

THE TOOL FOR PROFESSIONAL PERSONALITY DEVELOPMENT

THE LINC PERSONALITY PROFILER



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PERSONALITY DEVELOPMENT

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The development of one's own personality is a crucial factor today on the path to greater professional and personal success. Therefore, more than ever, there is a need for professional and well-founded tools that can truly capture and vividly represent personality. The **LINC PERSONALITY PROFILER** is precisely such a tool. On the following pages, you will find all the important information about what sets this instrument apart from others and makes it such a valuable tool for coaches, trainers, HR managers, and executives.

Are you interested? You can find more information on our website at www.linc-north-america.com/linc-personality-profiler/. Feel free to contact us.

We look forward to collaborating with you!

Dr. Ronald Franke Dr. Martin Puppatz

THE LINC PERSONALITY PROFILER

- Online-based questionnaires, with digitally generated result reports, and the **LINC COACHING BOARD** as an interactive digital platform for online coachings.
- Comprehensive and at the same time differentiated representation of the personality structure.
- Excellent **psychological foundation** combined with very high and practical applicability.
- Very high user acceptance due to modern design and appealing, easily understandable communication.

The image shows a person in a light blue shirt looking at a tablet. Overlaid on the right is a printed report titled 'PERSONALITY PROFILER - THE RESULTS AT A GLANCE' and 'YOUR PROFILE - OVERVIEW'. The report is for 'Maria Musterfrau' and shows results for 'CHARACTER TRAITS - THE BIG FIVE' and 'MOTIVES'.

PERSONALITY PROFILER - THE RESULTS AT A GLANCE
YOUR PROFILE - OVERVIEW

Maria Musterfrau 5

CHARACTER TRAITS - THE BIG FIVE
 Character traits determine *how* we act and lead our life...

INTRO-VERSION (I)	7 6 5 4 3 2 1 1 2 3 4 5 6 7	EXTRA-VERSION (X)	
CONSCIENTIOUSNESS (C)	7 6 5 4 3 2 1 1 2 3 4 5 6 7	FLEXIBILITY (F)	
OPENNESS (O)	7 6 5 4 3 2 1 1 2 3 4 5 6 7	STEADINESS (S)	
COOPERATION (CO)	7 6 5 4 3 2 1 1 2 3 4 5 6 7	COMPETITION (CT)	
SENSIBILITY (SE)	7 6 5 4 3 2 1 1 2 3 4 5 6 7	EMOTIONAL STABILITY (E)	

Key: 7 = maximum / 6 = very high / 5 = high / 4 = moderate / 3 = low / 2 = very low / 1 = minimum

MOTIVES
 ...our motives impact *which* goals we strive for in our lives ...

COMPETENCIES
 ... while the competencies have an influence on *whether* we reach a certain goal.

YOUR CENTRAL MOTIVES
 SECURITY AND RELATIONSHIP

YOUR TOP COMPETENCIES

1. PERSUASION
2. ANALYSING
3. PLANNING COMPETENCE
4. CREATIVITY
5. INNOVATION COMPETENCE

PERSONALITY PROFILER - LINC GmbH
 www.linc-motiv.de/en

THE BIG FIVE MODEL

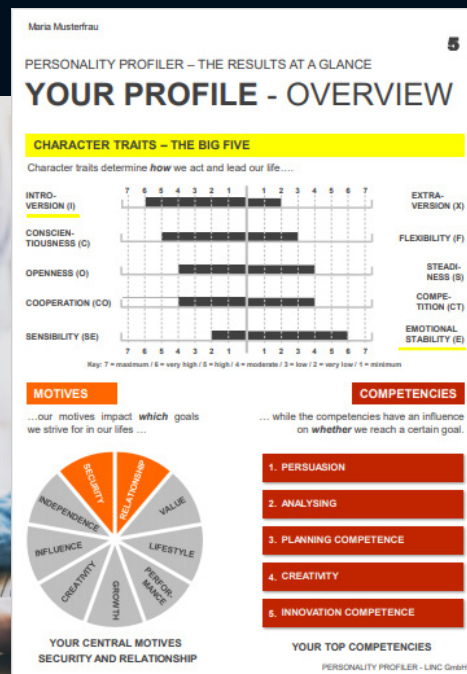
The BIG FIVE model is the standard model of modern personality psychology. Thousands of high-quality scientific studies repeatedly confirm the high quality of the BIG FIVE model and its superiority over other approaches.

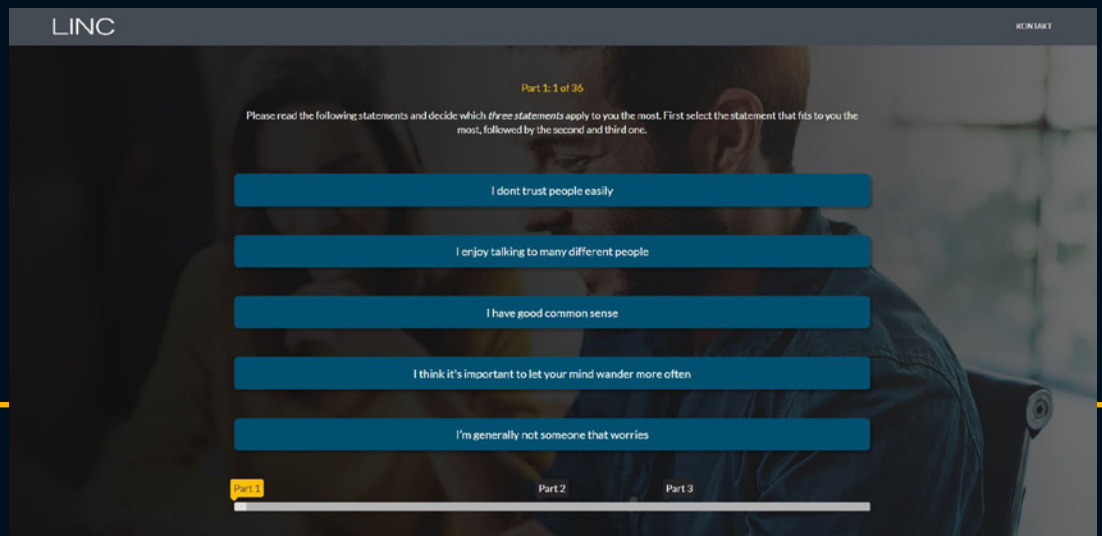


THE BUILDING BLOCKS

Capturing and understanding personality holistically:

- **Character (BIG 5):** How do I behave? (working style, communication style, leadership style)
- **Motives:** What drives me? What do I do and why do I do it?
- **Competences:** What am I particularly good at? What is easy for me and what is rather difficult?





LINC PERSONALITY PROFILER

QUALITY FEATURES

- Great construct validity and high scale reliability (.80): contemporary and **practical implementation of the Big Five model** as the standard model of modern personality analysis.
- Empirically proven **superiority of the Big Five model** over typical methods.
- **Low susceptibility** to manipulation through forced-choice response format.
- GDPR-compliant implementation.
- Multiple awards for quality and innovation.

THE FIELDS OF APPLICATION OF THE LPP

PERSONALITY DEVELOPMENT

Gaining a Deeper Understanding of One's Personality Through Individual Texts and Fostering Self-Reflection:

- Description of personality.
- **Actionable insights** for areas such as communication, work style, collaboration, leadership, and negotiation.
- Learning from others (What can I learn from other styles?).
- **In-depth profiles:** additional analysis on particularly relevant topics (including leadership, resilience, entrepreneurship, agility) in a separate document.

YOUR PREFERENCES REGARDING THE BIG FIVE DIMENSIONS

CHARACTER TRAITS

Building block 1 of the personality. The five most important dimensions (Big Five) as the base of your individual behavior.

CHARACTER TRAITS – THE BIG FIVE

Key: 7 = maximum / 6 = very high / 5 = high / 4 = moderate / 3 = low

YOUR PREFERENCES IN DESCENDING ORDER
1. INTROVERSION 2. EMOTIONAL STABILITY 3. CONSCIENTIOUSNESS 4. OPENNESS 5. STEADINESS

- Your character traits are presented using the Big Five model, which captures five key character dimensions.
- Each dimension consists of two opposing poles.
- Your profile provides preferences.
- The two marked dimensions (primary and secondary) are your most prominent traits.

Maria Musterfrau

COMMUNICATION

BEHAVIORAL PREFERENCES AND THOUGHT-PROVOKING IMPULSES

ACTION FIELDS

Low instability (E)

Impulse control (E)

Control orientation (C)

Inner orientation (I)

Modesty (CO)

Imagination (O)

Moderate enthusiasm (I)

PERSONALITY PROFILER - LINC GmbH

LINC PERSONALITY PROFILER

DEPTH PROFILE LEADERSHIP

USER: MARIA MUSTERFRAU

Depth Profile - LEADERSHIP

Helpful expression of BIG FIVE facets for personnel in leading positions

Confident

- Appearing competent and confident even in difficult or unknown situations
- Not appearing nervous to others
- oneself successfully in teams or divisions

AREA OF DEVELOPMENT: **Appearing competent** (high)

TARGET AREA: **Appearing competent** (high)

AREA OF DEVELOPMENT: **Not appearing nervous** (moderate)

TARGET AREA: **Not appearing nervous** (moderate)

AREA OF DEVELOPMENT: **oneself successfully** (moderate)

TARGET AREA: **oneself successfully** (moderate)

AREA OF DEVELOPMENT: **Strategic Communication** (moderate)

TARGET AREA: **Strategic Communication** (moderate)

AREA OF DEVELOPMENT: **Enthusiasm** (moderate)

TARGET AREA: **Enthusiasm** (moderate)





THE FIELDS OF APPLICATION OF THE LPP

TEAM DEVELOPMENT

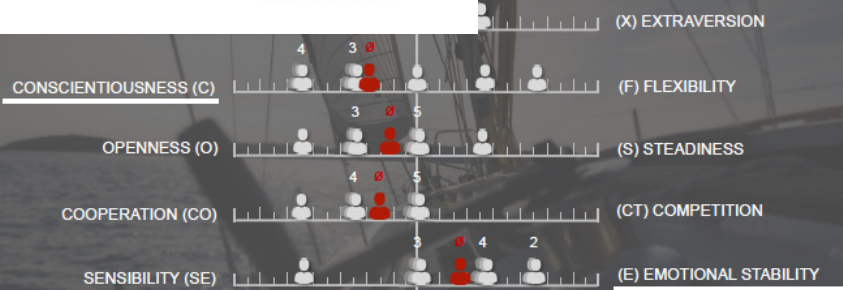
- The **LPP TEAM CHECK** presents all team members' results in an overview.
- **Identify personality styles** within the team, understand other team members better.
- **Recognize missing resources** in the team and integrate new team members.
- **Improve communication** and avoid conflicts.
- Increase performance, satisfaction, and efficiency within the team.



LINC PERSONALITY PROFILER TEAM CHECK

**EXAMPLE
GMBH**

LINC Lüneburg Institute
for Corporate Learning
www.linc-institute.de



If there is more than one team member in the same position, the number above indicates the total number of team members in that position.

n = 10

THE CHARACTER FEATURES

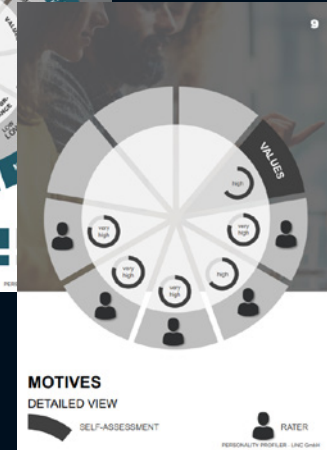
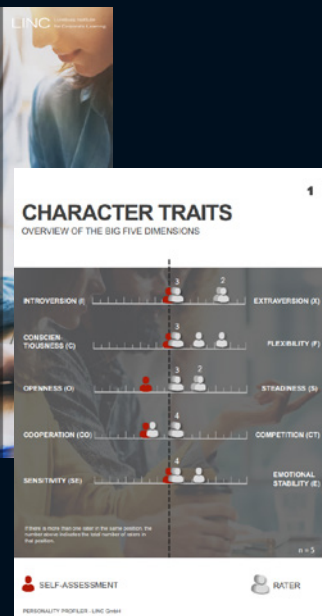
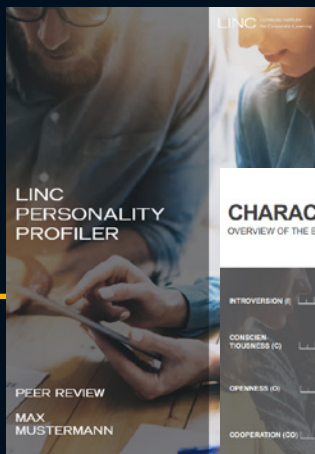
- C CONSCIENTIOUS
- E STABLE
- CO COOPERATIVE
- O OPEN
- I INTROVERTED

THE FIELDS OF APPLICATION OF THE LPP

PERSONNEL SELECTION

- Modern and successful personnel selection through understanding the personality of all candidates.
- The LPP CANDIDATE CHECK as a professional match between job profiles and candidate profiles.
- **Comprehensive guide** on personnel selection, including extensive sample questions for all components of the PERSONALITY PROFILER.





THE FIELDS OF APPLICATION OF THE LPP

COMPARISON OF SELF-IMAGE & EXTERNAL IMAGE

- The **LPP PEER ASSESSMENT** enables a systematic comparison between self-perception and external perception regarding character traits, motives, and competencies.
- Up to twelve peers in one assessment.
- Clear graphics make deviations between self-image and external image clear at a glance.
- Can be used as part of **360° feedback** for managers or to support employee reviews by managers.

THE PROCESS



ONLINE QUESTIONNAIRE

- Link to the tool
- Approximate completion time: 30 minutes



PERSONALIZED REPORT

- Individual reporting texts, graphics, action recommendations, and indications of development potentials
- View in the LINC COACHING BOARD or as a PDF



FEEDBACK TALK

- With certified trainer
- Contents: Explanation of the tool, alignment, development potentials
- In person or via the LINC COACHING BOARD



COACHINGS / TRAININGS / WORKSHOPS

- Numerous other forms of application possible
- Materials, exercises, and games for the BIG FIVE model as well as implementation guides are available

THE LINC MANAGEMENT TEAM



DR. RONALD FRANKE

Managing Director

Ronald Franke holds a Ph.D. in Business Psychology and is a certified systemic coach. As a consultant and trainer, he has worked with companies in the automotive, pharmaceutical, mechanical engineering, and retail sectors. Additionally, for over 10 years, he has been sharing his knowledge as a lecturer at universities, including Leuphana University of Lüneburg and FOM Hamburg.

DR. MARTIN PUPPATZ

Managing Director

Martin Puppatz is a professor of Business Psychology at the FOM University of Applied Sciences for Economics and Management in Hamburg. Previously, he obtained his Ph.D. from the Leuphana University of Lüneburg and worked for over 7 years as a Senior Manager and Project Leader in HR consulting for two of the world's largest consulting firms.

