

## INTRODUCTION

PAGE 1

PD2022

### BEHAVIOURAL STYLES

A person's ability to perform tasks reflects their knowledge, skill and experience. Their willingness, desire and suitability to perform those tasks reflect their behavioural preferences.

Each individual has unique behavioural preferences that can be identified and indicates how that person deals with most situations.

People carry out tasks in their own preferred style and determining that style avoids placing "square pegs in round holes".

### HOW WE PRODUCE THIS REPORT

Applicants respond to 32 questions that ask them to identify which word and phrase most and least describes their working personality. Their response determines their behavioural profile.

MYPROFILE uses four behavioural identifiers to describe the Applicant. All four in a number of combinations can be used to define a person's profile.

**D.P.S.A** is an acronym for DRIVER, PROMOTER, SUPPORTER and ADMINISTRATOR. These terms are used to describe the applicant (the person completing the evaluation).

#### **D - DRIVER**

##### **Decisive and Direct**

Drivers want to take charge in order to succeed and win.

#### **P - PROMOTER**

##### **Outgoing and Optimistic**

Promoters want to influence others and inspire them to act.

#### **S - SUPPORTER**

##### **Sympathetic and Accommodating**

Supporters want to help others and solve conflicts.

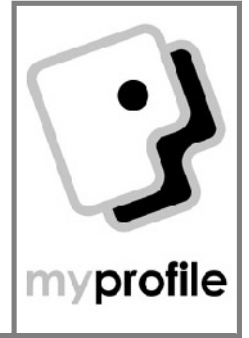
#### **A - ADMINISTRATOR**

##### **Precise and Reserved**

Administrators want to do things right and pay attention to detail.

Most people display a combination of behavioural types and MYPROFILE reflects these combinations by designating the dominant profile as the Primary Behaviour and the second and or third less dominant type as Secondary Characteristics. Combined they make up the applicants behavioural profile.

By knowing what profile type the applicant or your staff are, employers can avoid the costly mistake of hiring the wrong person. Some profiles will contain only the Primary Behaviour.



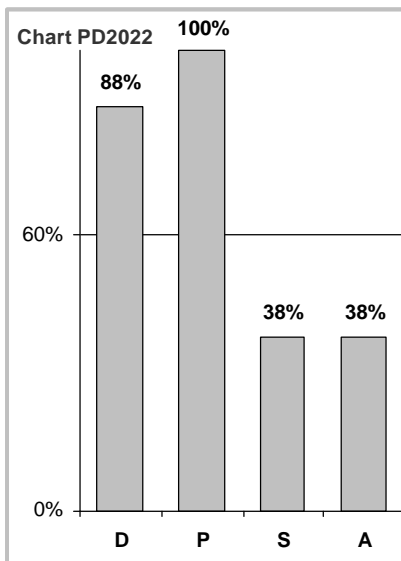
## APPLICANTS PROFILE TYPE

PROMOTER/Driver

PAGE 2

PD2022

## PROFILE SUMMARY



The Chart indicates the comparative intensity of each behavioural dimension. 60% and above are recorded as profile dominant.

The Applicant is a self-assured and persuasive person capable of using influencing skills to gain the confidence and respect of others. They work forcefully in a competitive environment to achieve results and can also be described as self-starting, mobile, active and assertive as well as strong-willed, persistent, impatient, competitive and demanding.

The management style of this leader of people is participative rather than autocratic. They like to work in a group and are always in the limelight. They excel at creating a friendly and enthusiastic environment. In sales they are good at creating good openings but not necessarily with the ability to close.

The Applicant seeks a dynamic, challenging, changing and flexible environment where travel can be an integral part of the job. They seek many new and varied activities with a participative and democratic supervisor as well as freedom of speech and little requirement for strict attention to detail.

They are best suited for positions where contacting people, persuasion and selling skills are required as well as variety of projects and continual challenges such as PR, recruitment, sales and marketing and hospitality. Their job emphasis can also be in general management, politics, travel, theatre, law and coaching.

## WORDS THAT BEST DESCRIBE THE APPLICANT

### Primary Behaviour - Promoter

Influential, Inspiring, Friendly, Persuasive, Verbal, Confident, Optimistic, Extrovert, Sociable.

### Secondary Characteristics - Driver

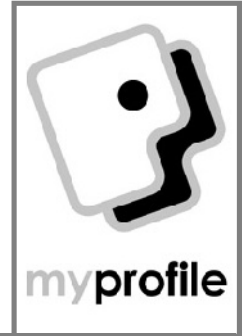
Ambitious, Competitive, Forceful, Determined, Innovative, Insistent, Self Starter, Enterprising, Demanding

## PREFERRED WORKING CONDITIONS

The Applicant is a **Promoter** and excels where recognition, freedom and group activity are a part of their job. Employment opportunities where relationships are important are natural to Promoters. They enjoy coaching and mentoring. Promoters are very motivational and enthusiastic.

As a **Driver** the Applicant enjoys working conditions that include having power, authority, prestige and challenges. They benefit from individuality, variety and advancement. Drivers love to solve problems, make decisions and are very action oriented.

# MYPROFILE BEHAVIOURAL REPORT



## PROFILE TYPE

PROMOTER/Driver

PAGE 3

PD2022

## HOW TO EFFECTIVELY COMMUNICATE WITH THE APPLICANT

The Applicant is a **Promoter**, therefore informal discussions are best. Use a two way dialogue to exchange ideas. Respond to their feelings and comments by sharing stories. Ask for their opinion and ideas. Don't over control the conversation and don't talk down to them. Always provide them with ideas for implementing action.

The Applicant's Secondary Characteristics are a **Driver** so be direct to the point and don't ramble, avoid social chatter and stick to business. Don't direct or order but do ask them to repeat your instructions to avoid miscommunication. Use open questions and ask how, when, where, why, what to get to the real issue. If you disagree with them take issue with the facts not the person.

## HOW DOES THE APPLICANT TEND TO BEHAVE

As a **Promoter**, they prefer to persuade others and talk people into things. They are great communicators and tend to be open and talk about thoughts and feelings. They like to work with people rather than alone and enjoy telling stories and entertaining. Promoters get enthusiastic about things and in most cases don't like dealing with the little details and are usually big picture people.

The Applicant is also a **Driver** and they like to solve problems and get results quickly. They tend to question the rules and definitely like being in charge. Drivers accept new tests, challenges and like direct answers.

## VALUE TO THE ORGANISATION

### Primary Behaviour - Promoter

They generate enthusiasm and make favourable impressions  
They are excellent at morale boosting  
They are excellent communicators  
They enjoy contacting people and helping others  
They motivate people to act  
They are peacemakers

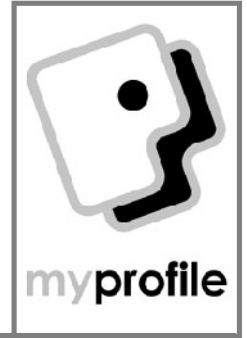
### Secondary Characteristics Driver

They accept challenges  
They value time  
They take risks and get results  
They make decisions and solve problems  
They love authority  
They are very task oriented  
They enjoy trouble shooting

## CAREERS CHOICES

Management, Director/Manager -Sales and Marketing, Public Relations, Recruitment Consultant, Team Leader, Self Employed, Travel Agent, Trainer, Lecturer, Politician, Theatrical Agent, Lawyer/Solicitor, Hotelier

# MYPROFILE BEHAVIOURAL REPORT



PROFILE TYPE

PROMOTER/Driver

PAGE 4

PD2022

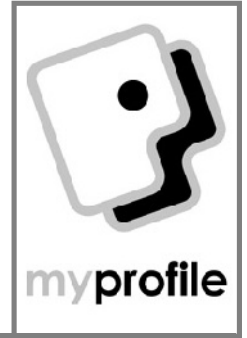
## MANAGEMENT STYLE

The Applicant's profile is **Promoter** dominant. They are emotional, enthusiastic and always optimistic. They are persuasive, animated and talkative. Promoters can be stimulating and excitable when they wish to promote their point of view.

The Applicant also display's **Driver** characteristics. Drivers are decisive, efficient and quick to change. They enjoy being competitive, and are independent. The Driver is practical and is usually impatient and domineering. They are quite tough when they need to be.

## WORK STYLE REVIEW

| STYLE & BEHAVIOUR               | PROMOTER / Driver  |
|---------------------------------|--|
| At work they tend to use their  | <b>Personality &amp; character</b>                                     |
| They mostly communicate by      | <b>Selling &amp; telling</b>   |
| They are motivated by           | <b>Recognition, ambition and power</b>                                 |
| They are de-motivated by        | <b>Rejection &amp; failure</b>   |
| Their value to the company is   | <b>Leading, and getting results by working with and through people</b> |
| Their management style is       | <b>Communicative, assertive but friendly</b>                           |
| Their negotiating strengths are | <b>Opening presentations &amp; closing deals</b>                       |
| They enjoy                      | <b>Variety of tasks with interaction and active participation</b>      |
| They dislike                    | <b>Administrative tasks &amp; time wasting</b>                         |
| They influence others by        | <b>Friendly style, with persistence and personal relationships</b>     |



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## CONCLUSION

PAGE 5

PD2022

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### ABOUT MYPROFILE

MYPROFILE is an online behavioural personality assessment tool. It focuses on work related behaviour and provides suggestions for career opportunities depending on the behavioural profile of the applicant (person completing the profile).

MYPROFILE uses well known and proven personality research concepts called Psychometric tests which determine personality types and enables the applicant to maximise their potential.

Please visit [www.myprofile.com.au](http://www.myprofile.com.au) for more information about MYPROFILE, including CareerMatch that matches profile types with career suggestions, and a detailed explanation about each profile type (D.P.S.A. methodology) A slide show presentation is also available on screen or downloadable from the web.

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### DR. ILAN KOGUS BEHAVIOURAL SPECIALIST

Dr. Kogus holds a B.A, M.A and Ph.D. degrees in Change Management and Sport Psychology and has more than 15 years experience in behavioural profiles.

Dr Kogus is a Director of MYPROFILE Pty Ltd and consults to organizations and individuals on how to achieve greater profitability and success. He is noted for his work in inspiring success, change, quality and teamwork. Dr. Kogus has a proven unique ability in solving conflicts and in creating a profitable and productive work environment.

Dr. Kogus is recognised for his innovations in applying psychological and behavioural models for peak individual and team performance with elite sporting teams. His clients include the Australian 2000 Olympic Team, the Wallabies, Junior Wallabies, the Sydney Flames and Tennis Australia.

Find out how Dr. Kogus can make your business successful and profitable by visiting [www.kogus.com.au](http://www.kogus.com.au)

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### CONFIDENTIALITY

This report is based entirely on the Applicants response to the questionnaire and is intended solely for the named addressee and is strictly confidential. Any confidentiality or privilege is not waived or lost if this report was sent to you by mistake. MYPROFILE makes no warranties, express or implied about the accuracy or reliability of this report. By using this report, the user agrees to release MYPROFILE from any and all liability.

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### PRIVACY & SECURITY

MYPROFILE does not view, retain, store or keep copies of the Applicants Profile. Profiles are sent electronically to the e-mail address specified by the Applicant. If the Applicant is requested by a Recruitment company to complete a Profile for the purposes of evaluating the Applicants worthiness for a job then a copy of the Profile is also sent to the Recruitment Company and may only be used by them for this purpose.

MYPROFILE has adopted a policy of sending Profile reports using a PDF format. PDF files are least likely to contain viruses and provide greater security. Strict confidentiality is maintained by the Applicants name not appearing in the Report.