

## The Personality Audit (PA™) – Fact Sheet

### What is the PA™?

To be effective leaders, executives must begin with an understanding of the reasons for doing what they do. They need to study their human motivation from the inside to truly understand what is happening on the outside. This approach creates a more three-dimensional appreciation of human behaviour and helps executives obtain greater access to, and understanding of, their emotional lives.

The Personality Audit (PA™) is a 360° development tool designed to look into aspects of your personality that are particularly important for functioning well in your organisation. Given the short-comings of existing personality tests available for a target population of executives, the PA™ was designed to be simple but conceptually sound, with a psychodynamic focus that could be used for a meaningful discussion about individual behaviour.

### Objectives and Dimensions

The PA™ is oriented around personality traits that are influential in organisational and personal relationships. The feedback from the PA™ helps leaders reflect on their own motivations, and the way they relate to others both inside and outside the work environment. It highlights the differences between the ways they behave in private and in public. As the feedback given is *not anonymous*, and is often given by family members (partner, parents, and children) and friends, the information received can be very powerful, in that it may create a tipping point for change.

The seven dimensions of the instrument—derived from basic aspects of personality—provide a glimpse of the executive's inner world and can help participants understand the complexities of personality functioning. Each of the seven dimensions of personality assessed in the PA™ has two anchor points, for example, high self-esteem and low self-esteem.

The seven major personality dimensions, presented as polarities, are:

- Low / High Self-Esteem
- Vigilant / Trust
- Laissez-faire / Conscientious
- Self-Effacing / Assertive
- Introverted / Extroverted
- Low-Spirited / High-Spirited
- Prudent / Adventurous

## **Who is the PA™ designed for?**

The PA™ is designed for a broad range of leaders, including CEOs and top executives, junior executives, mid-level managers, organisational directors working in profit and non-profit organisations and for identifying high potentials.

## **Questionnaire structure**

- 42 questions, including a comments section for observers
- Takes 10-15 minutes to complete
- Psychometrically-validated and normalised against global executives
- 360° feedback from between 3-10 observers (including a spouse or significant other, a direct report who knows you well and a superior)

## **What outcomes can I expect after taking the PA™?**

The PA™ serves as an essential resource on your leadership journey and is an ideal tool for examining your dominant personality traits that guide behaviour and then taking steps toward improvement.

As a result of the PA™ feedback process you will be able to:

- Describe and understand the seven personality dimensions
- Evaluate your strengths and weaknesses in each dimension
- Explore gaps in perceptions between the Self and Observers' scores in order to determine "blind spots"
- Learn more about what drives your leadership style and interactions
- Identify areas that may be sources of interpersonal conflict
- Develop an action plan for using the feedback to further growth and development

## **How can I interpret these outcomes?**

For any 360° feedback system to be successful, it is advisable that KDVI instruments be used only for developmental purposes, not for making administrative decisions about promotions and remuneration. The focus is not to impose a judgement on individuals, but to open up possibilities for development and change. We also strongly recommend that the PA™ be used in conjunction with a coaching intervention with a professional executive coach, with a formalised action plan and follow-up as an outcome.

When the PA™ is undertaken by a leadership team, the debriefing is typically facilitated by the qualified coach in small subgroups enabling a mutual exchange and support process going forward, and providing a collective team overview that is not available otherwise.

KDVI also offers an advisory service should assistance be required in the use of the instruments, understanding the reports and any other related questions that may arise. For more information, please send an e-mail to [tools@kdvi.com](mailto:tools@kdvi.com).

## **Non anonymous feedback and confidentiality**

The PA™ is designed so that Observers are not anonymous.

Keeping names attached to scores helps the individuals recognise and understand differences in perceptions. Of particular interest is the potential divergence in the perceptions of behaviour in the private and public spheres. Individuals can also go back to the observers to follow up on specific areas for improvement.

All information and data is treated confidentially. Results are not given to anyone without the participant's permission, except the participant and/or coach.

## Pricing

<b>PA™ - Fully administered survey</b>	
<b>Fully administered service</b>	<b>£165.00</b>
<b>Printed Materials</b>	
<b>Printed Instrument Report</b>	<b>£20.00</b>
<b>Participant Workbook</b>	<b>£30.00</b>
<b>Facilitator's Guidebook</b>	<b>£100.00</b>
<b>Fully Administered Service Volume Discounts</b>	
<b>20-49</b>	<b>10%</b>
<b>50-99</b>	<b>15%</b>
<b>100+</b>	<b>20%</b>
<b>NOTE: The licence is valid for 12 months. If a licence is not used by the end of the 12-month term, it will expire and cannot be used</b>	

## Available Languages

The PA™ is available in 6 languages: Chinese, English, French, German, Russian and Spanish.

## What services are available if I choose the PA™?

- Full administration of the entire survey process from start to finish, including weekly progress reports and reminders to participants and observers at regular intervals.
- Helpdesk for participant queries by email to [support@kdvi.com](mailto:support@kdvi.com). There is normally a same day response to queries.
- Private and confidential dispatch of PDFs of reports by email at the end of the survey, followed by one set of printed reports and participant workbooks by DHL tracked delivery.
- Analysis and feedback on the report results on request.

## Any other questions?

Contact one of our advisors at [tools@kdvi.com](mailto:tools@kdvi.com).