



**Be Certified in  
a World's Leading  
Personality Assessment:  
The WorkPlace Big Five ProFile 4.0™  
CERTIFICATION Program**

**WorkPlace**  
**Big Five**  
**ProFile™**

**By**  
**Pierce J. Howard, Ph.D.**  
**Jane Mitchell Howard, M.B.A.**

*The Program will be conducted by a Certified Master Trainer*

Monday and Tuesday  
17 & 18 May 2010

# The WorkPlace Big Five Profile 4.0 CERTIFICATION and TRAINING Program

This is a certification program approved and recognized by the CentACS (Centre for Applied Cognitive Studies, USA). It enables you to optimize your own and others' work performance by applying the Five-Factor Model of Personality and prepares you to use the WorkPlace Big Five ProFile™ 4.0 and/or the NEO PI-R and NEO-FFI assessments within your own organization or with your clients.

## Program Highlights

- Your personal Big Five assessment results and guidance in understanding them
- Small group, full group, and individual work analyzing practical case studies and performance applications of the model
- Classroom discussion, activities, and participative exercises to explain the model
- Introduction to the Howard's Human Resource Optimizer (HRO) Model for determining whether to recommend development, development with support, or compensation for a performance gap when coaching an individual
- Practise using and relating the Big Five to leadership development, team effectiveness, career planning, coaching individuals, job selection, 360° performance assessment, and selling and influencing through specialized consultant reports
- A comprehensive explanation of the Five-Factor Model of Personality, including the historical global shift to the five factor model, current research on personality traits, and a review of existing alternatives to personality measurement
- A review of how the Five-Factor Model of Personality is explained relative to validity, reliability, coefficient alpha, correlation, and social desirability
- Administration of the WorkPlace Big Five ProFile 4.0 (long & short forms) and/or the NEO PI-R (long & short forms), including the coaching application tools, the scoring procedures, the assessment interpretation (i.e., personality and work competencies), and the individual feedback session
- The CentACS code of ethics and how to apply it in working with your clients

## What Program Participants 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 ©2001 by CentACS
- Professional Manual for the WorkPlace Big Five ProFile™ by Pierce J. Howard, Ph.D. and Jane Mitchell Howard, MBA ©2001 by CentACS—Center for Applied Cognitive Studies
- **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 ©1996, 1997, 1998, 1999, 2000, 2001 by CentACS—Center for Applied Cognitive Studies

## Why Use The WorkPlace Big Five ProFile 4.0™?

Developed in the U.S.A. by the Center for Applied Cognitive Studies (CentACS) since 1993, the WorkPlace Big Five ProFile 4.0™ (WorkPlace) is the leading personality assessment based on the Five Factor Model of Personality which has become the standard for psychologists. The WorkPlace was specifically written in workplace terminology to be used for business applications such as:

- Team Building
- Leadership Development
- Performance Coaching
- Job Selection and Hiring
- Succession Planning
- Management/ Supervisory Training
- Career Development
- Sales Training
- Conflict Management
- OD Intervention

The WorkPlace is a normative test and can be used for Job Selection; while many commercially well-known assessments should not be used for Job Selection. The WorkPlace questionnaire and reports have been recognized by the U.S.'s PAR (Psychological Assessment Resources) as the training resource for the NEO training approved by an EEOC lawyer. Busy executives find it fast and easy to complete online in 10 – 15 minutes with only 107 questions. The coefficient alpha of .81 is among the highest of all other assessments.

## Users of the WorkPlace Big Five ProFile 4.0 say this...

“The WorkPlace Big Five ProFile and the analytical tools that Pierce and Jane Howard have developed to “peel back the onion” on its results provide meaningful, relevant results that can support coaching at all levels of the organization.”

“The WorkPlace is a powerful tool to improve individual performance as well as the productivity of teams.”

“The Right Stuff! Very insightful! Great tools! These tools can help the bottom line if organizations heed the message.”

“A great tool that all consultants should have in their tool box.”

## Who should attend

Participants who are responsible for either the development or supervision of human performance (Human Resource Specialists, Organizational Development Consultants, Business Line Supervisors)

## What is the Big Five Model?

The Big Five or the Five-Factor Model of Personality is the most current, most valid, most reliable means of assessing personality available today. Psychologists use it as the primary means of understanding and interpreting personality. 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. The business community began to take the Big Five seriously when Pierce J. Howard and Jane Mitchell Howard's article was published in the September 1995 issue of *Training and Development*, the trade magazine of the American Society for Training and Development. The article, entitled, *Buddy, Can You Paradigm?*, gives a brief history of the model's development and explains how the Five-Factor Model may be used to understand individuals, relationships, and teams in work situations.

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

<b>RELIABLE</b>	<b>ACCEPTABLE</b>	<b>RESPECTED</b>	<b>VALID</b>	<b>UNCOMPLICATED</b>	<b>COMPATIBLE</b>
Extremely reliable compared to available personality inventories	High acceptance of personal results by those tested	Currently, the most widely respected personality model in the personality research community	Established predictive validity across a variety of jobs	No theory to understand, a clear vocabulary of individual similarities and differences	Serves as a road map to major theories of personality

## Primary Elements of the WorkPlace Big Five ProFile 4.0

Need for Stability	Extraversion	Originality	Accommodation	Consolidation
Sensitiveness Intensity Interpretation Rebound Time	Enthusiasm Sociability Energy Mode Taking Charge Trust of Others Tact	Imagination Complexity Change Scope	Service Agreement Deference Reserve Reticence	Perfectionism Organization Drive Concentration Methodicalness

## Applications

<p style="text-align: center;"><b>Team Building</b></p> <p>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.</p> <p>Participants will learn:</p> <ul style="list-style-type: none"> <li>• About their personality</li> <li>• Where individuals on the team may have opportunities for conflict because they are so different on a dimension</li> <li>• Who has more similar personality traits</li> <li>• Tolerance of differences</li> <li>• How to communicate with each other better</li> <li>• That each individual has strengths to bring to the team, depending on the situation</li> <li>• To seek out those with different viewpoints</li> </ul>	<p style="text-align: center;"><b>Leadership Development</b></p> <p>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.</p> <p>Participants will learn:</p> <ul style="list-style-type: none"> <li>• About their personality profile</li> <li>• The typical leader profile</li> <li>• Customizing a leader profile to their industry, company, department, etc.</li> <li>• Strategies to compensate where they differ from the leader profile</li> <li>• Various Leadership Models</li> <li>• Etc.</li> </ul>
<p style="text-align: center;"><b>Coaching</b></p> <p>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.</p> <p>Participants will learn:</p> <ul style="list-style-type: none"> <li>• About their personality profile</li> <li>• About the competencies that are energizing, natural, somewhat natural, draining and outside of comfort zone for them</li> <li>• How their personality supports and hinders their current role</li> <li>• To capitalize on their strengths</li> <li>• In which competencies they may need training or support</li> <li>• In which competencies they should find compensating strategies for</li> </ul>	<p style="text-align: center;"><b>Selection/Succession Planning</b></p> <p>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.</p> <p>By getting the right people in the right role, companies can:</p> <ul style="list-style-type: none"> <li>• Reduce attrition</li> <li>• Increase productivity</li> <li>• Increase associate satisfaction and morale</li> <li>• Use training dollars effectively</li> </ul>

### Facilitator

George Quek is an accomplished consultant, coach and facilitator who works with senior leaders like CEOs, VPs and GMs and their teams to improve their individual and organisational leadership and management performance. He has trained, coached and consulted for more than 3,000 executives and leaders from over 100 organisations throughout the Asia Pacific in the last 5 years. Prior to that, he had over 15 years of senior leadership experience with Fortune 500 and regional multi-national corporations. Recognized as an authority on Structured Mentoring in Asia, George has helped implemented mentoring initiatives for more than 15 organisations in the last 2 years. He is the partner in Asia of Clutterbuck Associates, whose founder Professor David Clutterbuck is the world's leading authority on mentoring. George regularly conducts workshops on Structured Mentoring with the Singapore Institute of Management, Hong Kong Management Association and Thailand Management Association. George is an adjunct faculty with the Center for Creative Leadership where he coaches and facilitates international senior executives on leadership and personal development. He was part of the faculty panel for the center's inaugural Advanced Global Leadership program. In addition, he is part of an elite group of coaches specially selected by McKinsey & Company to work with its partners. George is also the founding director of DistincTions Asia, a boutique consulting firm with offices in Singapore, Hong Kong and Thailand. George earned both Bachelor and Master in Business Administration from the University of Texas at Austin. He qualifies with a Certificate in Corporate Coaching from Corporate Coach U, USA. George is a certified behavioural consultant and a master certifier for DISC as well as an accredited MBTI and FIRO-B administrator and practitioner. He is also certified in Center for Creative Leadership's suite of 360 assessment tools like **Benchmarks** as well as Conflict Dynamics Profile and WorkPlace Big Five ProFile. For innovation, George is a certified trainer in "KnowBrainer", an innovation tool and process programme from USA.

## Date and Time

Monday & Tuesday  
17 & 18 May 2010  
9:00 am - 5:00 pm

## Venue

1-6/F First Commercial Building  
33-35 Leighton Road  
Causeway Bay  
HONG KONG  
(Tel: 2574 2238)

## Fees

HKMA Members: HK\$6,800  
Non-Members: HK\$7,200  
Lunch is provided with compliments.

## Registration

All interested parties are requested to complete the registration form and return it together with appropriate fees to The Hong Kong Management Association on or before 3 May 2010. Reservations by fax on 2365 1000 are welcome but are subject to payment in full prior to programme commencement. For information on the workshops, please contact Ms Christine Choy on 2774 8552 or Mr S H So on 2774 8550. For registration details please contact Ms May Tang on 2774 8553. Successful applicants will be notified by telephone at least one day before the programme. No separate letter of acceptance will be issued but participants will be informed at least one day prior to the event. As space is limited, bookings will be on a first-come, first-served basis.

- Please photocopy for more registration forms if necessary.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme.
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

## Registration Form

**To: Director General  
The Hong Kong Management  
Association  
16/F Tower B Southmark  
11 Yip Hing Street  
Wong Chuk Hang HONG KONG**

Please reserve one seat for the Certification & Training Program on The Work Place Big Five Profile 4.0™ on 17 & 18 May 2010.  
(AC-A6683-2010-1-FC)

Enclosed is a crossed cheque for HK\$ \_\_\_\_\_  
(made payable to The Hong Kong Management Association) for the programme.

Cheque No. \_\_\_\_\_

Name: Mr/Ms \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

HKID Card No.: \_\_\_\_\_

HKMA Membership No.: \_\_\_\_\_

Company Address: \_\_\_\_\_

Co. Telephone: \_\_\_\_\_

Fax (office): \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name & Title of Nominator (if applicable): \_\_\_\_\_

Nominator email/address: \_\_\_\_\_

Fee paid by  company  self

Where did you FIRST learn about this programme?

Email Promotion from HKMA  OINA

Direct Mail by Post

HKMA Website

MTR Station Display (Please specify): \_\_\_\_\_

Exhibition (Please specify): \_\_\_\_\_

Please fill in the following information if a cheque/  
receipt is not attached.

*Our company undertakes to pay the course fee for  
the above applicant.*

Name of Contact Person \_\_\_\_\_

Telephone No. \_\_\_\_\_

Signature: \_\_\_\_\_

Company Chop and Date: \_\_\_\_\_