recruiting with a tool to:

- Establish job performance criteria
- Profile candidates in relation to these criteria
- Develop an optimum interview format for the position
- Suggest text to use in advertising to attract the desired personality type

Communications

This module helps people to create and foster rewarding relationships by identifying key personality styles between individuals. The communication style profile can assist a person to improve communication at work, home or in society. This profile is an effective tool for mentoring, team structuring and team building.

Sales

The sales person completes an assessment of their own personality and also completes a simple assessment of their client, based on their observation of that client. From this we produce personality profiles of both the client and sales person, a comparative analysis, and specific guidance for the sales person to communicate more effectively with the client.

Assessment Benefits

- **Recruiting.** Helps you make the right initial choice so that the person fits the team and role quickly.
- **Business Impacts.** Our report describes individuals' likely behaviours in certain situations that can have either positive or negative effects on business results.
- **Team Structure.** Different personality types perform different team functions. A blend of types is important.
- **Team Work.** Team members who share understanding of each other's personality traits develop stronger team work.
- **Mentoring.** Profiling provides a strong tool for mentors.
- **Client Relationships.** Relationships can be strengthened and sales increased using this profiling system.
- **Motivation.** Profile provides a comprehensive list of factors likely to motivate or demotivate the individual.

Validation

An extensive independent validation of PASport was conducted by Dr David Matsumoto and Dr Jeff LeRoux of the Culture and Emotion Research Lab, Department of Psychology at San Francisco State University in 2001. As part of the validation process test subjects were also required to complete the California Psychological Inventory, the Myers Briggs Type Indicator (MBTI) and the NEO-Personality Inventory (NEO-PI).

The conclusion was that the studies conducted for validation provided strong empirical evidence for Internal Reliability (through alpha assessments), Construct Validity (through correlations with criterion variables rated in various formats, and factor analyses) and Predictive Validity (through correlations with various personality tests).

"The reliability and validity evidence for these items are comparable, if not better, to similar tests of these types of psychological constructs in both the academic and applied literatures."

About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona Global group, that offers business solutions to organisations throughout 60 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

About Persona

Persona Global is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

General Electric	Microsoft	Exxon Mobil
Pfizer	Xerox	Applied Materials
BMW	Vodafone	British Airways
Mitsubishi	Dell Computer	Japan Airlines
Disney	IBM	Credit Suisse
Coca Cola	Alcatel	American Express
Hitachi	Motorola	Sony Music Entertainment

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