

# WorkPlace Big Five Profile 4.0™

The first Big Five assessment developed specifically for the world of work

Certification and Training Program

**First time  
In Middle East**

**Leadership Development ■ Team Building ■ Coaching ■ Selection ■ Succession Planning**

**7 - 9 November 2010**

**Crowne Plaza - Dubai**

(Closing date for registration 7 October 2010)

- ▶ Increase Productivity
- ▶ Improve Communication
- ▶ Increase Sales
- ▶ Increase Customer Satisfaction



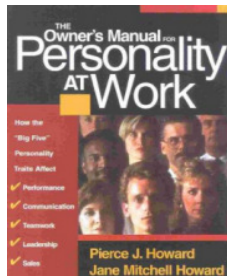
# WorkPlace Big Five Profile 4.0™ Certification Training Program

Do you want to help optimize employees at work? Gain insight into your own personality drivers and motivations? Develop a consulting practice helping employers maximize their human resources investment? **The Center for Applied Cognitive Studies** certification programs are ideal for participants involved in human performance (human resource specialists, organizational development consultants, business line supervisors, etc.).

This **Certification Program** provides complete introductory training for understanding and interpreting the WorkPlace 4.0. Participants experience an initial feedback session and participate in a variety of activities and exercises that teach the basic elements of the WorkPlace 4.0. Participants learn about the Howards' Human Resource Optimization Model (including the various competency "fit" strategies: Develop, Support, Compensate, Caution, and Capitalize) and how to apply the model. The Program also qualifies participants for Specialized Work Application Programs (SWAPS) for 2 more days covering Team Building (½ day), 1 day on Coaching Leaders and Planning Careers (1 day), and Selection (½ day). SWAPS will be available online in the Fall.



CENTER FOR  
**APPLIED COGNITIVE STUDIES**



## What participants will receive:

- **The Owner's Manual for Personality at Work: How the Big Five Personality Traits Affect Performance, Communication, Teamwork, Leadership, and Sales** by Pierce J. Howard, Ph.D. and Jane Mitchell Howard, MBA ©2001 published by Bard Press
- **WorkPlace Big Five Profile Workbook: Applying Personality Results at Work** by Pierce J. Howard, Ph.D. and Jane Mitchell Howard, MBA ©2009 by CentACS
- **Professional Manual for the WorkPlace Big Five Profile™** by Pierce J. Howard, Ph.D. and Jane Mitchell Howard, MBA ©2009 by CentACS
- **Report of your own results** after taking the WorkPlace Big Five ProFile
- **The Big Five Certification Program Participant Binder** by Pierce J. Howard, Ph.D. and Jane Mitchell Howard, MBA ©2009 by CentACS - Center for Applied Cognitive Studies

## Who Should Attend?

- Senior managers and executives
- Human resource managers
- Trainers and consultants

## Applications

### Team Building

In a team building session using the WorkPlace Big Five ProFile, participants will learn about themselves, their teammates, and how to improve communication and teamwork with others including customers, vendors, etc.

### Leadership Development

In a leadership development session using the WorkPlace Big Five ProFile, participants will learn about their personality profile and how it relates to the typical leader profile.

### Companies Use the WorkPlace for:

- Team Building
- Leadership/Management
- Development and Training
- Performance Coaching
- Job Analysis and Selection
- Succession Planning
- Career Development
- Diversity Training
- Conflict Management
- OE/OD Intervention

### Coaching

When you combine personality traits with performance information, then one can capitalize on strengths and determine where training will be effective and where compensating strategies are required.

### Selection/Succession Planning

Using the WorkPlace Big Five ProFile, companies can define a target profile for a specific job, then assess candidates against it. This is one of the steps to take in the selection process along with critical behavior interviewing, reference checks, IQ testing and more.

## Program Leader: Jane Mitchell Howard

**Jane Howard** is the senior consultant and trainer for the Center for Applied Cognitive Studies, Ms. Howard works directly with clients worldwide to lead Organization Development projects, Leadership Training, Validity Studies, and Team Building. Having obtained an MBA from Wake Forest University, she co-founded the Center for Applied Cognitive Studies in 1986 with Dr Pierce J. Howard, and oversees consulting and program development.

Jane is co-author of *The Owner's Manual for Personality at Work* (2001), the *WorkPlace Big Five Profile* personality assessment, the *SchoolPlace Big Five Profile* personality assessment, and many other articles and publications with Pierce Howard. Ms. Howard served as both President of the Charlotte chapter and a 5-state Regional Director of the American Society for Training and Development (ASTD).



# What is the Big Five Model?

*“The Workplace Big Five Profile is a powerful tool that improves individual performance as well as the productivity of teams.” – Ross McAllister, FedEx*



Based on more than twenty years of brain research, the Center for Applied Cognitive Studies developed a suite of state-of-the-art products focused on the Five-Factor Model of Personality.

The Big Five or the Five-Factor Model of Personality is the most current, most valid, most reliable means of assessing personality available today. From the mid-1980's to the mid-1990's, the Five-Factor Model of Personality was primarily tested and re-tested in the academic and research communities world-wide and was found to be a superior model to earlier means of explaining and describing personality.

Organizations that want to be up-to-date and remove biases from the workplace are using the Big Five as their model of choice since it offers so much depth and understanding for employees and program participants in all aspects of human resource development. Some key components to the Five-Factor-Model include:

- Personality has five dimensions
- Scores on the dimensions will fall along a normal distribution (or a Bell Curve)
- Personality is best described by individual traits rather than type groupings
- The strength of individual scores indicates personality preferences
- People who score in the middle range of the scales will have a combination of traits

## The Five Supertraits and 23 Subtraits of the WorkPlace Big Five Profile 4.0™

Easily completed in only 10 to 15 minutes online with 107 questions, the WorkPlace Big Five Profile 4.0 personality assessment, as presented by the Center for Applied Cognitive Studies in its most recent 2009 release, contains:

**Five Supertraits** of the WorkPlace that describe work-related behaviors:

**Need for Stability:** Explains how people at work respond to and handle stressful situations, a critical aspect of today's successful work environment

**Extraversion:** Defines how people at work tolerate and deal with sensory bombardment or the lack of it, as when people work alone at home.

**Originality:** Illustrates how open and accepting people at work are to new experiences, ideas, and change.

**Accommodation:** Measures how easily or uneasily people defer to others - this Supertrait relates directly to power and how to use it effectively.

**Consolidation:** Explains the degree to which people at work focus on their work, goal accomplishment, and needs for achievement and success.

## Outputs of the WorkPlace Big Five Profile 4.0 Model

Generates a colorful Trait Report showing scores on 5 Supertraits and 23 Subtraits in clear, direct, easy-to-understand, work-related language.

Delivers a Narrator Report that explains a person's trait scores with in-depth text

If selected, provides a Trait Capacitor Report that specifies the amount of natural trait energy an associate has to support performance of 54 work-related competencies, an excellent tool for coaching sessions

Adds, if selected, helpful, work-related information in separate reports called:

*The Teamer - The Leader - The Career Guider*

**23 Subtraits** of the WorkPlace provide in-depth explanations of the Five Supertraits:

### Need for Stability

- Sensitiveness
- Intensity
- Interpretation
- Rebound time

### Extraversion

- Enthusiasm
- Sociability
- Energy mode
- Taking charge
- Trust of others
- Tact

### Originality

- Imagination
- Complexity
- Change
- Scope

### Accommodation

- Service
- Agreement
- Deference
- Reserve

### Consolidation

- Perfectionism
- Organization
- Drive
- Concentration
- Methodicalness

## The Five-Factor Model is:

**Reliable:** Extremely reliable compared to available personality inventories

**Acceptable:** High acceptance of personal results by those tested

**Respected:** Currently the most widely respected personality model in the personality research community

**Valid:** Established predictive validity across a variety of jobs

**Uncomplicated:** No theory to understand, a clear vocabulary of individual similarities and differences

**Compatible:** Serves as a road map to major theories of personality



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# Registration Form

Please register me (us) in the following course:

Course ID	Course Title	Date	Venue	Days	Fees
WP_BFP	WorkPlace Big Five Profile 4.0™	7 – 9 Nov 2010	Dubai	3	\$2500

Name	Phone	Email

My Contact Details:		How to Register?	
Name		<b>You may register by phone, fax or email.</b>	
Position		Tel: +971 4 351 6993	
Organisation		Fax: +971 4 351 6994	
Address		Email: fatima@alphatraining.co.uk	
City and Country		<b>Method of Payment:</b>	
Phone (Work)		<input type="checkbox"/> By Company Cheque	
Phone (Mobile)		<input type="checkbox"/> By Bank Transfer	
Fax		<input type="checkbox"/> Please Invoice my Company ( <i>Official Purchase Order and contact details required</i> ).	
Email		Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.	
<b>Payment and Invoice Details:</b>		<b>Bank Details:</b>	
Contact Name		All payments must be made to the following account:	
Position		<b>Account Name:</b> Alpha UK Training	
Organisation		<b>Bank Name:</b> Union National Bank	
Address		<b>Bank Address:</b> PO Box 981 Dubai, UAE	
City and Country		<b>Account No:</b> 800 104 3909	
Phone (Work)		<b>Cancellation:</b>	
Phone (Mobile)		If a confirmed registration is cancelled more than 7 calendar days prior to the program start date, a substitute participant may be nominated to attend the same program, or a 10% cancellation charge is applied. Full fee will be charged in case the participant is a no-show. Due to unforeseen circumstances, Alpha reserves the right to alter the date, venue and/or speakers.	
Fax		<b>Discounts:</b>	
Email		15% for registration by 5 Aug 2010. 4th seat free for groups of 3 or more. Closing date for registration 7 Oct 2010.	
Date :		<b>Please send this registration form by email or fax:</b>	
		Fax: + 971 (04) 351 6994, Email: dubai@alphatraining.co.uk:	