



## What is the Workplace Big Five (B5)?

The Big Five is a powerful personality tool used to boost employee development in leadership, team building, diversity, sales and customer service. It is also recommended as a supportive tool in 360 evaluations, employee engagement initiatives, succession planning and employee selection processes.

## How is the B5 different from other tools?

Many personality tools currently adopted categorize individuals under a finite number of “types.” The latest personality research, however, fails to support the existence of such types. Instead, researchers now believe that human personalities are best described by infinite combinations of *traits* distributed in a normal curve. The Big Five uses a *trait* approach, allowing participants to learn about their preferences in 24 trait scales. The main 5 traits are:

- *Need for Stability* - tolerance to stress, tendency to worry
- *Extroversion* - interest in being “in charge,” sociability and gregariousness
- *Originality* - interest in complexity and theory, imagination, comfort with change
- *Accommodation* - comfort with conflict, interest in visibility and acknowledgement
- *Consolidation* - focus and goal orientation, perfectionism, methodicalness

## Other relevant features & benefits

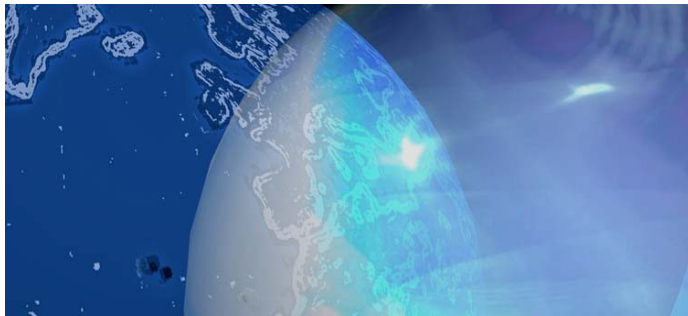
- Can be completed online in less than 20 minutes.
- Was carefully reviewed by labor attorneys.
- Can be connected to 54 workplace competencies.
- Demonstrates high reliability levels: A test-retest reliability of 0.90 and co-efficient alphas averaging around 0.80.

## Big Five Related Services

We proudly include the Big Five instrument in many of our training and consulting solutions. Our B5 services include:

- **Big Five certification**—this comprehensive 3 1/2 day program is a mini-course in psychology! You will learn to interpret the B5 and apply it for training, coaching, and selection purposes.
- **Big Five workshops**—the B5 has been incorporated to many of our creative training programs on the areas of leadership, employee engagement, team building, diversity, and customer service. Most of our programs are licensable and may be run by your own employees when appropriately trained.
- **Big Five executive coaching**—we have helped countless clients gain self-awareness and better understand their strengths, weaknesses, and potential compensatory and development steps for optimum performance.





## The Big Five Competencies

The Big Five tool allows you to test a person's "level of energy" in up to 54 workplace competencies:

Action Orientation	Meeting Management
Adherence to Policy	Motivation of Others
Ambiguity & Paradox, Comfort with	Numerical Accuracy
Ambition	Objectivity
Analytical Thinking	Optimism
Business Acumen	Organization
Change, Comfort with	Overseas Work Success, Likelihood of
Competitiveness	Paperwork, Comfort with
Computer/Keyboarding Skills	Performance Focus
Creativity	Planning
Decision-Making Skills	Political Savvy
Delegation	Presentation Skills
Development of Personnel	Quality Orientation
Diplomacy	Range of Perspective and Interests
Diversity, Comfort with	Responsibility Acceptance
Entrepreneurship	Risk Taking
Facilitation	Safety Orientation
Flexibility	Sales Orientation
Follow Through	Self Confidence
Future Orientation/Visionary	Self Control
Outlook	Self Development
Hiring and Staffing	Service Orientation
Humor	Teamwork & Cooperation
Independently, Comfort Working	Technical Learning
Informing Others	Work/Life Balance
Integrity and Trust	Written Communication
Leadership	
Listening	
Managing through Systems	

## The Big Five and Competency Development

Because considerable research has been conducted on the Five Factor Model during the last 15 years, researchers can now connect Big Five traits to a large number of competencies. Performance improvement professionals are able to help their clients:

- gain awareness of their preferences and potential areas of strength
- contrast these preferences to those of the remainder of the population
- estimate their level of "energy" for a particular competency
- design personalized strategies to strengthen or compensate for a particular competency
- capitalize on natural or energizing competencies

*Contact us for a complimentary "test drive" of the Big Five tool!*

