

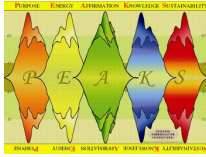
Purpose . Energy . Affirmation . Knowledge . Sustainability



Psychometric Personality Profile

- Cutting Edge Tool of the Millennium -

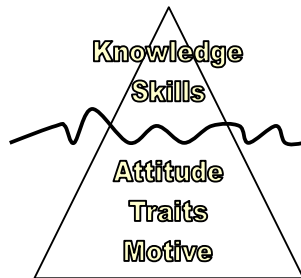




Psychometric Personality Profile - The Cutting-edge Tool of the Millennium -

A GLOBAL State-Of-The-Art PEOPLE TECHNOLOGY

HOW DO YOU IDENTIFY A SUPERSTAR... A SUPERIOR PERFORMER... AN "ENGAGED EMPLOYEE"?



Technical/Professional Knowledge and Skills are NOT enough to ensure someone's success and performance. More important is their Attitude, Traits and Motive - their **behavioural traits** i.e. who they *are* as a person; what *drives* them; how they *make decisions*; how they *work* and how they *interact* with people.

Unfortunately, these traits are usually very difficult to identify or measure.... But what if you had a tool to measure these traits?

PEAKS Psychometric Profiling does that i.e. it helps you describe the indescribable – **the Human Personality**



The PEAKS Profiling Technology

The PEAKS profiling system is a psychometric technology developed by **Research Communication International (RCI)**. It is an integrative online technology that measures and optimizes human potential at all levels of organizations and societies. **PEAKS profiles measures and tracks personal & Organizational Development** in domains such as, *learning, leadership, career fit, enterprise, team orientation, partnerships, etc.*

PEAKS is a strength-focused tool that captures the innate potential within individuals and aligns the best in everyone to the PEAKS they have chosen to scale. Personality scores are normed against industrial benchmarks and are based on a large databank of actual empirical data collected through corporate research. PEAKS gives individuals the knowledge necessary for scaling heights of achievement. As they conquer PEAK after PEAK, they become more than conquerors.



- PEAKS Secondary Profiles that can be generated:**
- i) Management & Competency Model Profile
 - ii) Leading People Index (LPI) Profile
 - iii) Sales / Seller Profile
 - iv) Teamer Profile
 - v) Academic/Career Positioner Profile



HOW CAN PEAKS HELP?

PEAKS can help individuals and organizations **to unleash their potential** in the following areas:

Leadership Development	Talent Management	Potential Identification	Choice of study
Recruitment & Selection	Succession ('Replacement') Planning	Career Development	Career Counseling
Job-Person Match	Personal / Attitude Change	Motivation	Change Management



What can PEAKS show you?

PEAKS Profile will show you we respond to:

- | | |
|---------------------------|-----------------------------|
| 1) P urpose | → Work / Tasks |
| 2) E nergy | → People |
| 3) A ffirmation | → Authority |
| 4) K nowledge | → Change |
| 5) S ustainability | → Adversity (Stress) |

PEAKS will also describe the following **Work Behaviours**:

- | | |
|---|--|
| 1. General Work-Related Traits <ul style="list-style-type: none">a. Achievementb. Independencec. Reliabilityd. Working Well under pressure | 5. Administration-Related Traits <ul style="list-style-type: none">a. Comfort with computer/paperworkb. Routine Managementc. Follow-through abilityd. Sense of Urgency |
| 2. Change-Related Traits <ul style="list-style-type: none">a. Managing Changeb. Spontaneous Dispositionc. Pioneering Initiativesd. Ability to handle ambiguity, chaos | 6. Management-Related Traits <ul style="list-style-type: none">a. Management Orientationb. Planning Abilityc. Command & Controld. Facilitation of Others |
| 3. Emotion-Related Traits <ul style="list-style-type: none">a. Ability to make tough decisionsb. Health Consciousnessc. Emotionalityd. Optimistic Outlook | 7. Entrepreneurial and Sales-Related Traits <ul style="list-style-type: none">a. Leadership Acumenb. Entrepreneurial Spirit / Empowermentc. Sales Abilityd. Propensity for Risk Taking |
| 4. Team-Related Traits <ul style="list-style-type: none">a. Self-Confidenceb. Conflict Pronenessc. Proactivityd. Team Orientation | 8. Service-Related Traits <ul style="list-style-type: none">a. Service Orientationb. Ability to Understand peoplec. People Focusd. Compliance |

WHY USE PEAKS?

The **PEAKS Psychometric Personality Profile**, based on the Five-Factor Model (FFM) of Personality is the most current, valid and reliable means of assessing personality today. Psychologists are predicting that it will be the primary means of understanding personality in the 21st Century.

For over 15 years, the Five-Factor Model (FFM) has been tested and re-tested in the academic and research communities and has been found to be a superior model

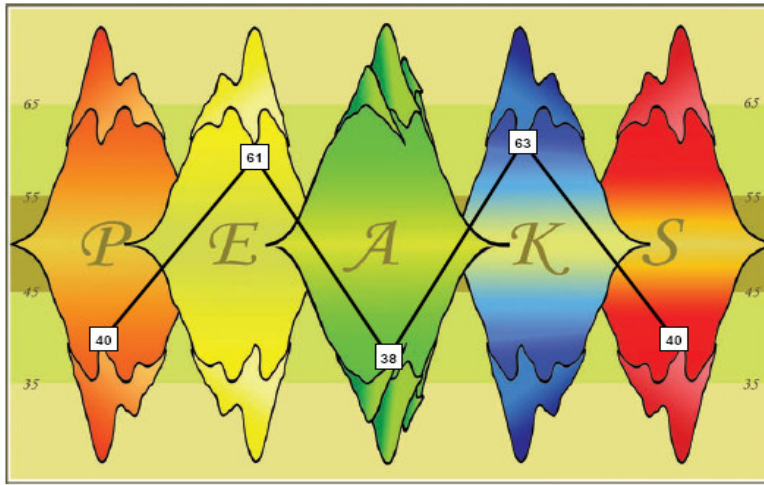


The following are some samples of the PEAKS Psychometric Personality Profiles:

PEAKS Psychometric Personality Profile

PEAKS Scores Page For:
Demo Person -

RESEARCH
COMMUNICATION
INTERNATIONAL



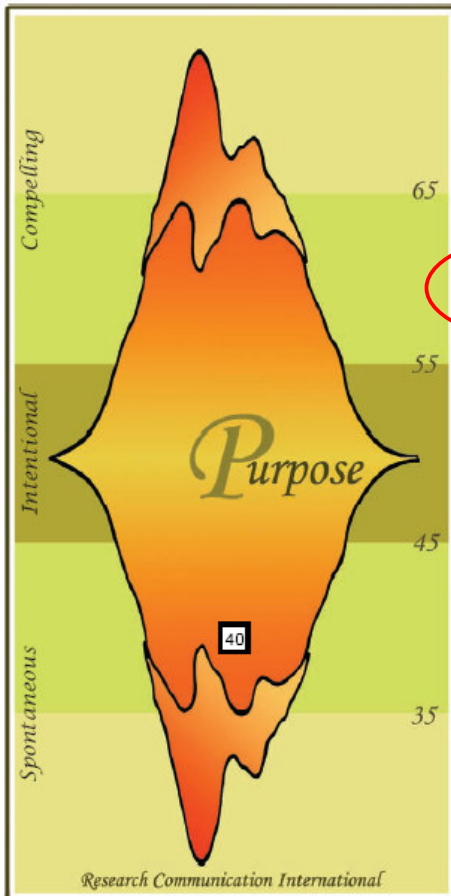
LOW PURPOSE
SPONTANEOUS
Moves with the flow and aligns with the agenda of the moment. Happy to go along and is good at "winging it".

HIGH ENERGY
DYNAMIC
Exudes an aura of dynamism and ex-troversion. Always on the move.

AFFIRMATION
QUESTIONING
Prone to raise issues rather than encourage consensus. Able to challenge assumptions and can be rather critical and skeptical in outlook.

HIGH KNOWLEDGE
VISIONARY
Able to cast vision. Has insights to make good judgments. Has the wisdom to interpret situations. Has very broad in-tellectual curiosity.

LOW SUSTAINABILITY
VOLATILE
Tends to get worried and react to stressful situations. Can be volatile at times.

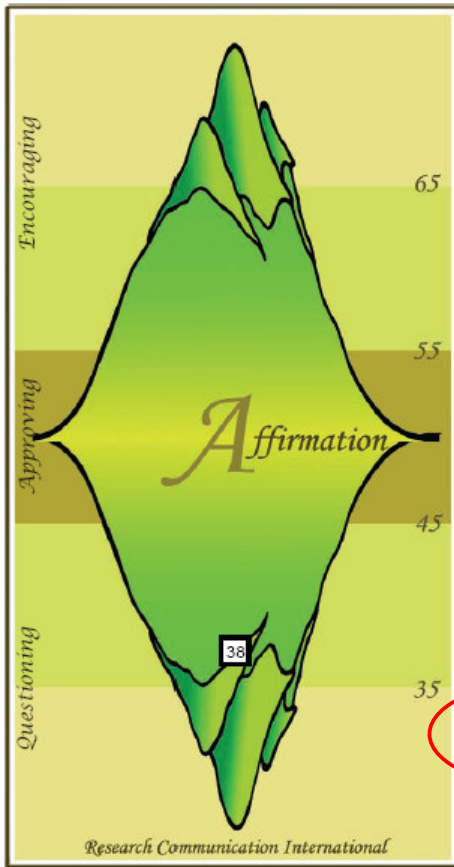


[P]urpose Facets Page For:

[FLT] Demo Person -

RESEARCH
COMMUNICATION
INTERNATIONAL

Cautiously confident	Prepared and confident	55	Highly competent and confident
P1: Preparedness			
You feel prepared and competent in most things you set your mind to excel in.			
Comfort with mess	19	Generally organised	Very neat and orderly
P2: Organisation			
You are at home with mess, not easily disturbed by disarray in most instances, always recognizing a semblance of order in the midst of chaos when most others don't see it.			
Easy going and casual	42	Generally dutiful	Highly dutiful
P3: Dutifulness			
You are usually casual about meeting obligations at work, choosing not to be bound by a sense of compulsion but adopting a carefree and relaxed approach to life.			
Success not critical	56	Values success	Strives hard for success
P4: Success Driven			
You have a big appetite for success and recognition, one who would run the extra mile to fulfill your dreams.			
Distractible and flexible	25	Generally focused	Highly disciplined and focused
P5: Focus			
You adopt a very carefree, flexible and spontaneous approach to life, attending readily to a diversified range of interests rather than focusing too long on a particular pursuit.			



[A]ffirmation Facets Page For:

RESEARCH COMMUNICATION INTERNATIONAL

[FLT] Demo Person - 1!

People basically untrustworthy | Trusts some of others | 49 | Trusts most people

A1: Trust

You demonstrate great objectivity in making judgments about people prizing caution above immediate trust.

Withholds truth | 22 | guarded | Diplomatic and tactful | Tells it as it is

A2: Forthrightness

You are extremely good at guarding secrets and keeping confidentiality agreements. You can mask the truth when you think it necessary to do so.

Careful about involvements | Generally helpful | 48 | Lives to help others

A3: Other Centredness

You are concerned about safeguarding your self-interests yet equally willing to help others while you are able to do so.

Dominant and competitive | 30 | Negotiates win-win | Gives in readily

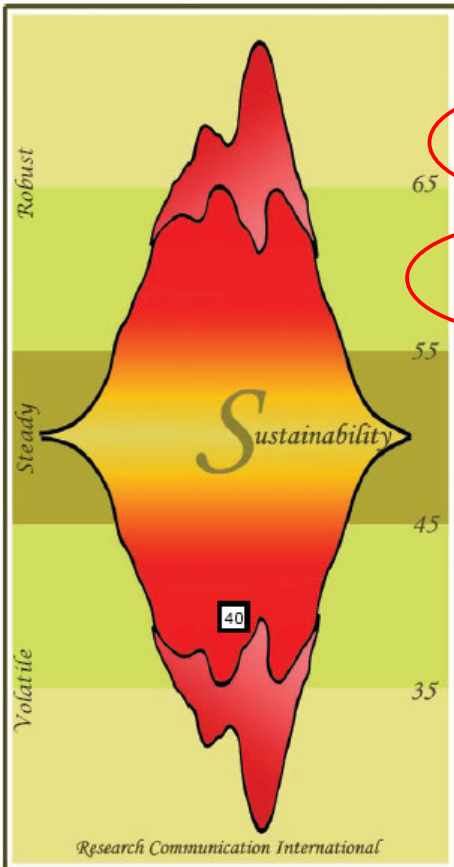
A4: Co-operation

You are a highly competitive individual who will not yield easily to peer pressure or comply with any demands expected of you unless you so deem fit.

Tough-minded, insensitive | 46 | Feels for others | Very easily moved

A5: Empathy

You are sensitive to the needs and distresses of others.



[S]ustainability Facets Page For:

RESEARCH COMMUNICATION INTERNATIONAL

[FLT] Demo Person -

Concerned and worried | 37 | Generally composed | Very composed and calm

S1: Composure

You are somewhat worried about most responsibilities but such concern could be a driving force for greater success when exercised in a proactive way.

Easily angered | 25 | Some fire in the belly | Slow to anger

S2: Anger Management

You are quick to express anger when provoked. You can turn this into healthy anger that is purposefully redirected, allowing others to see passion instead of anger, conviction instead of rage.

Feels discouraged easily | Rebounds quite well | 49 | Well-fortified and strong

S3: Resilience

You are sensitive to failure but resilient enough to recover from intense discouragement when it happens. Leverage on your ability to rise above the disappointments in life!

Self-conscious and sensitive | Fairly self-conscious | 55 | Not conscious of status

S4: Embarrassment Bridling

You rarely feel self-conscious or the urge to put up a front. Very few situations drive you to great embarrassment or loss of face.

Vulnerable to stress | 40 | Vulnerable to stress but copes well | Manages crises easily

S5: Stress Control

You may find it difficult at times coping with stressful situations, but your sensitivity to stress nevertheless drives you to react quickly in emergency/ crisis situations where immediate or reparatory action is crucial.

The following shows strengths and limitations of specific important work behaviours:

PEAKS - 32 Work Behaviours

1. General Work-Related Traits		
a. Achievement	62	High
b. Independence	53	Medium
c. Reliability	37	Low
d. Working Well under pressure	50	Medium
2. Change-Related Traits		
a. Managing Change	64	High
b. Spontaneous Disposition	59	High
c. Pioneering Initiatives	69	Very High
d. Ability to handle ambiguity, chaos	61	High
3. Emotion-Related Traits		
a. Ability to make tough decisions	41	Low
b. Health Consciousness	50	Medium
c. Emotionality	65	Very High
d. Optimistic Outlook	49	Medium
4. Team-Related Traits		
a. Self-Confidence	55	High
b. Conflict Proneness	62	Medium
c. Proactivity	58	High
d. Team Orientation	52	Medium
5. Administration-Related Traits		
a. Comfort with computer/paperwork	33	Very Low
b. Routine Management	35	Low
c. Follow-through ability	34	Very Low
d. Sense of Urgency	57	High
6. Management-Related Traits		
a. Management Orientation	45	Medium
b. Planning Ability	38	Low
c. Command & Control	60	High
d. Facilitation of Others	46	Medium
7. Entrepreneurial and Sales-Related Traits		
a. Leadership Acumen	58	High
b. Entrepreneurial Spirit/ Empowerment	57	High
c. Sales Ability	55	High
d. Propensity for Risk Taking	50	Medium
8. Service-Related Traits		
a. Service Orientation	48	Medium
b. Response To Needs	51	Medium
c. People Focus	56	High
d. Compliance	48	Medium

≥ 65 : V. high
 55 – 64 : High
 45 – 54 : Med
 35 – 44 : Low
 ≤ 34 : V. low

PEAKS Leadership Profiling - The Leading People Index (LPI)

“Identify, deploy, develop and track in-house talent for organizational excellence, performance enhancement, culture steering and development of leaders at all levels”

The Leading People Index (LPI) captures leadership characteristics in the workplace and critically benchmarks individuals against top performing leaders in the marketplace. It also measures competencies in organizational leadership and provides indicators of leadership styles.



PEAKS – The 5 Factors That Distinguish Personality
Humans differ in 5 different ways



	How we respond to...	5 Dimensions	8 Categories	32 Work-Related Traits	David McClelland's Iceberg Model
PURPOSE	Work/ Tasks <i>Compelling / Intentional / Spontaneous</i>	<ol style="list-style-type: none"> Preparedness Organization Dutifulness Success Driven Focus 	1. <i>General Work-Related Traits</i>	<ol style="list-style-type: none"> Achievement Independence Reliability Working well under pressure 	Knowledge
			2. <i>Change-Related Traits</i>	<ol style="list-style-type: none"> Managing Change Spontaneous Disposition Pioneering Initiatives Ability to handle ambiguity and chaos 	
ENERGY	People <i>Dynamic / Ready / Latent</i>	<ol style="list-style-type: none"> Interactivity Assertiveness Vibrance Thrill Seeking Exuberance 	3. <i>Emotion-Related Traits</i>	<ol style="list-style-type: none"> Ability to make tough decisions Health Consciousness Emotionality Optimistic Outlook 	Skills
			4. <i>Team-Related Traits</i>	<ol style="list-style-type: none"> Self-Confidence Conflict Proneness Proactivity Team Orientation 	
AFFIRMATION	Authority <i>Encouraging/ Approving / Questioning</i>	<ol style="list-style-type: none"> Trust Forthrightness Other-Centredness Co-operation Empathy 	5. <i>Administration-Related Traits</i>	<ol style="list-style-type: none"> Comfort with computer / paperwork Routine Management Follow-through ability Sense of Urgency 	Attitude
			6. <i>Management-Related Traits</i>	<ol style="list-style-type: none"> Management Orientation Planning Ability Command & Control Facilitation of Others 	
KNOWLEDGE	Change <i>Visionary / Integrative / Structured</i>	<ol style="list-style-type: none"> Futuristic Emotional Sensitivity Open Mindedness Intellectual Curiosity Liberality 	7. <i>Entrepreneurial and Sales-Related Traits</i>	<ol style="list-style-type: none"> Leadership Acumen Entrepreneurial Spirit / Empowerment Sales Ability Propensity for risk taking 	Traits
			8. <i>Service-Related Traits</i>	<ol style="list-style-type: none"> Service Orientation Response to needs People Focus Compliance 	
SUSTAINABILITY	Adversity (Stress) <i>Robust / Steady / Volatile</i>	<ol style="list-style-type: none"> Composure Anger Management Resilience Embarrassment Bridling Stress Control 			Motives

Feedback From Users of PEAKS

1. "Very reflective of one's inner self. Good for **understanding myself** and personal improvement"
2. "A **good tool to match staff with job specs**"
3. "Able to use PEAKS to **find the 'right person for the right job'**"
4. "PEAKS helped me realize my personality profile to **unleash my potential** in certain areas by reinforcing and **implementing change**, whilst **improving certain weaknesses**"
5. "I now **know my strengths and potential** to improve my performance"
6. "I was able to **discover my strengths and weaknesses** from PEAKS and the Sales Profile"
7. "PEAKS helped me realize that **everybody can do better** than he/she thinks"
8. "I learnt **how personalities are linked together and how it affects performance**"
9. "PEAKS helps to create better understanding of **behavioural pattern** of individuals"
10. "PEAKS can be used to **foster better understanding and teamwork** among colleagues"



Some Major Users of PEAKS Psychometric Personality Profiling

Malaysia

Nestle
 British Council
 T-Systems
 Sunway Group
 KLCC & KL Convention Centre
 ECER (East Coast Economic Region)
 JobStreet
 Malaysian Employers Federation (MEF)
 PSMB (HRDF)
 Securities Commission (SC)
 CNI Holdings
 Courts
 HeiTech Padu Berhad
 IJM Corporation
 Open University Malaysia (OUM)
 Inti University College



Users of PEAKS Internationally

Regional / International

British Council
 Shell
 British Petroleum
 IBM
 Singapore Government Ministries
 Standard Chartered
 Sun Microsystems
 TNT Express Worldwide
 UPS
 Singapore Telecom Ltd (Singtel)
 Singapore Airlines (SIA)
 Nanyang Technological University (NTU)
 National University of Singapore (NUS)
 Singapore Management University
 Raffles Girls School
 DDI Asia Pacific International Ltd

ABOUT US

Potential Plus Consultancy Sdn Bhd is a Management and HR Consultancy specializing in Organizational Effectiveness, Talent Management and Leadership Development. We consult and train in Competency-based applications for **Recruitment & Selection, Business Plan Implementation, Performance and Reward Management and Human Capital Management.** Potential Plus also uses PEAKS Psychometric Personality Profile for organization and personal development.

To find out more about PEAKS and how it can help your organization and on other services, do contact us for an appointment and presentation.