

Personality Profiling



CASE STUDY: INOVA PERSONALITY PROFILING FOR ENTREPRENEURS

Personality questionnaires are regularly used by organisations as part of employee development programmes, but what happens when you no longer have a HR department and are solely responsible for managing your personal and professional development as is the case for most sole traders or micro-businesses?

We are all familiar with the quick quizzes which can be completed free of charge in magazines and online which claim to tell us how entrepreneurial we are or whether we should set up in business.

Whilst these tools are often useful as a fun way to aid the beginnings of self reflection, it is acknowledged that scientifically validated personality questionnaires provide a more accurate profile of an individual's stable personality traits.

We use a personality questionnaire which has been developed by SR Robertson Psychologists called Quintax® which has a short completion time (approx 15 minutes) and can be completed online. An individual's scores are presented in terms of a personality profile which reflects preferences and behavioural tendencies (within a work context) in three main areas:

- Relationships with people
- Approach to work
- Emotions and motivations & stress tolerance/resistance.

Completing our personality questionnaire and receiving an individual feedback session with a trained Work Psychologist can provide the following benefits to individuals starting up or developing a business:

- Increased self-awareness and understanding of strengths and weaknesses
- Increased knowledge about your work preferences and styles of behaviour which you can use to benefit your business.

Jane's Story...

Jane* was at a crossroads in business development, having recently spent a lot of time thinking of starting up a new aspect to her business which she had finally decided not to go ahead with. She was finding it difficult to know what area to focus on next and was also finding it hard at times to work on her own as a sole trader, sometimes feeling that she was procrastinating too much.

Jane completed Quintax and found that completing the questionnaire helped her to think of her styles and preferences at work and how these related to developing her business. Once Jane completed the questionnaire, our Work Psychologist gathered her results and put together a report to outline her strengths and potential weaknesses.

Jane met for a face to face session with our Work Psychologist who discussed her results in terms of how they related to developing in business and how they might help her to decide what business area she wanted to focus on for the future. The feedback session also involved looking at Jane's results to see how her personality style and preferences at work would be complemented by working with others e.g. clients and other associates, to reduce some of the feelings of isolation that she was experiencing as a result of working alone. As a result of the session Jane found that she had a clearer idea of her strengths and weaknesses in her work styles and how these could be used to her advantage to develop the business.

Feedback from Jane:

"An extremely useful exercise as one of the downsides of working on your own is the lack of opportunities to be able to 'bounce ideas' of another. This session provides clear feedback to enable clarity in moving business ideas/projects forwards."

*Not client's real name

Sarah's Story...

Sarah* had started up her business and was deciding whether to focus more on one side of the business or another and was finding it difficult to achieve the work-life balance that she was looking for. She had also been facing some health problems and was finding it difficult to get through the workload that she had on her own and was thinking of working with other sole traders as Associates in order to spread the workload.

Sarah completed Quintax and found that completing the questionnaire helped her to reflect on her style of behavior in the business. Once Sarah completed the questionnaire, our Work Psychologist analysed her results and put together a report to outline her strengths and potential weaknesses.

Sarah met for a feedback session with our Work Psychologist who discussed her results and how they could help her reflect on her style of working in the business. The feedback session also involved looking at Sarah's results to see how her personality style and preferences at work would be complemented by working with others e.g. clients and other associates, in order to share the workload. As a result of the session Sarah found that she had a clearer idea of her strengths and weaknesses in her work styles and how these could be linked to developing the business. Also, she felt more confident to look for different complementary personality styles when working with associates to make her business approach more successful.

Feedback from Sarah:

"This has been an incredibly useful exercise adding much greater depth to my self-awareness. I now know which areas I need to develop in to move my business forward and what to look out for to get the best out of relationships with clients and associates."



Inova provides mentoring and coaching services aimed at individuals starting up or developing a business.

PERSONALITY PROFILING

To find out more about how personality profiling can help you when starting up or developing a business, please contact Inova:
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