



**“Don’t just go through life,
grow through life”**

Personality Development E-Book

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1. INTRODUCTION TO PERSONALITY

1.1 THE CONCEPT OF PERSONALITY

DEFINITION:

"Personality is that pattern of characteristic thoughts, feelings, and behaviors that distinguish one person from another and that persists over time" "It is the sum of biologically based and learned behavior which forms the person's unique responses to environmental stimuli"

1.2 DIMENSIONS OF PERSONALITY

The Big Five personality traits, also known as the five-factor model (FFM), is a model based on common language descriptors of personality (lexical hypothesis). These descriptors are grouped together using a statistical technique called factor analysis (i.e. this model is not based on scientific experiments). This widely examined theory suggests five broad dimensions used by some psychologists to describe the human personality and psyche.

The five factors have been defined as openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism, often listed under the acronyms "OCEAN".

DIMENSION OF PERSONALITY	HIGH LEVEL	LOW LEVEL
Openness to experience	Inventive, Curious	Cautious, Conservative
Conscientiousness	Efficient, Organised	Easy going, Careless
Extraversion	Outgoing, Energetic	Solitary, Reserved
Agreeableness	Friendly, Compassionate	Competitive, Outspoken
Neuroticism	Sensitive, Nervous	Secure, Confident

These five factors are assumed to represent the basic structure behind all personality traits. They were defined and described by several different researchers during multiple periods of research.

Employees are sometimes tested on the Big Five personality traits in collaborative situations to determine what strong personality traits they can add to a group dynamic. Businesses need to understand their people as well as their operations and processes. Understanding the personality components that drive employee behavior is a very useful informational data point for management.

1.2.1 THE FIVE DIMENSIONS OF PERSONALITY: (THE FIVE-FACTOR MODEL)

A. Openness to experience: (Inventive/curious vs. consistent/cautious)

Openness to experience describes a person's degree of intellectual curiosity, creativity, appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. It is also described as the extent to which a person is imaginative or independent, and depicts a personal preference for a variety of activities over a strict routine.

High openness can be perceived as unpredictability or lack of focus. Moreover, individuals with high openness are said to pursue self-actualization specifically by seeking out intense, euphoric experiences, such as skydiving, living abroad, gambling, etc. Conversely, those with low openness seek to gain fulfillment through perseverance and are characterized as pragmatic and data-driven—sometimes even perceived to be dogmatic and closed-minded. Some disagreement remains about how to interpret and contextualize the openness factor.

B. Conscientiousness (efficient/organized vs. easy-going/careless)

Conscientiousness is a tendency to show self-discipline, act dutifully, and aim for achievement. Conscientiousness also refers to planning, organization, and dependability. High conscientiousness is often perceived as stubbornness and obsession. Low

conscientiousness is associated with flexibility and spontaneity, but can also appear as sloppiness and lack of reliability.

C. Extraversion (outgoing/energetic vs. solitary/reserved)

Extraversion describes energy, positive emotions, assertiveness, sociability, talkativeness, and the tendency to seek stimulation in the company of others. High extraversion is often perceived as attention-seeking, and domineering. Low extraversion causes a reserved, reflective personality, which can be perceived as aloof or self-absorbed.

D. Agreeableness (friendly/compassionate vs. analytical/detached)

Agreeableness is a tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well-tempered or not. High agreeableness is often seen as naive or submissive. Low agreeableness personalities are often competitive or challenging people, which can be seen as argumentative or untrustworthy.

E. Neuroticism (sensitive/nervous vs. secure/confident)

Neuroticism is a tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, and vulnerability. Neuroticism also refers to the degree of emotional stability and impulse control and is sometimes referred to by its low pole, "emotional stability". A high need for stability manifests as a stable and calm personality but can be seen as uninspiring and unconcerned. A low need for stability causes a reactive and excitable personality, often very dynamic individuals, but they can be perceived as unstable or insecure.

2. PERSONALITY DEVELOPMENT

Personality development includes activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations. When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations. Personality development includes activities that develop talents, improve awareness, enhances potential, and look to improve the quality of life.

It involves formal and informal activities that put people in the role of leaders, guides, teachers, and managers for helping them realize their full potential. Hence, it can be concluded that the process of improving or transforming the personality is called personality development.

2.1 SIGNIFICANCE OF PERSONALITY DEVELOPMENT

Most people underestimate the importance of having a pleasing personality. The majority think it just means being born good-looking, that there isn't anything much to do about it. But this is not true. The scope of personality development is quite broad. It includes knowing how to dress well, social graces, grooming, speech, and interpersonal skills. Whatever your career, these are very important skills that will promote your objectives.

To better appreciate its importance, some of the key benefits of developing your personality include the following:

A. Confidence:

Personality development gives more confidence to people. When you know you are appropriately attired and groomed, this makes you less anxious when meeting a person. Knowing the right things to say and how to conduct yourself will increase your confidence.

B. Credibility:

Personality development makes people more credible. Despite the saying that you don't judge a book by its cover, people do tend to judge people by their clothing and how it is worn. This does not mean buying expensive clothes. We all know people who look shabby in inexpensive clothes. Some people look great even if their attire is inexpensive. Because of this, you must know what to wear and you must be aware of other aspects of enhancing your physical features.

C. Interaction:

Personality development encourages people to interact with others. Studies have consistently shown that people communicate more openly with people they are comfortable with. If your hygiene and social graces are unrefined, then expect to have a much harder time connecting with people.

D. Leading and Motivating:

Personality development enhances the capacity to lead and motivate. A person with a winning personality will be able to motivate better. People are less likely to get bored, and our ideas will have more credibility. We can lead better if we project an aura of confidence and credibility.

E. Curiosity:

A single wrong word can destroy a business relationship. Knowing the right things to say shows both respect and intellectual sophistication. This is especially the case if you are dealing with foreigners or if you conduct business outside the country. The right thing to do in our country could be horrible blunders in a different culture. These are the soft skills that may break or make a deal.

F. Communication skills:

It improves your communication skills. People are more receptive to what you say if they are impressed with your personality. Verbal communication skills are also part of personality development; improving your speech will strengthen the impact of your message. You cannot win by talent and hard work alone. Personality development is a crucial ingredient that you must obtain. Most of the people you see as models of great personality have taken a lot of effort in developing their natural features.

3. THEORIES OF PERSONALITY

Many psychologists have developed theories about personality—how to describe it, how it emerges, what influences it, how it changes, and what constitutes a healthy or an abnormal personality. Here you will learn about the three most important personality theories: psychoanalytic theory, behaviorism, and humanism.

The first of the modern personality theories was developed by Sigmund Freud and is known as psychoanalytic theory. The psychiatric practice of this theory is called psychoanalysis. Freud's ideas were plentiful, profound, and often controversial. His theory about personality has had a tremendous influence on societies around the world through many different disciplines. Not only psychology has been influenced and informed by the ideas of Freud, but also literature, art, philosophy, cultural studies, film theory, and many other academic subjects. Freud's theory represents one of the major intellectual ideas of the modern world. Right or wrong, these ideas have had a lasting and enormous impact.

3.1 FREUD THEORY

Freud theorized that personality contains three structures—the id, ego, and superego—and that the mind is like an iceberg, the unconscious making up 90% while the conscious (like the tip of the iceberg floating above water) makes only 10% of the mind.

Freud suggested an analogy about the mind. He said that the mind is like an iceberg in the ocean, floating 10% above the water and 90% below. The unconscious, Freud proposed, makes up the vast majority of our minds. In Freud's view, only about 10% of our behaviors are caused by conscious awareness—about 90% are produced by unconscious factors.

According to psychoanalytic theory, most of what controls our behaviors, thoughts, and feelings is unknown to our aware minds. Normally, the unconscious guide us. Freud said that the mind could be divided into three abstract categories. These are the id, the ego, and the superego.

1. The id:

Freud said that the id is unconscious, that we are unaware of its workings. The id is not rational; it imagines, dreams, and invents things to get us what we want. The id aims to satisfy our biological urges and drives. It includes feelings of hunger, thirst, sex, and other natural body desires aimed at deriving pleasure.

2. The ego:

The ego is partly conscious and partly unconscious. The ego operates according to the reality principle; that is, it attempts to help the id get what it wants by judging the difference between real and imaginary. If a person is hungry, the id might begin to imagine food and even dream about food. (The id is not rational.)

3. The superego:

The superego gives people feelings of pride when they do something correct (the ego ideal) and feelings of guilt when they do something they consider to be morally wrong (the conscience). The superego, like the ego, is partly conscious and partly unconscious.

Conclusion

Although these are known as structures, do not take the term literally. Freud did not mean that these are physical parts of our bodies or our brains. He coined these terms and proposed this division of the mind as abstract ideas meant to help us understand how personality develops and works, and how mental illnesses can develop.

Freud theorized that healthy personality development requires a balance between the id and the superego. These two divisions of the mind are naturally in conflict with one another: The id attempts to satisfy animal, biological urges, while the superego preaches patience and restraint. The struggle between these two is an example of intrapsychic conflict—conflict within the mind.

According to psychoanalytic theory, defense mechanisms are automatic (unconscious) reactions to the fear that the id's desires will overwhelm the ego. Freud believed that a healthy personality was one in which the id's demands are met but also the superego is satisfied in making the person feel proud and not overwhelmed by guilt. If the id is too strong, a person will be rude, overbearing, selfish, and animalistic. If the superego is too strong, a person is constantly worried, nervous, and full of guilt and anxiety and

is always repressing the id's desires. An overly strong id makes one a psychopath, lacking a conscience, or an ogre, selfishly meeting one's needs without concern for others. An overly strong superego, on the other hand, makes one a worrier, a neurotic, so overwhelmed by guilt that it is difficult to get satisfaction.

3.2 CATTELL'S 16PF TRAIT THEORY

Cattell (1965) disagreed with Eysenck's view that personality can be understood by looking at only two or three dimensions of behavior.

Instead, he argued that it was necessary to look at a much larger number of traits in order to get a complete picture of someone's personality.

Whereas Eysenck based his theory based on the responses of hospitalized servicemen, Cattell collected data from a range of people through three different sources of data.

- L-data: this is life record data such as school grades, absence from work, etc.
- Q-data: this was a questionnaire designed to rate an individual's personality (known as the 16PF).
- T-data: this is data from objective tests designed to 'tap' into a personality construct.

Cattell analyzed the T-data and Q-data using a mathematical technique called factor analysis to look at which types of behavior tended to be grouped in the same people. He identified 16 personality traits/factors common to all people.

Cattell made a distinction between source and surface traits. Surface traits are very obvious and can be easily identified by other people, whereas source traits are less visible to other people and appear to underlie several different aspects of behavior.

Cattell produced a personality test similar to the EPI that measured each of the sixteen traits. The 16PF (16 Personality Factors Test) has 160 questions in total, ten questions relating to each personality factor.

3.3 Social Cognitive Theory

The social cognitive theory of personality views personality development in terms of reciprocal interactionism, that is, a perspective that considers the relationship of person-society as an interactive system that defines and molds personal development.

Personal interaction with other individuals, society, and nature creates experiences in which self-identification is organized concerning the social environment.

In other words, personality traits are a function of complex cognitive strategies used to effectively maneuver through social situations. Furthermore, according to the social-cognitive perspective, cognitive processes are central to an individual's unique expression of personality traits and affective processes. Through cognitive mechanisms and social competencies, individuals interpret contextual situations to derive beliefs that guide their thoughts and behaviors, thus developing an enduring pattern of personality traits.

4. CONCEPT OF SUCCESS & FAILURE

4.1 SUCCESS:

What makes a person successful? How do we recognize success?

To some people, success might mean wealth. To others, it is recognition, good health, good family, happiness, satisfaction, and peace of mind. What this tells us is that success is subjective. It can mean different things to different people.

The best definition for success is

"Success is the progressive realization of a worthy goal"

4.1.1 FACTORS RESPONSIBLE FOR SUCCESS

1. Desire:

The motivation to succeed comes from the burning desire to achieve a purpose. Napoleon Hill wrote, "Whatever the mind of man can conceive and believe, the mind can achieve." When you want success as badly as you wanted the air, then you will get it." There is no other secret. A burning desire is the starting point of all accomplishment. Just like a small fire cannot give much heat, a weak desire cannot produce great results.

2. Commitment:

Integrity and wisdom are the two pillars on which to build and keep commitments. This point is best illustrated by the manager, who told one of his staff members, "Integrity is keeping your commitment even if you lose money and wisdom is not to make such foolish commitments." Prosperity and success are the results of our thoughts and decisions. It is our decision what thoughts will dominate our lives. Success is not an accident. It is the result of our attitude.

3. Responsibility:

A duty that becomes a desire will ultimately become a delight. --George Gritter People with character accept responsibilities. They make decisions and determine their own destiny in life. Accepting responsibilities involves taking risks and being accountable

which is sometimes uncomfortable. Most people would rather stay in their comfort zone and live passive lives without accepting responsibilities.

4. Hard Work:

Success is not something that you run into by accident. It takes a lot of preparation and character. Everyone likes to win but how many are willing to put in the effort and time to prepare to win? It takes sacrifice and self-discipline. There is no substitute for hard work. Henry Ford said, "The harder you work, the luckier you get." The world is full of willing workers, some willing to work and others willing to let them. "I like to work half a day. I don't care if it is the first 12 hours or the second 12 hours." -- Kammons Wilson,

5. Character:

Character is the total of a person's values, beliefs, and personality. It is reflected in our behavior, in our actions. It needs to be preserved more than the richest jewel in the world. To be a winner takes character. George Washington said, "I hope I shall always possess firmness and virtue enough to maintain what I consider the most valuable of all titles, the character of an honest man." It is not the polls or public opinions but the character of the leader that determines the course of history. There is no twilight zone in integrity.

6. Positive Believing:

Having a positive attitude and being motivated is a choice we make every morning. Living a positive life is not easy, but then neither is negative living. Given a choice, I would go for positive living. Positive thinking is better than negative thinking and it will help us use our abilities to the fullest. Positive believing is a lot more than positive thinking. It is having a reason to believe that positive thinking will work. Positive believing is an attitude of confidence that comes with preparation.

7. The Power of Persistence:

Nothing will take the place of persistence. Talent will not: Nothing is more common than unsuccessful people with talent. Genius will not: Unrewarded genius is a proverb. Education will not: The world is full of educated derelicts. Persistence and determination alone are omnipotent. --Calvin Coolidge The journey to being your best is

not easy. It is full of setbacks. Winners cannot overcome and bounce back with even greater resolve.

4.2 FAILURE:

Failure can be defined as the state or condition of not achieving a desirable or intended objective; it can be considered the opposite of success. Failure is just a state of mind. You are a failure only if you think that you failed. Your attitude towards a certain situation determines whether or not you have failed.

The fact is that everyone fails in something or the other at some point in their lives. It is easy to think negatively when it seems that everything that you do is not good enough.

4.2.1 FACTORS RESPONSIBLE FOR FAILURE:

The following factors can be considered as causes of failure. The most common failure-causing problems and their solutions:

1. Lack of Persistence:

More people fail not because they lack knowledge or talent but because they just quit. It's important to remember two words: persistence and resistance. Persist in what must be done and resist what ought not to be done. Try new approaches. Persistence is important, but repeating the same actions over and over again, hoping that this time you'll succeed, probably won't get you any closer to your objective. Look at your previous unsuccessful efforts and decide what to change. Keep making adjustments and midcourse corrections, using your experience as a guide.

2. Lack of Conviction:

People who lack conviction take the middle of the road. But what happens in the middle of the road? You get run over. People without conviction go along to get along because they lack confidence and courage. They conform in order to get accepted, even when they know that what they are doing is wrong. Decide what is important to you. If something is worth doing, it's worth doing right and doing well. Let your passion show

even in mundane tasks. It's OK to collaborate and cooperate for success, but it's not OK to compromise your values—ever.

3. Rationalization:

Winners might analyze, but they never rationalize. Losers rationalize and have a book full of excuses to tell you why they couldn't succeed. Change your perspective. Don't think of every unsuccessful attempt as a failure. Few people succeed at everything the first time. Most of us attain our goals only through repeated effort. Do your best to learn everything you can about what happened and why.

4. Dismissal of Past Mistakes:

Some people live and learn, and some only live. Failure is a teacher if we have the right attitude. Wise people learn from their mistakes—experience is the name they give to slip-ups. Define the problem better. Analyze the situation—what you want to achieve, what your strategy is, why it didn't work. Are you viewing the problem correctly? If you need money, you have more options than increasing revenue. You could also cut expenses. Think about what you're trying to do.

5. Lack of Discipline:

Anyone who has accomplished anything worthwhile has never done it without discipline. Discipline takes self-control, sacrifice, and avoiding distractions and temptations. It means staying focused. Don't be a perfectionist. You might have an idealized vision of what success will look and feel like. Although that can be motivational, it might not be realistic. Succeeding at one goal won't eliminate all your problems. Be clear on what will satisfy your objectives and don't obsess about superficial details.

6. Poor Self-Esteem:

Poor self-esteem is a lack of self-respect and self-worth. People with low self-confidence are constantly trying to find themselves rather than creating the person they want to be. Don't label yourself. You might have failed, but you're not a failure until you stop trying. Think of yourself as someone still striving toward a goal, and you'll be better able to maintain your patience and perseverance for the long haul.

7. Fatalistic Attitude:

A fatalistic attitude prevents people from accepting responsibility for their position in life. They attribute success and failure to luck. They resign themselves to their fate, regardless of their efforts, that whatever has to happen will happen anyway. Look in the mirror every day and say, I am in charge. You might not have control over every phase of your life, but you have more control than you realize, and you are responsible for your happiness and success. Your attitude determines your altitude, and you can turn "down" into "up".

5. PERSONALITY DISORDERS

Personality is the way of thinking, feeling, and behaving that makes a person different from other people. An individual's personality is influenced by experiences, environment (surroundings, life situations), and inherited characteristics. A person's personality typically stays the same over time. A personality disorder is a way of thinking, feeling, and behaving that deviates from the expectations of the culture, causes distress or problems functioning, and lasts over time.

There are 10 specific types of personality disorders. Personality disorders are long-term patterns of behavior and inner experiences that differ significantly from what is expected. The pattern of experience and behavior begins by late adolescence or early adulthood and causes distress or problems in functioning. Without treatment, personality disorders can be long-lasting. Personality disorders affect at least two of these areas:

- Way of thinking about oneself and others
- Way of responding emotionally
- Way of relating to other people
- Way of controlling one's behavior

5.1 TYPES OF PERSONALITY DISORDERS

Antisocial personality disorder:

A pattern of disregarding or violating the rights of others. A person with an antisocial personality disorder may not conform to social norms, may repeatedly lie or deceive others, or may act impulsively.

Avoidant personality disorder:

A pattern of extreme shyness, feelings of inadequacy, and extreme sensitivity to criticism. People with an avoidant personality disorder may be unwilling to get involved with people unless they are certain of being liked, be preoccupied with being criticized or rejected, or may view themselves as not being good enough or socially inept.

Borderline personality disorder:

A pattern of instability in personal relationships, intense emotions, poor self-image, and impulsivity. A person with a borderline personality disorder may go to great lengths to avoid being abandoned, have repeated suicide attempts, display inappropriate intense anger, in have ongoing feelings of emptiness.

Dependent personality disorder:

A pattern of needing to be taken care of and submissive and clingy behavior. People with a dependent personality disorder may have difficulty making daily decisions without reassurance from others or may feel uncomfortable or helpless when alone because of fear of inability to take care of themselves.

Histrionic personality disorder:

A pattern of excessive emotion and attention-seeking. People with a histrionic personality disorder may be uncomfortable when they are not the center of attention, may use physical appearance to draw attention to themselves, or have rapidly shifted or exaggerated emotions.

Narcissistic personality disorder:

A pattern of need for admiration and lack of empathy for others. A person with a narcissistic personality disorder may have a grandiose sense of self-importance, a sense of entitlement, take advantage of others, or lack empathy.

Obsessive-compulsive personality disorder:

A pattern of preoccupation with orderliness, perfection, and control. A person with an obsessive-compulsive personality disorder may be overly focused on details or schedules, may work excessively not allowing time for leisure or friends, or may be inflexible in their morality and values. (This is NOT the same as obsessive-compulsive disorder.)

Paranoid personality disorder:

A pattern of being suspicious of others and seeing them as mean or spiteful. People with a paranoid personality disorder often assume people will harm or deceive them and don't confide in others or become close to them.

Schizoid personality disorder:

Being detached from social relationships and expressing little emotion. A person with schizoid personality disorder typically does not seek close relationships, chooses to be alone, and seems to not care about praise or criticism from others.

Schizotypal personality disorder:

A pattern of being very uncomfortable in close relationships, having distorted thinking, and eccentric behavior. A person with a schizotypal personality disorder may have odd beliefs or odd or peculiar behavior or speech or may have excessive social anxiety.

Diagnosis of a personality disorder requires a mental health professional to look at long-term patterns of functioning and symptoms.

Diagnosis is typically made in individuals 18 or older. People under 18 are typically not diagnosed with personality disorders because their personalities are still developing. Some people with personality disorders may not recognize a problem. Also, people may have more than one personality disorder. An estimated 9 percent of U.S. adults have at least one personality disorder.

6. WHY GOOD PERSONALITY IS REQUIRED

To increase Self-Awareness

The initial step to genuine Personality Development is Self-Awareness. It does not matter what your explanation is to achieve personal growth, you should peer from inside. Everything else will pursue.

It's imperative to recall - Personal Growth is beyond the realm of imagination without Self-Awareness and deep self-assessment. It is a key part, and nothing else will become all-good until you have this under control.

To increase Confidence

Personality Development Courses work so much on your confidence. You will have a confident personality, and a confident personality is a winner in all races. Confident people come across as more credible and are more successful in life.

Enhance Your Personality

Who doesn't love to be "Mr./Ms? Amiable?" All of us need to be affable, yet what stops us is that we have certain blemishes as a part of our character. A Personality Development Course will assist you with improving your character, and make it increasingly satisfactory and even charming.

Enhance Your Communication Skills

Communication Skills structure is one of the centerpieces of our character. It will assist you in learning the specialty of conveying better. It is tied in with sending the message decisively and adequately. If you have ground-breaking communication, at that point, you will have the option to put over your point.

You will know the specialty of evading clashes. One has extraordinary persuading abilities on the off chance that he has incredible communication.

To Take Steps Toward Your Your Goals

Goals are simpler to accomplish when they're customized to you.

The most ideal approach to customize your objectives is to initially find out about yourself in the Personality Development Course. When you comprehend what really

matters to you and what way you need to take throughout everyday life, it makes it easy to settle on noteworthy objectives.

It's basic to set practical objectives you can accomplish, however. What's more, they ought to be SMART objectives. Making littler objectives will guarantee you contact them and will inspire you to prop up because you'll get that feeling of achievement.

To Decrease Stress and Anxiety

It's a well-known fact that when you set aside the effort to put resources into yourself and your bliss, all pieces of your life will start to change. The vast majority who are in a condition of steady pressure or uneasiness is not halting to watch their activities or hinder them at all. At the point when you figure out how to know when you're feeling the most overpowered, pushed, or on edge, you can utilize ways of dealing with stress to adapt better.

Things like positive self-talk, breathing activities, figuring out how to self-relieve, and living at the time simply aren't conceivable on the off chance that you aren't mindful of your triggers, practices, propensities, and feelings.

To Gain True Happiness

At the point when you settle on a purposeful decision to turn into a more joyful individual and carry on with an all the more satisfying life, you will. Basic as that. A mind is a useful asset, and you'd be shocked by what you can accomplish when you choose to accomplish something, significant or little.

Bliss doesn't originate from materialistic things or another person, it originates from inside. When you ace yourself, everlasting bliss will pursue with the assistance of the correct instrument and assets.

7.

16 PERSONALITY TYPE

The Inspector - ISTJ Personality

The ISTJ can be considered an intimidating personality type to approach, especially without a prior relationship. ISTJs appear serious, formal, and proper. This personality type places great importance on tradition and old-school values. Patience, hard work, honor, and social and cultural responsibility are all cherished by the ISTJ. They are reserved, calm, quiet, and upright. These traits result from the combination of Introversion, Sensing, Thinking, and Judging. The result is a personality type that is often misunderstood.

The Counselor - INFJ Personality

INFJs are visionaries and idealists. This personality type oozes creative imagination and brilliant ideas from every pore. They have a different, frequently profound, way of looking at the world that is not always understood. INFJs favor substance and depth in the way they think. This personality type will never accept anything at surface level or refuse to countenance a better way to approach problems. Others may perceive the INFJ as odd or amusing due to this variable outlook on life.

The Mastermind - INTJ Personality

INTJs are true introverts. This personality type tends to be quiet, reserved, and comfortable in their own company. INTJs are usually self-sufficient and prefer to work alone than in a group. Socializing significantly drains the energy of this personality type, causing them to need to recharge. Do not weigh down an INTJ with small talk! They are more interested in big ideas and theories. When observing the world, INTJs regularly question why things happen the way they do. Uncertainty is the enemy of the INTJ. They excel at developing plans and strategies for every eventuality.

The Giver - ENFJ Personality

ENFJs are eternal people-pleasers. They are extroverted, idealistic, charismatic, outspoken, highly principled, and ethical. This set of traits ensures that an ENFJ can usually connect with others of varying backgrounds and personalities. ENFJs rely more on intuition and feelings, living more in their imagination than in the real world. This can

be troublesome, for the individual themselves and those around them. Rather than living in the “now” and what is currently happening, ENFJs tend to concentrate on the abstract and what could possibly unfold in the future.

The Craftsman - ISTP Personality

ISTPs are mysterious and oft-misunderstood people. This personality type is typically defined by rationality and logic but is also capable of spontaneity and enthusiasm. The personality traits of the ISTP are tougher to recognize than those of other types. Even people who know the ISTP well cannot always anticipate their reactions. Deep down, ISTPs are spontaneous, unpredictable individuals, but they sometimes hide those traits from the outside world, favoring an approach of logic and culpability.

The Provider - ESFJ Personality

ESFJs are the stereotypical extroverts. This personality type is effortlessly social, born of a need to interact with others. This desire to make others happy usually results in popularity for the ESFJ. The ESFJ often tends to be the cheerleader or sports hero in high school and college. Later in life, they continue to revel in the spotlight. ESFJs are primarily focused on organizing social events for their families, friends, and communities. ESFJ is a common personality type and one that is liked by many people.

The Idealist - INFP Personality

INFPs, like most introverts, are quiet and reserved. This personality type prefers not to talk about themselves, especially upon first meeting a new person. They prefer spending time alone in quiet places. This provides the opportunity for the INFP to make sense of the world around them. INFPs love analyzing signs and symbols, often considering them to be metaphors that have deeper meanings related to life. This personality type can become lost in their imagination and daydreams. This occasionally leads to the INFP drowning in the depth of their thoughts, fantasies, and ideas.

The Performer - ESFP Personality

ESFPs have an Extroverted, Observant, Feeling and Perceiving personality, and are commonly seen as Entertainers. Born to provide amusement and distraction to others and to hog the limelight, ESFPs love to hold court in a group. ESFPs are thoughtful explorers who enjoy learning - and sharing what they learn with others. ESFPs live for the company and typically have strong interpersonal skills. They are lively and fun, and

will never decline the opportunity to be the center of attention. Despite this court-jester-like demeanor, however, ESFPs are warm, generous, and friendly. They are also typically sympathetic and concerned for the well-being of others.

The Champion - ENFP Personality

ENFPs have an Extroverted, Intuitive, Feeling and Perceiving personality. This personality type is highly individualistic. Champions are not followers and care little for the status quo. Instead, they strive toward creating their own methods, looks, actions, habits, and ideas. ENFPs do not welcome cookie-cutter people into their circle and loathe being forced to live inside a box. They do enjoy the company though - assuming it is the "right" company - enjoying strong intuition when it comes to themselves and others. ENFPs operate from their feelings most of the time. This is no bad thing, as they are highly perceptive and thoughtful.

The Doer - ESTP Personality

ESTPs have Extroverted, Sensing, Thinking, and Perceptive personality. ESTPs live for social interaction, drawing power from feelings and emotions. This does not mean that ESTPs are flippant. They enjoy logical processes and reasoning, provided this does not stand in the way of freedom in thought and deed. Theory and abstracts will not retain the attention or interest of an ESTP for long. This personality type prefers to leap before they look, fixing mistakes as they go. This is preferable to sitting idle or preparing contingency plans.

The Supervisor - ESTJ Personality

ESTJs place a great deal of emphasis on traditional values. These include organization, honesty, dedication, and dignity. This personality type believes firmly in doing what they believe is right and socially acceptable. Though the paths towards "good" and "right" are difficult to define, an ESTJ will act as the leader of the pack and extol personal views. They are the epitome of good citizenry. People often look to ESTJs for guidance and counsel, and this personality type will always be happy to provide such assistance.

The Commander - ENTJ Personality

An ENTJ's primary concern is the focus is managing external circumstances with logic and discipline. Once this has been achieved, intuition and reasoning take effect. ENTJs are the most natural leaders among the 16 personality types. This personality type will

always relish the opportunity to take charge. ENTJs live in a world of possibilities, often viewing challenges and obstacles as great opportunities to push themselves. They have a natural gift for leadership and never shirk from making decisions. Options and ideas will be quickly yet carefully reviewed. ENTJs are "take charge" people who do not like to sit still and allow life to happen around them.

The Thinker - INTP Personality

INTPs are highly regarded for brilliant theories and unrelenting logic. This makes sense, as this personality type is arguably the most logical of all. INTPs love patterns, have a keen eye for picking up on discrepancies, and possess the ability to read people. This makes it inadvisable to lie to an INTP. People of this personality type lack interest in practical, day-to-day activities and maintenance. When an INTP finds an environment that provides the opportunity to stretch their creative muscles, there is no limit to the time and energy expended. A sensible and unbiased solution becomes likely.

The Nurturer - ISFJ Personality

ISFJs are philanthropists. This personality type is always ready to give back, and any generosity received will be returned threefold. The people and things an ISFJ believes in will be upheld, and supported with enthusiasm and unselfishness. This makes this among the warmest and kind-hearted personality types. Harmony and cooperation are important to the ISFJ, and this type is likely to be sensitive to the feelings of others. The ISFJ is valued for their consideration and awareness, and often brings out the best in others.

The Visionary - ENTP Personality

The ENTP personality is among the rarest in the world, which is understandable. Although they are extroverts, ENTPs reject small talk - and may not thrive in social situations. This is especially true if the ENTP is surrounded by vastly different personality types. ENTPs are intelligent, and as a result, they need to be constantly mentally stimulated. This personality type relishes the opportunity to discuss theories and facts in extensive detail, needing little encouragement to set the world to rights. ENTPs are logical, rational, and objective in their approach to information and arguments. They expect the same from a debating partner.

The Composer - ISFP Personality

ISFPs are introverts but may not always seem this way. Even if an ISFP has difficulties connecting to other people initially, they eventually grow warm, approachable, and friendly. ISFPs are fun to be around and very spontaneous. This makes them the perfect friend to tag along with an activity, planned or unplanned. ISFPs look to live life to the fullest and embrace the present. This ensures they are always keen to encounter a new experience or make a discovery. ISFPs find wisdom in understanding, so they find more value in meeting new people than other introverted personality types.

8.

PERSONALITY & CAREER CHOICES

Realistic (Doer)

Someone who likes to work mainly with their hands by making and fixing things, assembling or operating equipment. They sometimes prefer working outdoors and find joy with varying types of manual labor. A realistic individual works well with tools, machines, and mechanical drawings. Valuing practical things you can see and touch, they also often see themselves as practical and mechanical.

Best when working: Alone or with other real people

Compatible with: Investigative or Conventional

Occupations with a realistic environment: Carpenter, Electrician, Pilot, Engineer, Mechanic.

Investigative (Thinker)

The most analytical of the six personalities, this group loves to study and solve math or science-related problems. They are not skilled negotiators but prefer working with others who are grounded. They see themselves as precise and intellectual and like to be acknowledged for their achievements.

Best when working: Alone or with other investigative individuals

Compatible with: Realistic or Artistic

Occupations with an investigative environment: Biologist, Mathematician, Computer Programmer, Surveyor, Pharmacist

Artistic (Creator)

This group of individuals values others who are expressive and independent. They naturally admire the creative arts including writing and music. They see themselves as expressive and original and prefer to avoid highly ordered or repetitive activities. They enjoy working in groups but only if they are allowed expressive freedom and are encouraged to share their ideas.

Best when working: In groups that allow creative expression and unsystematic teams

Compatible with: Investigative and Social

Occupations with an artistic environment: Graphic Designer, Musician, Book Editor, Art Teacher, Actor

Social (Helper)

Persons with a social personality type like to "dominate" their environment. This is the most common category of the six, and many people have traits of this category among others. They particularly value providing services for others and enjoy working closely with people. Their ideal working conditions are with other people who are also trustworthy and helpful and show appreciation.

Best when working: Groups and all types of people where they feel needed

Compatible with: Artistic and Enterprising

Occupations with a social environment: Counselor, Librarian, Social Worker, Physical Therapist, Nurse

Enterprising (Persuader)

Most likely to lead and persuade, this group was born to sell and tend to value business or politics. They see themselves as being social and ambitious and have a way of getting a group of people to lean a certain way. They are careful to avoid people who are too scientific and analytical but are definitely drawn to working in groups.

Enjoys working with Groups and with all types of people in a leadership position

Compatible with: Social and Conventional

Occupations with an enterprising environment:

Sales Manager, Real Estate Agent, School Principal, Attorney, Hotel Manager

Conventional (Organizer)

A member of this group would probably prefer to work with numbers, records, or machines. They enjoy repetitive tasks done in an orderly fashion and like to avoid ambiguous activities. They see themselves as organized and good at following directions. They value business success, and enjoy working with other people but do best in small, systematic groups where they know their responsibilities.

Enjoys working with: Groups that have defined duties assigned to all

Compatible with: Enterprising or Realistic

Occupations with a conventional environment: Bookkeeper, Secretary, Bank Teller, Mail Carrier, HR Consultant

9. CHANGE YOUR PERSONALITY

The desire to alter personality is not uncommon. Shy people might wish they were more outgoing and talkative. Hot-tempered individuals might wish they could keep their cool in emotionally charged situations.

Is it how possible to change your personality, or are our basic personality patterns fixed throughout life? While self-help books and websites often tout plans you can follow to change your habits and behaviors, there is a persistent belief that our underlying personalities are impervious to change.

But what if you want to change your personality? Can the right approach and hard work lead to real personality change, or are we stuck with undesirable traits that hold us back from achieving our goals?

9.1 Techniques for Changing Your Personality

1. Read Widely On A Multitude Of Topics

This extends your knowledge base and may also provide opportunities for creative innovation, ideation, and novel approaches to problem-solving. A wide range of perspectives and thought leadership can bring a host of new ideas to light, often in ways that had not yet been considered. Ideally, read a few articles first thing in the morning to start the day.

2. Spend More Time Reflecting

Most leaders and executives are too busy and don't spend enough time thinking. If you want to grow as a leader and person, make time without devices and other distractions to reflect, plan and think.

3. Keep Your Eye On The Broader Goal

Always have an awareness of the broader goal you have for your life. When life gets hectic, it is far too easy to make snap decisions, only to realize later those decisions

have led you down a path that you did not intend to follow. When you maintain a strong and clear connection to your personal vision, it is easier to make decisions based on the option that moves you closer to that vision.

4. Be Curious About Other People

As a mentor and coach, my work hinges on being curious, reimagining possibilities, and unleashing the inherent value in every human being. If leaders are curious about other people — how they think, the way they approach a task or challenge, and the manner in which they respond to particular situations — they can harness others' unique insights to the great advantage of their businesses.

5. Understand How You Are Perceived

One of the most effective techniques that I recommend to busy executives is to first get a clear understanding of how they are perceived. Most executives have good ideas about how they would like to improve; however, getting clear and pointed feedback from their staff and colleagues is worth its weight in gold. Get 360 feedback as a starting point. Then use that data as a basis for improvement.

6. Set Morning Intentions

One of the best ways to elevate performance is to be intentional, and it takes less than five minutes a day. I ask clients to set two intentions — what they will DO and how they will BE. Connecting what you want to accomplish with the necessary mindset, energy level, and focus is a game-changer.

7. Keep A Balanced Calendar

I have a saying, "what gets put on your calendar gets done." I'll often ask to look at a CEO's Outlook or Google calendar, as the real evidence of how time is prioritized shows up here. I make sure there is time on the calendar for top company priorities and also personal time for exercise and thinking.

8. Don't Wait. Just Do

Those idioms we learned as a child may suggest that we stay with the status quo, avoid change, and wait. Those are all wrong for you. The skills that got you to where you are today, will not get you to your desired tomorrow. Don't wait. Just do. And, start now. Schedule 30 minutes every day to work on yourself. You, your team, and those around you will benefit.

9. Practice Mindfulness

The art and science of mindfulness help produce optimal well-being — and improves the ability to enjoy both success and peaceful life. Research shows that leaders who practice mindfulness positively impact all levels of their organizations. Using mindfulness, leaders are able to create more positive relationships, cultivate presence, and bring authentic passion and purpose to their work.

10. Be Self-Aware

Self-awareness is a vital part of leadership development. For many reasons, executive feedback diminishes over time. This makes it essential for leaders to be proactive in seeking, accepting, and using feedback for personal development. Understanding how others see us not only helps plan future endeavors, it's also validating to learn how our intentions and actions are received.

11. Learn To Use Silence

Busy executives grow relationships and deepen understanding as they increase comfort with managing silence. Often, there is a need to have an answer or set a direction. Effective use of silence allows the speaker and others to consider a solution for the issue at hand and the executive has a moment to digest what has been said. While challenging to do, silence reaps fabulous rewards.