The Big 5

In psychology, there are **five** factors that determine different personality types. The big five factors are:

1. Openness is appreciation for a variety of experience.
2. Conscientiousness is planning ahead rather than being spontaneous.
3. Extraversion involves going out with friends and being energetic.
4. Agreeableness is, as it says, being agreeable.
5. Neuroticism refers to worrying or being vulnerable.



Activity One - Find the correct ADJECTIVE for each of the five factors.

Openness = ...

Conscientiousness = ...

Agreeableness = ...

Neuroticism = ...

Activity Two - Which adjectives describe your personality? Choose five from the list ...

- Adventurous
- Conscientious
- Cultured
- Dependable
- Discreet
- Fair
- Fearless
- Observant
- Impartial
- Independent
- Optimistic
- Intelligent
- Keen
- Persistent
- Capable
- Confident
- Encouraging
- Reliable
- Exuberant
- Helpful
- Imaginative
- Meticulous
- Trusting
- Valiant
- Impulsive
- Disorganized
- Selfish
- Surly
- Unfriendly
- Unruly
- Thoughtless
- Bossy

Activity Three - Now using adjectives from activities one and two, describe your personality.

I am.....

I think I am also .....

I think I can say that I am .....

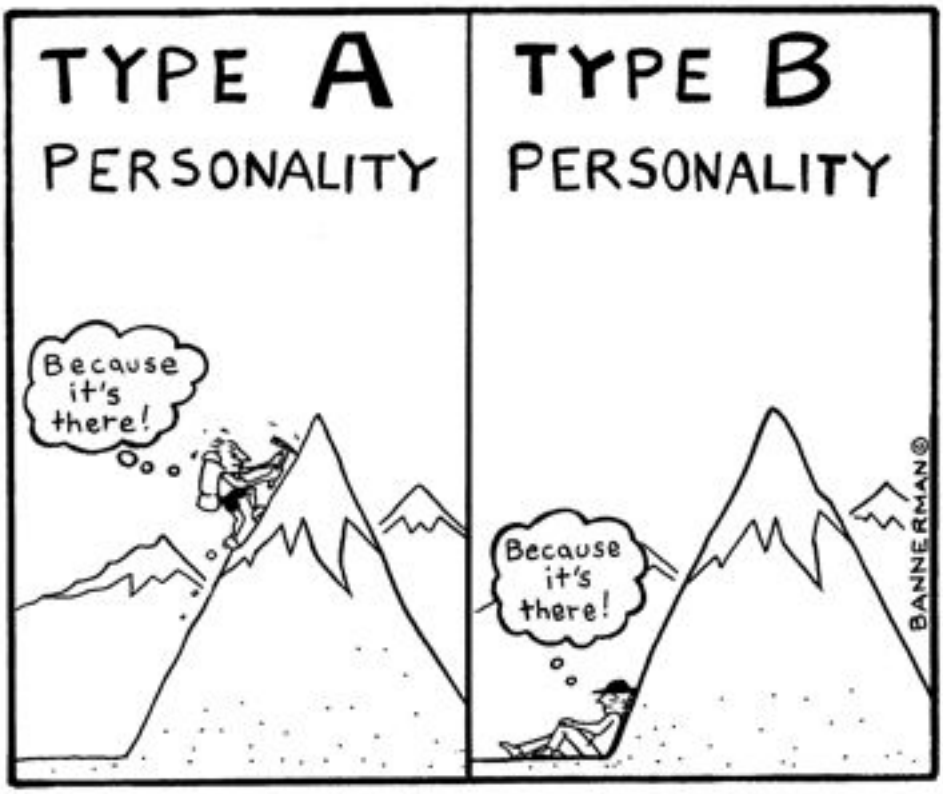
People say that I am .....

Above all I am known as a ..... person by my colleagues here at the CRC.

Activity Four - Study the image and answer the questions.

How does a type A person face a challenge and how does the type B person face it?

How do you approach a challenge? As a type A or a Type B personality?



Activity Five - Personality Types.

The concept of personality types is almost as old as humans themselves. For as long as we can remember, we've been anxious to sort people into categories: he's a phlegmatic type; she's a Type A; he's a Director; she's a narcissist. There are lots of systems for typing people, some more useful than others. The most versatile is that developed by Katharine Briggs and her daughter Isabel Myers, based on the work of psychologist Carl Jung.Using Jung's text Psychological Types, Briggs and Myers outlined sixteen different types, based on four dimensions of personality.

Another common theory is the Type A and Type B personality theory it describes two common, contrasting personality types — the high-strung Type A and the easy-going Type B — as patterns of behavior that could either raise or lower, respectively, one's chances of developing coronary heart disease. It was originally published in the 1950s.

Are you Type A or Type B?

Activity Six - Your personality type. Which of the following best describes you?

Extraverted or Introverted - Are you energized by the outside world, or by quiet time alone?
Intuitive or Sensing - Do you think in terms of concepts and ideas, or facts and reality?
Feeling or Thinking - Do you value cooperation with others, or personal competence?
Judging or Perceiving - Do you like to follow a plan, or go with the flow?



Have you ever taken a personality test? Here is an interesting one, maybe you can find time to do it **at home.** Use the dictionary if you are unsure of some of the questions. http://www.personalitypage.com/html/portraits.html Find out which personality type corresponds to you: http://www.truity.com/test/type-finder-personality-test

Activity Seven - Intonation and Stress in English.

As you may already know, in English we inject personality and add interest to what we are saying by using intonation and stress. This allows us to add a personal touch to what we say, or read, as the stress types we choose and the words we decide to emphasize are open to personal interpretation. Intonation and stress helps us to show what is important to us. We use:

Pitch - rising pitch at the start of a sentence and falling pitch at the end, and quick rising and falling pitch on one word or expression to add emphasis.

Stress - we say some words louder or slower in order to emphasize them, and other words we will say very quickly or even 'swallow' them, if they are less important.

In activity eight your teacher will read and you can copy their intonation. Then you can try it out for yourself. First though - try out the toothpaste personality test:



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Activity Eight - Read the text, paying attention to your intonation and stress and answer the questions.

Test uses personality types to predict ability to serve customers

"Some people are very customer-oriented. Other people should be doing another job for the firm that doesn't have as much customer contact." **By Mark Berry**

A Kansas State University professor has produced three studies on the effect of personality on customer service. He is also developing a test that could be used to choose people who are naturally inclined to please the customer.

Psychologists have developed the "big five" personality traits: extroversion, agreeability, openness, stability and conscientiousness. Todd Donavan, professor of marketing, said those qualities combine with the work situation to determine a person's approach to customers.

"Some people are very customer-oriented. Other people should be doing another job that doesn't have as much customer contact," Donavan said. "Part of it is innate. However, you can train people to be more outgoing or agreeable or to read someone's needs and desires."

Donavan defines "customer orientation" by four traits -- reading the needs and desires of the customer; pampering the customer; developing a personal relationship with the customer; and delivering the service. People with these traits are naturals for customer service jobs.

Donavan is developing a 14-question test that asks potential employees how much they do things, like: identify the customers' needs, enjoy remembering customers' names, and take pleasure in making the customer feel important.

The potential employee would then be rated against other people based on the results of the test. He has completed three studies that analyze the role of personality in customer service, from the standpoint of the supervisor, customer and the person providing the service."If you are customer-oriented, you are more satisfied, you enjoy the work and you are more committed," Donavan said. "If you are more committed to your job and you are satisfied, you are more likely to stay. If you stay longer, the company saves money because they don't have to retrain people and go out to solicit more employees."

Questions:

1. Do you think that certain personality types are not suited to work in a call center?

2. Which personality traits do you think are bad for people working in a call center?

3. What questions would you ask a potential employee to see if they would be good at your job?

4. How would you define 'customer orientation'?

5. Do you think the test Donovan is developing is useful? Did you do a personality test of any type to get your job?

6. Would this test be useful in the CRC?

7. Do you think that the personality of your colleagues is a key to their success in the job?

8. Which personality traits are important in customer service?

9. Which personality traits are important for managers in your unit?

10. What kind of personality traits do you notice in your customers?



