

Personality type and behavioral tendencies

BENEFIT PersonalityProfiler®

With the web-based analysis tool BENEFIT PersonalityProfiler® you are able to quickly and competently assess personality types and their behavioral tendencies; based on the findings of renowned psychologists.

- The interviews and analyses can be conducted independent of time and place (worldwide) and can thus be directly integrated in a face-to-face meeting.
- Beside the individual characteristics, the personality analysis also includes the teamwork skills.
- The model serves as a basis for targeted questions and permits the creation of target profiles as references as well as the comparison with several candidates.
- In addition to the personal questioning, people from the environment can be included in the analysis for a 360° feedback.

THE SIGNIFICANCE OF THE PERSONALITY

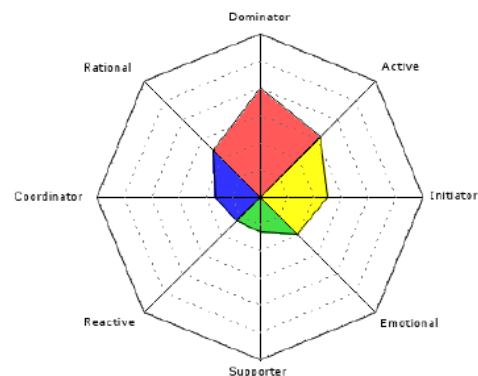
While the technical skills of a person are of key importance for the fulfillment of any given task within the company, social integrity is at least equally important. Well-founded research even shows that personal behavior is even more vitally important for the successful employee than technical know-how. In a candidate interview the information content is usually reversed: the gained insights concerning the technical know-how (education, references etc.) account for well over two thirds of an interview, whereas the behavior of an employee and his personality traits are secondary and are based on a perceived personal impression. It will be difficult to get a real and well-founded overall impression.

Every core **COMPETENCE**
in the **RIGHT PLACE**

INTERNET-BASED PERSONALITY ANALYSIS

Based on these findings we have developed the web-based analysis model BENEFIT Personality Profiler. The result is a tool which provides human resource officers as well as independent personnel consultants and recruiters with a comprehensive basis for assessment. The individual characteristics of candidates or employees are assessed efficiently and significantly, including their behavior and teamwork skills. Thus this tool is suitable for personnel recruitment as well as for the development of the existing employee potential.

PERSONAL ANALYSIS: RADAR DIAGRAM OF THE CANDIDATE





EXCLUSIVITY: AUTOMATED 360° FEEDBACK

Analyses from the environment of the candidate or employee can be integrated in the personality profile ascertained by the system. Up to five additional opinions of managers, employees, customers and other groups of persons are possible. The analysis and comparison of self- and public image are carried out automatically via the web-based tool.

SCIENTIFIC BASIS AND FLEXIBLE APPLICATION

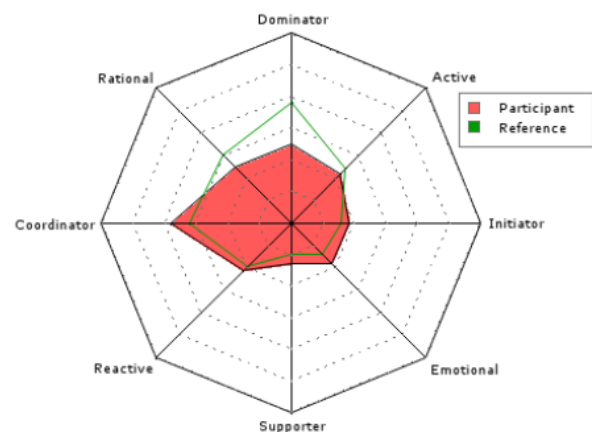
The model is based on the latest psychological research. It builds on the four personality types and behavioral tendencies as defined in the teachings of the internationally renowned psychologists C.G. Jung and W.M. Marson. Based on a list of questions, statements and situations on which the candidate or employee spontaneously comments on the basis of multiple-choice answers, the individual personality will be assessed. The intuitive reaction will eliminate elements of uncertainty such as prior consultations, third party influence or the identification of "advantageous" answers. The interview will be conducted online via the Internet or within the scope of an onsite face-to-face meeting. The application is easy to use for users and laymen alike. The immediate analysis can be directly integrated in a further discussion.

BENEFIT ASSESSMENT TOOLS

The BENEFit PersonalityProfiler is part of the modularly structured BENEFit Assessment Toolset. The web-based analysis tools with their different characteristics and traits serve for the assessment of the personality topology, the behavioral tendencies with regard to leadership, sales and consulting or the expert know-how. The BENEFit assessment tools are designed very flexibly and can be obtained as a service in line with needs or for independent usage with an "on-demand" price scheme (without preliminary investments).

REFERENCE PROFILE: COMPARISON SELF-IMAGE VS. PUBLIC IMAGE

A reference profile specified by the human resource officer can be integrated in the personality profile assessed by the BENEFit PersonalityProfiler. It becomes immediately apparent how well the candidate fits the profile.



BENEFit: VISUALIZATION OF THE ANALYSIS

The most beneficial feature of the BENEFit PersonalityProfiler is the visualization of the assessment results. A radar diagram with integrated typologies and behavioral tendencies forms the basis of the visualization. The assessment of the answers is displayed as area profile in this diagram and thus allows for a fast initial assessment. The assessment can be easily interpreted and is easily comprehensible for candidates as well, which is why this tool enjoys a particularly high degree of acceptance.