(54) Title: DATA DRIVEN ASSESSMENT APPARATUS AND METHOD

(74) Agents: GLASSMEYER, Denise et al; Young Basile Hanlon & MacFarlane P.C., 3001 West Big Beaver Road, Suite 624, Troy, Michigan 48084 (US).


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(57) Abstract: A data driven hiring filter assessment apparatus and method uses trait assessments to compares factors based on two individual's assessment. The personality factors are determined by a plurality of assessments for both candidates for a comparison.
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DATA DRIVEN ASSESSMENT APPARATUS AND METHOD
CROSS REFERENCE TO CO-PENDING APPLICATION

[0001] This application claims priority benefit to the April 3, 2015 filing date of co-pending US Provisional Patent Application Serial No. 62/142,780 filed in the name Niko Drakoulis as inventor of a "Data Driven Talent Management and Talent Acquisition Apparatus and Method", the entire contents of which are incorporated herein in its entirety.

BACKGROUND

[0002] The present data driven hiring filter apparatus and method relates, in general, to trait assessment tools.

[0003] Successful businesses require a motivated team of employees and administrators working toward a common business goal. However, every person has different traits, motivation, intelligence, and other personality characteristics which make team interaction and achievement of business goals a hit or miss prospect at best.

SUMMARY

[0004] The apparatus and method for company candidates for hiring based on a measurement of an individual’s emotional intelligence, relational intelligence and team intelligence by analyzing multiple unique traits based on a plurality of attributes. Assessing these attributes in potential employee candidates enables the business administrator to better understand the candidates personalities, strengths, growth opportunities and capacities.

[0005] In one aspect, the method for generating an individual’s personality assessment data includes coupling memory by a computer processor through a network to individual processors administering an assessment through the individual processors to individuals to determine an individual’s personality assessment data and analyzing the assessment data by the computer processor and generating an assessment report comparing characteristics of different individuals.

[0006] The method generates side by side comparison of one of the individuals to the other individual or to an existing employees or model employee assessments.

[0007] The apparatus includes a computer processor assessing a memory storing an assessment test is couples to at least one individual processor coupled through a network and a digital display is coupled to the at least one individual processor for displaying a comparison of multiple assessments.
BRIEF DESCRIPTION OF THE DRAWING

[0008] The various features, advantages and other uses of the present invention will become more apparent by referring to the following detailed description and drawing in which:

[0009] FIG. 1 is a block diagram of the components of the data driven assessment apparatus;

[0010] FIG. 2 is a flow diagram of the business administrator login procedure for the data driven assessment method;

[0011] FIG. 3 is a flow diagram of the business dashboard;

[0012] FIG. 4 is flow diagram of a business request for PRISM LENS™ assessment.

[0013] FIG. 5 is a flow diagram of a business sequence to take a PRISM LENS™ assessment;

[0014] FIG. 6 is a flow diagram of an individual sign up procedure for the data driven assessment apparatus and method.

[0015] FIG. 7 is flow diagram of the individual login sequence;

[0016] FIG. 8 is a flow diagram of the individual dashboard of the present apparatus and method;

[0017] FIG. 9 is a flow diagram of an individual request for a PRISM LENS™ assessment;

[0018] FIG. 10 is a flow diagram of the process for an individual to take a PRISM LENS™ assessment;

[0019] FIGS. 11A-1 II are pictorial representations of sample assessment questions;

[0020] FIG. 12 a pictorial representation of an assessment output depicting an individual's personality characteristics;

[0021] FIG. 13 is a pictorial representation of a personality under pressure assessment results of an individual;

[0022] FIG. 14 is a pictorial representation of a processing blueprints assessment results of an individual;

[0023] FIG. 15 is a pictorial representation of a motivation assessment results of an individual;

[0024] FIG. 16 is a pictorial representation of a conflict management assessment results of an individual;
FIG. 17 is a pictorial representation of a fundamental need assessment results of an individual;

FIG. 18 is a pictorial representation of a decision making assessment results of an individual;

FIG. 19 is a pictorial representation of a primary learning style assessment results of an individual;

FIG. 20 is a pictorial representation of the graphics and charts depicted in FIGS. 13-20;

FIG. 21 is a sequence diagram of the business hiring filter;

FIG. 22 is a pictorial representation of a side by side assessment report of two candidates;

FIG. 23 is a flow chart depicting the relationship advisor sequence of the present apparatus and method; and

FIGS. 24A and 24B are examples of a relationship advisor report featuring a comparison of two individuals.

DETAILED DESCRIPTION

FIG. 1 depicts a cloud-based apparatus using a network, such as the worldwide web 30, for interaction between employers and employee via smartphones 32 and computers 34 to acquire employee assessment information, as well as reporting the results of such information to business management or to the individual.

As shown in FIG. 1, the apparatus, by example, includes a computer processor, which can be in the form of one or more web servers 36 connected to the worldwide web 30 through a load balancer 38 and a firewall 40. The web servers 36 communicate with one or more application servers 42. The application servers 42 communicate with database servers 44 and backup database servers 46, as well as data storage servers 48, a payment gateway server 50, a third party content services server 52 and CMS servers 54 (central management servers).

The present apparatus and method provide assessment-related reports to both business management and employees. The business side of the apparatus and method will first be described.

A business administration portion of the apparatus and method is shown in FIGS. 2-11 and is accessible by at least one or more individual processors, such as a
smartphone 32 or a computer 34 at a business site through the worldwide web 30 to the
central computer processor system shown in FIG. 1.

[0037] As shown in FIG. 2, a business administrator can log-in in step 60 to open or
access an assessment account. Such accounts include business profiles, subscription renewal
services, etc. A dashboard 62 displayed on a computer monitor at the business site allows
access by the business administrator to various parts of the employee assessment apparatus
and method, including starting an assessment in step 64, continuing an assessment 66, and
using the assessment results to create an employee profile in step 68.

[0038] The dashboard 62, shown in FIG. 3, also allows access to various assessment
or module features, such as a knowledge center 86. The dashboard 62 allows selection of a
PRISM LENS™ module 92 allowing access to assessments 92 by an individual's peers
and/or manager, or other individuals see FIG. 4, as well as to employee profiles 94. The
dashboard 62 also allows access to a personal profile module 96 allowing the business
administrator to edit the personal profile of any employee.

[0039] The dashboard 62 also provides additional versatility for the business to make
payments as well as for the individual selected by the business or an outside individual to
take an assessment 90. As shown in FIG. 3 a business administrator may assess account
details 87 and make payments 89 in a number of different ways, such as all at once, periodic,
automatically renewable, etc.

[0040] The business administrator may also authorize an individual selected by the
business administrator to take an assessment test 90 to select, either at the businesses' or the
individual's preference, to take all seven assessments of the PRISM™ assessment test 90 at
one time, one at a time, in any partial sequence of less than the seven assessment, as well as
providing a date deadline for completing all of the of the PRISM™ 90 assessment. In some
instances, a business may not require all seven module of the PRISM™ 90 assessment
described hereafter, in which case the business may direct an individual to take only selected
assessments which are than presented to the individual. In the latter case, the individual may
still have the preference to take all or some of the selected assessments at over a one-time
preset time period etc.

[0041] In the business mode, shown in FIGS. 4 and 5, an administrator and/or
employee may submit a request for an individual, such as an employee or non-employee, to
take a PRISM LENS™ assessment 92 on another individual.
[0042] An individual may access the apparatus and method as described hereafter and shown in FIGS. 6-11. Such individuals may be employees of a particular business who is registered with the apparatus and method, as described above, or totally unrelated to a particular business. An individual, as shown in FIG. 6, can individually register in step 200 or register through a business in step 202. After logging in in step 204 in FIG. 7, an individual can start and/or continue the assessment 206 to create a 360 degree profile 208 which is input to a dashboard 210 for each individual. The dashboard 210 as shown in FIG. 8, allows access to a tools module 212, and a prism module 218.

[0043] As shown in FIG. 9, an individual, through the PRISM LENS™ module 218, can access the PRISM LENS™ assessment 260 or review the individual's profile 262. As shown in detail in FIGS. 5, 8 and 9, when the individual selects the PRISM LENS™ assessment 260, the individual can select contacts or members for assessment by the sequence shown in FIG. 14 and receive feedback and actionable recommendations to improvements on the employee's.

[0044] Finally, as shown in FIG. 10, an individual can access and complete the assessment 260 and receive an assessment report 282.

[0045] The PRISM LENS™ module 92 is further shown in detail in FIG. 4, when the PRISM™ module 90 and the PRISM LENS™ assessment tool module 92 are accessed through the dashboard 62. The PRISM LENS™ assessment module 92 allows a business administrator to select one or more individuals or employees of the business to provide an assessment of one employee. After receiving a request for the PRISM LENS™ assessment 92 in step 94, the business administrator can select one or more members from a list 96 and then send a request form 98 to the selected members.

[0046] The PRISM™ 90 assessment takes large amounts of data and converts the data to make it easy for businesses and employees to see, understand and put into action. The PRISM™ 90 assessment functions to identify multiple attributes including personality profile (primary and under pressure), processing blueprint, motivation, conflict management, fundamental needs, decision making and learning style.

[0047] The assessment apparatus and method creates a number of distinct primary employee personality profiles and employee personality profiles under pressure to assist a business administrator in determining whether or not to hire an employee, as well as determine how the employee is interacting with other business or business team members and the fit between employees on a team. Such personality profiles can include, for example:
Scientist
Researcher
Navigator
Visionary
Architect
Catalyst
Tough & Tender
Connector
Instructor
Ally
Pragmatist
Strategist
Influencer
Peacemaker
Pioneer
Ambassador

[0048] The apparatus and method establishes characteristics for each of the personality profiles describing how an employee having a particular personality thinks, makes decisions, handles tasks and other personal relationships, work environment preferences. Each personality also has a list of work style characteristics, as well as how this particular individual with a specific personality may fit into a particular business team, how the individual is likely to communicate with team members, how the individual is influenced by negative perceptions of or by other team members. Such characteristics also enable a supervisor to best supervise and encourage an individual with a particular personality profiles.

[0049] These personality profiles enable a business administrator, when forming a team of employees or hiring a new employee as an addition to an existing team, to best choose the team members or the new employee to fit into the team, and to meet the goals of the team.

[0050] These personality types and personality under pressure types are established by the assessment program which asks an individual a series of questions describing workplace scenarios, preferences, motivation, work styles, etc. Based on the answers, the assessment program of the apparatus and method establishes a particular personality type for
an individual. The established characteristics associated with that individual's personality can then be established for the business administrator.

[0051] This assessment information is valuable to the business administrator when forming a team, determining the efficiency of an established team, or when conferring to hire a new employee and placing that employee in a particular team. This enables the business administrator to achieve the business goals in an efficient manner, as well as advancing the growth of each employee.

[0052] A business employee, as well as non-business individuals, who take the PRISM™ 90 assessment, are provided with a custom portrait of their personality, how they operate in a business environment when making decisions, interacting with others, achieving goals, for advancing the individual to meet business-related and/or life goals.

[0053] Appendix A depicts a number of different personality profiles used by the present assessment apparatus and method. These personality profiles are examples only as the number of personality profiles used by the apparatus and method can include less than or more than the different personality profiles described in Appendix A.

[0054] The personality profiles shown in Appendix A as well as the actual assessment as described hereafter are provided by way of an example as any available assessment program may be employed in the present apparatus and method. The personality characteristics of any individual from any available assessment can be correlated to the sixteen personality profiles and the seven assessments described hereafter.

[0055] FIGS. 11A-1 II depict different forms of assessment questions presented to the individual as part of the PRISM™ 90 assessment. The questions are displayed on a monitor and generally ask an individual to choose the characterization that most generally describes that individual's view of the assessment question. The page displayed on the monitor also enable the individual to easily return to a previous question or to advance to the next question. The display also depicts the percent completion 310 of the entire assessment 90.

[0056] The data driven assessment apparatus and method presents the personality and the individual characteristics in easy to read scales, charts and graphs to enable a business administrator or the individual to easily ascertain the individual's personality, decision making tendencies motivation, etc.

[0057] The PRISM™ 90 assessment reveals both primary personality FIG. 12 and personality under pressure FIG. 13 within a four dimensional scale that measures power, versatility, precision and adaptability. The PRISM™ 90 assessment delivers a
comprehensive summary filled with insights and a unique classification for people to see, read, and understand their personality.

[0058] Not everyone absorbs information in the same way. After processing information, some people will make decisions more with their head, while others tend to take action with their heart. The processing blueprint feature of PRISM™ 90 assessment shown in FIG. 14 shows how employees approach people, activities, thoughts, and causes in their lives based on four distinct scales, including:

[0059] Internal vs External: How people are energized by outside factors or inner thoughts and concepts.

[0060] Intuitive vs Concrete: The way people take in and perceive information.

[0061] Head vs Heart: If people tend to make decisions guided more by their thoughts or feelings.

[0062] Spontaneous vs Orderly: How people prefer to approach and relate to live.

[0063] Motivation is also a determination of the PRISM™ 90 assessment, as shown in FIG. 15. Some employees may want recognition while others need a little encouragement to keep moving forward. The motivation output of the PRISM™ 90 assessment uncovers how people are motivated, why they are motivated, and what they are motivated by.

[0064] How employees deal with workplace conflicts is important since such conflicts arise all the time. The conflict management output of the PRISM™ 90 assessment, as shown in FIG. 16 reveals how a business’s employee’s or prospective employees work through issues with others, by competing, calibrating, avoiding, accommodating or compromising. Such insights allow business administrators greater understanding on how the business’s employees interact with one another and deal with conflict, thereby allowing the business administrator to foster more productive working relationship.

[0065] All employees have fundamental needs that drive the employees and contribute to their outlook, attitude, motivation, and behavior. The fundamental needs output of the PRISM™ 90 assessment, as shown in FIG. 17 measures a person’s desire to maintain control, have security or achieve significance. These insights provide a business administrator with a deeper understanding about their employee’s needs for helping team members to appreciate and communicate with each other.

[0066] As shown in FIG. 3, the business administrator can access through the dashboard 62 and the tools module 70 the hiring filter module 74. A list of candidates is accessed in step 130 FIG. 21, and invitations to selected candidates are sent. The hiring filter
module 74 enables access to a professional profile module 132, and an SP profile 134 for a particular candidate, a personal profile of the candidate 136, and a comparison tool module 140. The individual selected candidates complete profile details are accessed in step 142, provide references in step 144, and then enable an employee assessment survey 146.

The PRISM™ 90 assessment provides a business administrator with predictive insights needed to understand who a candidate really is, choose the right hire for the company culture, improve organizational performance and decrease in employee turnover. The hiring filter module 74 provides information about a business's candidate's emotional, relational and team intelligence, matches up candidate profiles with employees, and identifies traits that make for successful hire and compares top candidates and reference checks.

The hiring filter module 74 matches up and compares candidate's profiles side by side to determine who would be the best cultural and behavioral fit for the business. Candidate profiles can also be matched with existing employees or a standard employee model assessment to bring in new dynamics to a business team or identify traits that lead to greater success and performance from the comparison tool module 140.

FIG. 24 A and 24B shows personality factors based on employee assessments of two candidates for primary personality of each candidate as determined by the assessments described above. Clicking on the primary personality switches the personality display to the personality under pressure of assessment each individual. The graphic displays provide an easy view of each candidates personality and traits, thereby allowing a business manager to select the best candidate to fill a particular position in the business.

The relationship advisor module 72, shown in detail in FIG. 23, allows a business administrator to search and select one or more members in step 150 which review the prospective candidate profile and assessment results and prepare a relationship report 152.

The relationship advisor module 72 enables a manager to compare different individuals, recognize potential areas of conflict, and build positive inter-personal relationships with its employees. The relationship advisor module 72, based on the employee assessment data, alerts managers and employees to specific things to avoid or things to make an effort to do while working with each other. This enables administrators and employees to proactively prevent conflicts before they happen and reactively address issues when they arise.
In addition, or alternately, the present assessment apparatus and method provides a business administrator with the ability to select two individuals of a business team or who are working on the same project or in the same department, and compare their primary personality and their personality under pressure to determine the potential issues which may arise from the relationship of these two individuals as well as to provide prospective and insight for the business and manager in how to lead the individuals by making suggestions on how each individual can make a effort to or try to avoid certain personality features when dealing with the other individual.

When the relationship advisor module 72 is selected in FIG. 3, the business administrator can select two individuals, as shown in FIG. 24A and 24B take the PRISM™ 90 assessment or can review the previous assessment 90 results for the two selected individuals.

FIGS. 24A and 24B show an example of a relationship advisor report displayed or otherwise generated for the business administrator comparing the personality assessment results and data of the two selected individuals. These personality characteristics data are provided for a plurality of assessments. As described above and shown in the previous drawing figures, any or all the seven personality profiles of the PRISM assessment 90 can be displayed, as shown in FIG. 24B, in a side by side arrangement to determine the differences and similarities of the selected different trait assessments.
APPENDIX A

SUREPEOPLE PERSONALITY PROFILES

[0075] Ally ~ Allies are calm, modest and always willing to accommodate others. They lead others and relate in a supportive and personal manner. Allies maintain a low profile by blending into work and social situations. They are reliable and work at a steady and predictable pace, keeping the peace and mediating among contentious people. They influence others with their accommodating nature, pleasant posture and consistent work performance. Allies are likely to lead by being helpful to those in the workplace who are considered friends. They achieve remarkable consistency in performance when there is an opportunity to specialize within a predictable environment. Expressed appreciation and affirmation from work associates go a long way in motivating them.

[0076] Ambassador ~ Ambassadors naturally network well with others and have the ability to talk about anything with anyone. Ambassadors approach life with a people come first philosophy. They are supportive and maintain relationships with diplomacy, personal warmth and understanding. They are likely to solve problems by listening, showing tolerance and offering suggestions. The Ambassador typically notices and encourages the strengths of others while maintaining long-term relationships; likewise, they respond well to encouragement from others.

[0077] Architect ~ Architects are precise, systematic workers and thinkers who tend to follow procedures both at work and in their personal lives. They have a soft side that shows their modesty and willingness to accommodate others. They are conscientious and thorough when performing work that requires attention to detail and accuracy. In fact, Ambassadors are exceptionally detail-oriented and typically discover information that others have a tendency to overlook. They also tend to prefer a predictable environment with specific expectations on how much time is involved and on what basis the work is likely to be evaluated. When it comes to decision-making, they are known to be objective and informed thinkers, taking the time to gather and analyze data instead of jumping to conclusions. They take calculated risks based on facts and are inclined to maintain high standards in their work environment.

[0078] Catalyst ~ Catalysts possess a natural ability to work with others. They can talk about anything with anyone, and use their persuasive verbal skills to inspire others. With an effervescent personality and a good sense of humor, they are often suitable for situations
that require the ability to sell concepts or ideas. By conducting business in a friendly manner, Catalysts can transform customers and clients into friends. Catalysts are often inspiring, even if not in formal leadership roles. When acting as leaders, they inspire others and guide them towards larger goals by letting them manage important details. Catalysts are naturally enthusiastic, and charge ahead on projects as they are drawn to the big picture.

[0080] **Connector** ~ Building friendships in a variety of settings and maintaining an extensive network of contacts comes naturally to Connectors. They can be people magnets with the natural ability to attract others. Connectors lead with enthusiasm and desire while building a positive social environment in which maintaining contact with people is necessary. Because of the broad network they establish, they likely have access to people who can be very helpful in many different areas. Connectors possess the ability to promote ideas and inspire enthusiasm in others. They are usually optimistic and can form favorable conclusions without having all the details nailed down. This optimism allows them to embrace change and spontaneity.

[0081] **Influencer** ~ Influencers are critical thinkers who utilize effective verbal skills to inspire others to a cause. They possess an effervescent personality and a good sense of humor. Influencers are likely to display a natural interest in detailed strategies that help accomplish an established goal. They can communicate the desired big picture and help others visualize the necessary steps needed to accomplish the goal. As such, they can be incredibly persuasive when engaging others in a task or project. Influencers are ambitious and precisely detailed in their approach, while also being considerate in their relationships.

[0082] **Instructor** ~ Instructors have a desire to dramatically influence people as well as improve their surroundings. Whether through an assigned role or casual contact, they lead others by exerting an energetic personality. While leadership isn’t always assigned, their ambition and goal-oriented vision makes them natural leaders. Instructors tend to focus on the big picture and are able to identify the motives of others while directing them toward a predetermined goal. In formal leadership roles, Instructors may inspire or persuade others while using their verbal skills to recruit others for a cause. People are often attracted to their social skills and confidence.

[0083] **Navigator** ~ Navigators can be both assertive and sensitive in their quest to achieve a desired outcome. They desire tangible results and implement sound, procedural methods to attain them. They are likely to implement practical changes and have the ability to plan considerably. They are naturally cautious, which proves beneficial when exploring and...
analyzing decisions. They also work well when given a certain measure of freedom to make decisions and lead.

[0084] **Peacemaker** – Peacemakers relate exceptionally well to others and are strong at networking. They strive to build a pleasant and productive work environment because their primary approach to life is based on relationships rather than tasks or objectives. Peacemakers typically notice the strengths of others and maintain long-term relationships. They leave a positive impression with their warmth, empathy and consideration. They are likely to solve problems by listening and offering suggestions in a diplomatic, supportive manner and are motivated by recognition for a job well done. When placed in a position of responsibility, Peacemakers excel at recognizing both the achievements of other group members and focusing on the quality of the work.

[0085] **Pioneer** – Pioneers possess a variety of strengths and are naturally ambitious. They generally have no problem assuming difficult challenges, strenuous tasks or competitive situations. Pioneers are assertive, enterprising and project self-confidence. They intentionally seek to take on opportunities that stretch and develop their abilities. If told that something cannot be done, Pioneers will likely respond with a can do attitude. Being objective and results-oriented, they may prefer to work alone to achieve the best results, but they also have the ability to persuade others to join them to accomplish a desired result. Pioneers can rise to the occasion and can take charge whenever necessary.

[0086] **Pragmatist** – Pragmatists can be serious and detailed-oriented, as well as fun loving and carefree. They possess a desire for critical thinking, making decisions and taking action based on detail, accuracy and correctness. They are outgoing and naturally enjoy being with people. Networking with others comes easily and they can often talk about anything with anyone. They are conversant in a broad range of subjects and project a relaxed and diplomatic style. Pragmatists tend to involve and engage others through persuasion. They typically desire to be proficient in their work and naturally gravitate toward a specialty area. Pragmatists can be counted on to be consistent and reliable because they hold high standards for personal performance with an emphasis on self-discipline.

[0087] **Researcher** – Researchers are objective and analytical. They will calmly and steadily pursue a path towards a fixed goal. They are likely to be successful due to their determination, organization and persistence to follow through on projects. Researchers desire tangible results while obtaining a high level of excellence. They strive to achieve defined agendas and objectives and tend to respond with logic more than emotions. Researchers shine
when it comes to challenges that require the application of factual data and analysis to form a
conclusion. Their strength of personality and desire to get things right leads them to have
high personal standards and a prudently cautious approach to decision making.

[0088] **Scientist** – Scientists are exceptionally detail-oriented and analytical. They
have a strong need to get things just right, as they remain highly focused on that goal.
Scientists possess a natural desire to think critically and to act based on correctness, accuracy
and well-researched facts. This approach has a strong impact on their decision making
process. They seek accuracy and logic and will explore all possible options before arriving at
a conclusive decision. Scientists have a very strong task-orientation and prefer a peaceful
work environment. Their desire to be conscientious and principled is well intentioned and can
positively impact the work environment.

[0089] **Strategist** – Strategists move both people and tasks in a forward direction
because of their vision and social skills. They often possess the ability to identify the motives
of others and then rally them toward a predetermined goal. Whether through formal
responsibility or casual contact, Strategists lead others with energetic personalities and a plan.
They are intentional, goal-oriented, and focused on the big picture. In formal leadership roles,
Strategists inspire and persuade others. People are strongly attracted to their social skills and
assertive personalities. Strategists are likely to use their verbal skills to recruit others for a
cause. Hidden within their strong personality is a softer and more empathetic approach that
causes them to be liked by work associates.

[0090] **Tough & Tender** – Tough & Tenders are often motivated by deeply felt
convictions, objectives and goals. They are likely to possess a strong internal drive for
accomplishment while applying the necessary pressure to attain desired results. When Tough
& Tenders are confident that the job will be done right, they easily delegate tasks to those
they trust. Their ambition indicates that they hold high personal standards, which translate
well into their work. Tough & Tenders have a strong drive for achievement but can also be
socially driven. They are supportive and possess a sensitive side that may not always be
apparent.

[0091] **Visionary** – Visionaries are strong individualists who continually strive to
seek new objectives and agendas. They are independent, self-reliant, and often forward
thinking in their approaches. They often discover innovative solutions because of their
enterprising nature and internal belief that there must be a better way. Visionaries exhibit
tenacity and intentionality when pursuing a goal. They thrive on challenges when making
important advancements. Since they focus on results, they have the capacity for more
difficult endeavors that may be unsuitable for others.
What is claimed is:

1. A method for generating at least one individual's personality assessment data, the method comprising:
   - accessing a memory by a computer processor coupled through a network to at least one individual processor;
   - administering an assessment through the at least one individual processor to determine an individual's assessment data;
   - analyzing the assessment data by the computer processor; and
   - generating the assessment to the at least one individual processor containing at least one assessment of the at least one individual.

2. The method of claim 1 further comprising:
   - storing an assessment test in a medium accessible by the computer processor; and
   - the step of administering the assessment test includes administering the assessment test through the network to the at least one individual processor by a display.

3. The method of claim 2 wherein the step of administering an assessment comprises:
   - administering an assessment test to the at least one individual in response to a third party request through an individual processor to the computer processor for the at least one individual to take the assessment test.

4. The method of claim 3 comprising:
   - transmitting the assessment from the computer processor to at least one of the individual processor of the at least one individual and an individual processor of a third party.

5. The method of claim 4 wherein the assessment test is administered to at least two individuals.

6. The method of claim 5 further comprising the steps of:
   - coupling the computer processor through a network to individual processors;
accessing assessments through the individual processors to determine the at least two individual's respective assessment data; and

presenting the assessment data of at least two individuals for comparison wherein the at least two individuals are potential candidates to be hired by an employer.

7. The method of claim 6 further comprising:

generating and displaying assessment data for at least one candidate in a side by side comparison with another set of assessment data.

8. The method of claim 1 wherein the assessment is a set of relationship factors for at least one of two individuals relating to relationship factors that at least one of the two individuals should recognize when interacting with the other of the two individuals.

9. The method of claim 8 further comprising:

storing an assessment test in a medium accessible by the computer processor;

and

the step of administering the assessment test includes administering the assessment test through the network to the at least one individual processor by a display.

10. The method of any of claims 1 through 9 wherein the step of administering the assessment test includes administering assessments of at least one of primary personality, personality under pressure, processing blueprint, motivation, conflict management, fundamental needs, decision making, learning style.

11. An apparatus for comparing at least two individuals comprising:

a computer processor assessing assessment test data;

at least one individual processor coupled through a network to the computer processor; and

a digital display coupled to the at least one individual processor for displaying assessment data of at least two candidates generated by the computer processor.
12. The apparatus of claim 10 wherein the at least two individuals are one of the following: potential candidates to be hired for a job, at least two individuals in a relationship, at least one individual relative to others in an organization.
FIG. 2A
FIG. 3A

SUBSTITUTE SHEET (RULE 26)
FIG. 4B
FIG. 8A
FIG. 8B
FIG. 11A

CHOOSE THE OPTION THAT MORE ACCURATELY DESCRIBES YOU.
Which one of these is more important to you...

- Quality
- Convenience

FIG. 11B

CHOOSE THE OPTION THAT MORE ACCURATELY DESCRIBES YOU.
You are more likely to be seen as someone who is...

- Easy to approach
- Somewhat reserved

FIG. 11C

CHOOSE THE OPTION THAT MORE ACCURATELY DESCRIBES YOU.

- I try to see that the other person's needs are met as well as mine
- I recommend a middle ground solution
FIG. 11D

53% COMPLETE

CHOOSE THE OPTION THAT MORE ACCURATELY DESCRIBES YOU.

When learning something new, I prefer...

☐ Learning with another person or group
☐ Learning by myself

<PREVIOUS NEXT>

FIG. 11E

61% COMPLETE

CHOOSE THE OPTION THAT MORE ACCURATELY DESCRIBES YOU.

I enjoy a significant challenge more than being recognized for my work.

☐ Very much like me
☐ Somewhat like me
☐ Somewhat unlike me
☐ Very much unlike me

<PREVIOUS NEXT>
**FIG. 11F**

RANK THESE FOUR CONCEPTS IN ORDER OF MOST TO LEAST IMPORTANT. SELECT EACH OPTION AND DRAG IT TO THE APPROPRIATE CATEGORY. THEN, CLICK NEXT TO CONTINUE.

Your highest priority when dealing with a boss is:

<table>
<thead>
<tr>
<th>MOST</th>
<th>An open exchange of ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>2ND</td>
<td>Being enabled to see things through to the end</td>
</tr>
<tr>
<td>3RD</td>
<td>Recognition from authority</td>
</tr>
<tr>
<td>LEAST</td>
<td>To have a predictable routine</td>
</tr>
</tbody>
</table>

**FIG. 11G**

RANK THESE FOUR CONCEPTS IN ORDER OF MOST TO LEAST IMPORTANT. SELECT EACH OPTION AND DRAG IT TO THE APPROPRIATE CATEGORY. THEN, CLICK NEXT TO CONTINUE.

<table>
<thead>
<tr>
<th>MOST</th>
<th>The opportunity to advance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2ND</td>
<td>A good boss</td>
</tr>
<tr>
<td>3RD</td>
<td>An interesting job</td>
</tr>
<tr>
<td>LEAST</td>
<td>Recognition &amp; appreciation</td>
</tr>
</tbody>
</table>

**SUBSTITUTE SHEET (RULE 26)**
**FIG. 11H**

75% COMPLETE

Select the word that most describes you and drag it to the "Most" category. Select the word that least describes you and drag it to the "Least" category. Then, click next to continue.

<table>
<thead>
<tr>
<th>MOST</th>
<th>Kind</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stimulating</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Independent</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEAST</th>
<th>Perceptive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<PREVIOUS NEXT>

**FIG. 11I**

89% COMPLETE

Rank these three concepts in order of importance to you. Select each option and drag it to the appropriate category. Then, click next to continue.

<table>
<thead>
<tr>
<th>MOST</th>
<th>Deciding my future direction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2ND</th>
<th>Making a significant impact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEAST</th>
<th>Job security and adequate retirement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<PREVIOUS NEXT>

SUBSTITUTE SHEET (RULE 26)
SUMMARY

Individuals with a CATALYST personality portrait possess a natural ability to work with others. As a CATALYST, Michael can talk about anything with anyone, and use his persuasive verbal skills to inspire others to his cause. With an effervescent personality and a good sense of humor, he is often suitable for situations that require an ability to sell products, concepts or ideas.

By conducting business in a friendly manner, Michael can transform customers and clients into friends. However, he can be overly optimistic and overestimate his ability to bring people together to achieve the desired goal. Since maintaining a positive image is important, he may seek people-related assignments that provide the opportunity to shine.

Michael is often inspiring, even if not in a formal leadership role. However, when acting as a leader, he may inspire or persuade others to help with repetitive work processes or manage the details. Some people may have conflicted feelings working with him. On one hand, people can be strongly attracted to his social skills and confidence; on the other hand, they may also be distanced by the power of his personality. Some may feel exhausted by Michael’s stamina to accomplish his goals.

Michael is naturally enthusiastic, causing him to charge ahead on a project without considering the important details. Routine and regimentation can diminish his enthusiasm. It could be a mistake to overwhelm him with details, as he is drawn to the “big picture.”

FIG. 12A
INTERNAL TRAITS

WORK ENVIRONMENT CONTRIBUTION
Uses strong communication skills and personal enthusiasm to convince or motivate people toward a goal. A confident, natural promoter and seller, can close a deal, delegate responsibility and inspire others.

EMOTIONAL POSTURE
May be naturally enthusiastic and trusting.

DRIVING IDEAL
May prefer a position that offers status, influence, authority or prestige.

ASSESSES OTHERS BY
Their ability to verbalize and their flexibility and adaptability.

MOTIVATIONAL STYLE
Uses a friendly manner, openness and verbal adeptness. Can talk with anyone about anything.

MOST FAVORABLE WORK ENVIRONMENT
People-oriented, enjoys variety, recognition and prestige, without a lot of detail-oriented work

RELATIONAL/TASK ORIENTATION
Strikes a good balance between committing to people and tasks, which makes him a potentially effective leader.

MOBILITY PREFERENCE
Seeks an outlet for energy through variety, change and the quick attainment of goals.

OVER-USES
Enthusiasm, overselling and optimism.

WHEN PRESSURED
May be too easily persuaded. May be more organized under pressure when there is a desire to make a good impression.

UNEASY WHEN
There is a fixed environment that does not allow for variety. May experience a fear of losing the respect of work associates when relationships become strained due to conflict.

LEADERSHIP
First defines the goals, then offers enthusiasm in order to motivate others to perform. However, should be aware that others can feel used or manipulated because of this strong personality.

SUMMARY OF STRENGTHS
Verbal, persuasive, enthusiastic, independent, confident and versatile.

FIG. 12B
EXTERNAL ASPECTS

JOB MATCH

The CATALYST is a “take charge” kind of leader, so Michael may function most effectively when given independence, challenges, obstacles and problems with a minimum of details. He may function best when given the opportunity to direct, meet or entertain people. He needs a variety of opportunities to express new or creative ideas without a lot of detail-oriented work. In the job description, he prefers the opportunity to: be active, humorous and in charge; communicate, decide, develop, direct and entertain; gain recognition, influence, initiate solutions and lead others; manage, network, perform and relate; solve problems, supervise and verbalize.

COMMUNICATING WITH MICHAEL

Provide the “big picture” before providing any explanations, details and concerns. Since CATALYSTS are not good listeners by nature, compose thoughts into a short memo for Michael, detailing the problems, options and recommended actions. He will likely be open to personal testimony and endorsement, so persuade him with information about who is involved and who thinks it is a good idea. Also show how the project will be fun and interesting. Remind him of the details often or they may be forgotten.

DISAGREEING WITH MICHAEL

First, find the larger goal that can be agreed upon, then propose the plan that will expedite the plan. He can be highly committed to reaching a goal, with the particular methodology a lesser priority. Postponing an immediate decision may cause him to lose his emotional attachment to the idea. Delays of even a day or two may open the door for him to accept other ideas.

NEGATIVE PERCEPTIONS MICHAEL MAY HAVE OF OTHERS

He is prone to see others with a similar personality as territorial. Conflict may ensue over control. He can be turned off by too much talk and not enough results, and may see others as less motivated or holding up the process with trivial and excessive attention to details. He may be jealous of someone else receiving more attention and may see others as being too sensitive, pessimistic or slow in their work.

NEGATIVE PERCEPTIONS OTHERS MAY HAVE OF MICHAEL

Others may view him as disinterested or “on a mission.” Those with soft personalities may view him as insensitive, self-centered and bullish. Detail-oriented people may perceive him as having a “know-it-all” attitude. Others might also find him to be disorganized, inaccurate or one who exaggerates facts.

FIG. 12C
SUBSTITUTE SHEET (RULE 26)
EXTERNAL ASPECTS

NOTABLE CHARACTERISTICS

Others may view Michael as being positive, persuasive and the “life of the party.” Talking may be more important than listening. There is a tendency to be friendly as well as argumentative and persistent in the desire to achieve personal objectives. He is not afraid of new activities, challenges or people. He may thrive on taking calculated risks and has a deep desire for acceptance among peers.

FUNDAMENTAL DESIRES/DRIVE

Michael may exhibit an outgoing and uninhibited social style. There is a strong desire to control events, manage people, be persuasive and be well liked by others. He may prefer to first deal with the “big picture” before exploring the details and avoids specific components and routine that can get tiresome.

RECOMMENDED IMPROVEMENTS

While friendly, Michael may occasionally be viewed as inconsiderate. Suggest focusing on “listening to understand” rather than “talking to convince.” He is likely to have a streak of independence and is reluctant to change his less desirable habits. Although he can see the “big picture”, he may not fully understand the level of detailed work required. Seeking feedback from more detailed-oriented work associates and friends would help him understand the process involved and achieve results.

HOW TO SUPERVISE AND ENCOURAGE

Michael wants independence but needs to know there are limits to his personal authority. He needs to know why certain things are expected, as he works best with clear directions. This will allow for the highest level of performance. He may not respond well to close supervision, so avoid micromanaging. Michael needs a manager who is willing to discuss matters openly in a democratic lighthearted manner.

FIG. 12D
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CATALYST
SurePeople four dimension personality type: Versatile/Powerful

The SurePeople Personality Portrait Under Pressure describes how we posture when under stress or pressure.
INTERNAL TRAITS

WORK ENVIRONMENT CONTRIBUTION
Uses strong communication skills and personal enthusiasm to convince or motivate people toward a goal. A confident, natural promoter and seller, can close a deal, delegate responsibility and inspire others.

EMOTIONAL POSTURE
May be naturally enthusiastic and trusting.

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FIG. 13C
SUBSTITUTE SHEET (RULE 26)
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FIG. 13D
INTERNAL vs. EXTERNAL

Internally energized and externally energized are two different ways of relating to our environment. A person who is internally energized prefers to focus on the inner world of ideas and thought. Time alone for reflection is important. This person is not necessarily shy or unsociable. However, the externally energized person prefers to focus on people and activities, drawing energy from the external world, or those things in which he is involved.

20% INTERNALLY ENERGIZED
- Energized by inner experiences
- Introverted
- Reflects, then possibly acts
- Is often reserved and quiet
- May sometimes be harder to get to know
- More private and restrained
- Needs privacy
- Thinks before speaking and acting
- May seem withdrawn to the extrovert
- Processes information inwardly

80% EXTERNALLY ENERGIZED
- Energized by people
- Extroverted
- Acts, then possibly reflects
- Is often friendly and talkative
- Easy to get to know
- More expressive and unrestrained
- Needs engaging activity
- Discovers thoughts as words are spoken
- May seem shallow to the introvert
- Processes information outwardly

Michael is externally energized and he takes in information intuitively. He makes decisions with his heart and he relates to the external world in an orderly manner.
INTUITIVE vs. CONCRETE

At any given time a person is either taking in information or making decisions based upon information already received. Using concrete or intuitive data are two ways of perceiving information. The concrete processor prefers to utilize what can be actually seen, heard, touched, tasted, or smelled, rather than counting on possibilities of what could be. The intuitive processor prefers to gather information by application and thinking through as many different scenarios as possible.

65% INTUITIVE PROCESSOR

Prefers imagining new possibilities and opportunities in life situations

Definitely likes opportunities to be creative and inventive

Jumps in anywhere and tends to pass over the steps

May skip directions and tends to follow intuitive hunches

Likes change and variety in the job and personal life

Asks "What could I do if there are no limitations?"

35% CONCRETE PROCESSOR

Prefers handling the practical matters of life situations

Likes things that are definite and can be measurable

Starts at the beginning, taking one step at a time

Reads instructions and notices the details of a given situation

Likes set procedures and the established routines

Asks "What do I do in this situation?"

FIG. 14B
AFFECTIVE vs. COGNITIVE
People use both their head and heart in making decisions but typically prefer and are better at one over the other. The person that prefers the head (cognitive) function tends to make decisions based on what seems to be logical with objective information. This does not mean that the individual never makes decisions based on his heart. A person that prefers the heart (affective) function in making decisions is likely to be more person-centered and/or value-centered. This does not mean that this person is overly emotional or illogical. It is not suggesting that the individual will never make a decision based on his head.

SPONTANEOUS vs. ORDERLY
Orderly and spontaneous reflect different lifestyle orientations by which people relate to the external world. A person who has an orderly preference will generally relate to life by being more decisive, planned, structured and organized. Whereas, the person who is more spontaneous in preference will generally relate to life by being more flexible, adaptable, curious and quick to embrace the change that may come his way.

70% HEART (AFFECTIVE)
Decides with the heart
Goes by a sense of personal convictions
Concerned for relational harmony
Emotionally participates
May seem fuzzy-minded and emotional to the cognitive person

30% HEAD (COGNITIVE)
Decides with the head
Goes with what seems to make sense
Concerned for truth and justice
Objectively is important
May seem aloof and condescending to the affective person

32% SPONTANEOUS
Prefers a flexible lifestyle and can adjust with the changes in life’s situations
Likes going with the flow and rolling with the punches
Prefers to experience life as it happens
Likes the freedom to be able to explore with minimum limits
Meets deadlines by the last minute rush with a touch of suspense
Fulfills tasks by a last minute sprint to the finish line
May seem disorganized, messy and irresponsible to the orderly type of individual

68% ORDERLY
Prefers an organized lifestyle, tends to organize what is important and may let other things go
Likes definite order, structure and knowing what is to happen next
Likes to have life under control and somewhat predictable
Likes to have clearly defined limits and categories
Feels comfortable establishing closure and getting something completed
Enjoys deadlines and likes to plan in advance to prevent undue pressure
May seem demanding, rigid and uptight to the spontaneous type of individual
WHY IS MICHAEL MOTIVATED?

RECOGNITION FOR EFFORT 70%
VS. ATTAINMENT OF GOALS 30%
Michael is motivated by the recognition from others more than the pursuit and achievement of the goal or objective.

POWER 60%
VS. COMPLIANCE 40%
Michael is motivated by a capacity to manage people and circumstances well. This individual is more of an initiator than responder and is likely demotivated by being told what to do and how to do it.

AFFILIATION 90%
VS. ACTIVITY 10%
Michael is motivated by “who” is involved in a situation rather than “what” is being done.

FIG. 15A
HOW IS MICHAEL MOTIVATED?

AFFIRMED BY OTHERS 75%
VS. SELF-AFFIRMED 25%
Michael finds self-esteem more through appreciation, encouragement and support of significant others, rather than experiencing self-esteem based on an internal sense of bringing a valued contribution to the surrounding environment.

EXCHANGE OF IDEAS 54%
VS. RECEIVE DIRECTION 46%
Michael shows a preference and is motivated by the opportunity to explore as well as to dialogue on ideas, strategies, vision and challenges. Michael is not as motivated by receiving direction without giving input.

FREEDOM 71%
VS. CONSISTENCY 29%
Michael is motivated by the freedom and the latitude to make the decision, adjustments and take action on matters deemed important. This individual is not necessarily as motivated by routines and will often invent new ways to avoid routine.

PREFERS PROCESS 58%
VS. TASK COMPLETION 42%
Michael is motivated by a preference to do the work well and stay with the process at hand. What is being done and how it is done are both important. Completing the task is not necessary to feel motivated or rewarded. Upon completion of a task or project this individual is usually ready to address the next process.

FIG. 15B
**WHAT MOTIVATES MICHAEL?**

**WORK FUNCTION 100%**
**VS. WORK CONDITIONS 0%**
Michael is not as motivated by an attractive environment, job security, appropriate compensation, adequate supervision, and satisfactory work conditions. Michael is motivated more by the challenge of achievement, recognition, advancement, and overcoming significant obstacles.

**FIG. 15C**

**CONFLICT MANAGEMENT**
Understanding the way we, as well as those with whom we interact, deal with conflict allows for more productive work relationships. Michael's style of dealing with conflict is primarily collaborating and secondarily competing.

**FIG. 16A**
<table>
<thead>
<tr>
<th>COLLABORATING</th>
<th>PRIMARY CONFLICT MANAGEMENT STYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTURE</td>
<td>&quot;I can win and you can win too!&quot;</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>&quot;My preference is... what is your preference?&quot;</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>Gathers information, looks for alternatives, open to dialogue, welcomes varied views and potential disagreement.</td>
</tr>
<tr>
<td>GOAL/RELATIONS</td>
<td>This style typically helps resolve, not create, problems. However, the collaborating person may become discouraged when others do not embrace the same positive approach.</td>
</tr>
<tr>
<td>INTERACTION</td>
<td>Focuses on information gathering.</td>
</tr>
<tr>
<td>PROBLEM AREAS</td>
<td>This person may become discouraged when taking a flexible stance but others do not respond back with a flexible attitude or posture.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPETING</th>
<th>SECONDARY CONFLICT MANAGEMENT STYLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTURE</td>
<td>&quot;I will win. You will lose!&quot;</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>&quot;Do it my way or not at all.&quot;</td>
</tr>
<tr>
<td></td>
<td>&quot;It's my way or the Highway!&quot;</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>Compete, control, outwit, coerce, fight, force, persist, &quot;stick with it.&quot;</td>
</tr>
<tr>
<td>GOAL/RELATIONS</td>
<td>Places a high value on achieving personal goals, even at the risk of potentially disrupting the relationship.</td>
</tr>
<tr>
<td>INTERACTION</td>
<td>Impatient with dialogue and information.</td>
</tr>
<tr>
<td>PROBLEM AREAS</td>
<td>May be unaware of or demonstrate disregard for other's feelings.</td>
</tr>
</tbody>
</table>

**FIG. 16B**
FUNDAMENTAL NEEDS

There are three fundamental needs that everyone experiences in life. However, one will usually dominate and contribute significantly to a person’s outlook, attitude, motivation, and behavior.

20% CONTROL
Control manifests itself in efforts to influence or manage circumstances or people. It carries a longing for a setting that will allow the opportunity to control the work setting or have the power to manage people/events.

53% SIGNIFICANCE
Significance comes by way of approval or affection from significant others. It brings a desire for a career setting that has a positive effect on others. This usually comes about through cooperative efforts or association with a particular group of people.

28% SECURITY
Security comes by way of acquisition of assets, position, education, or a sense of belonging. Those motivated by security are likely attracted to a career setting that provides for a stable future.

Principles that apply to Fundamental Needs

> One of the three Fundamental Needs will be dominant throughout most of a person’s life, but many people will identify a Secondary Need as well.

> Fundamental Needs have a significant impact on one’s attitude, behavior, and motivation in the work context.

> A mismanaged Fundamental Need can become a destructive force in any area of life.

> Setbacks may cause a temporary shift away from the Fundamental Need to the Secondary Need.

> Identifying a Fundamental Need can increase the understanding of a person’s attitudes, motivation, and behavior.
DEcision Making

People have four different ways of processing information and making decisions: Outward or Inward Processors, Careful or Rapid Deciders. Michael is an Outward Processor and a Rapid Decider.

FIG. 18A
OUTWARD PROCESSOR vs. INWARD PROCESSOR

A 50/50 result indicates that a person’s decision making varies based on the particular situation.

75% OUTWARD PROCESSOR

Outward Processors often utilize interaction with others as a way to process information and arrive at a wise decision. They have a need to communicate their thoughts openly in order to discern which ideas best contribute to a wise decision. It is this interaction with others that allows them to convert an idea to a decision.

Others may think this type of person thinks out loud, allowing others to hear both their good and bad ideas. Some may get the impression that Outward Processors figure out what they think as they speak. Observers may not fully understand the need for engaging conversation in order for the Outward Processor to organize and clarify the thinking process.

25% INWARD PROCESSOR

Inward Processors usually keep their thoughts private until they are convinced that the ideas are sound. They sort through their thoughts privately, and discern which ideas best contribute to a wise decision. It is in their private world that they can solidify their decisions.

Others may think of this kind of person as one who holds their cards close or even as uptight about sharing thoughts. Some may get the impression the Inward Processor is unwilling to take the risk of sharing all their ideas. Inward Processors may be accused of not being open to the exchange of ideas, failing to fully understand their need for privacy in order to organize and clarify the thought process.

CAREFUL DECIDER vs. RAPID DECIDER

A 50/50 result indicates that a person’s decision making varies based on the particular situation.

33% CAREFUL DECIDER

Careful Deciders usually have to investigate all the options before making a decision, wanting to be certain of the outcome. They tend to go step by step with a methodical style of processing information and arriving at a decision.

Others may see this kind of person as bogging down the process or as being overly concerned with small matters.

67% RAPID DECIDER

Rapid Deciders have a quick sense of what will work and are able to intuitively process information and arrive at a decision without the need to go step by step.

Others may see this kind of person as rushing to judgment, carelessly making decisions, which may or may not be the case.

FIG. 18B
PRIMARY LEARNING STYLE
GLOBAL

A global learner sees the big picture or overall view, while the analytical learner focuses on the parts that make up the big picture. Global learners hear new information by listening to the “gist” of what is being communicated, quickly getting the main idea or topic. Remembering the details may be somewhat difficult. In following directions the Global learner listens for “what is supposed to be done”, not necessarily “how to do it”.

FIG. 19A
GLOBAL LEARNER VS. ANALYTICAL LEARNER

Learning Style explains how the individual interacts with new information. There are two extremes: the global learning style and the analytical learning style. No person is bound by one learning style. However, even though individuals find themselves in both categories, they gravitate toward just one style.

80% GLOBAL LEARNER CHARACTERISTICS
> Learns by discussion and cooperates in group efforts
> Does several things at once and may skip steps/details
> Sees the big picture and relationships between ideas
> Read between the lines and sees many options
> Works hard to please and tries to avoid conflict
> Goes with the flow and is generally flexible
> Tends to avoid individual competition
> Paraphrases in explaining a perspective

20% ANALYTICAL LEARNER CHARACTERISTICS
> Likes going step by step in a sequential order
> Typically self-motivated, logical and focused
> Must be prepared and needs to know what to expect
> Pays close attention to details and specifics
> Can find the facts but may miss the main idea
> Often values facts over intuition and feelings
> Remembers specifics and prefers organization
> Prefers to finish one thing at a time
> Has a sense of fairness
> May prefer direct answers

GLOBAL LEARNER FRUSTRATIONS
> Having to show the steps used to arrive at a particular answer
> Accepting criticism of others without taking it personally
> Not knowing the purpose for doing a particular task
> Not receiving enough credit for the efforts made
> Having to explain something analytically and in detail

ANALYTICAL LEARNER FRUSTRATIONS
> Listening to a long explanation when all that is needed is a simple "yes" or "no" response
> Listening to an overview without knowing the steps involved
> Not understanding how an employer/instructor evaluates
> Not finishing one task before going on to the next
> Having opinions expressed as fact without evidence
> Not having an understanding of the purpose of the task
> Dealing with broad generalities and not having the specifics
PERSONALITY MAP

☐ Primary Personality
CATALYST

☐ Personality Under Pressure
CATALYST

FIG. 20A
FIG. 20B
The relationship advisor allows you to perform side-by-side comparisons and coaching to help improve communication and trust within your team. The results allow you to navigate team dynamics and understand potential friction areas.

**PROCESSING BLUEPRINT**

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RELATIONSHIP ADVISOR

The relationship advisor allows you to perform side-by-side comparisons and coaching to help improve communication and trust within your team. The results allow you to navigate team dynamics and understand potential friction areas.

### PRIMARY PERSONALITY

**VISIONARY**

### PERSONALITY UNDER PRESSURE

**CONNECTOR**

Niko is a strong individualist who continually strives to seek new objectives and agendas. He is independent, self-reliant, and often forward-thinking in his approach. Innovative solutions are often discovered because of his enterprising nature and internal belief that there must be a better way. Niko exhibits tenacity and intentionality when pursuing a goal, thriving on challenges and making important advancements. Since he is focused on results, he has the capacity for the more difficult endeavors that may be unsuitable for others.

### PRIMARY PERSONALITY

**CATALYST**

### PERSONALITY UNDER PRESSURE

**CATALYST**

Michael possesses a natural ability to work with others. He can talk about anything with anyone, and uses his persuasive verbal skills to inspire others. With an effervescent personality and a good sense of humor, he is often suitable for situations that require an ability to sell concepts or ideas. By conducting business in a friendly manner, Michael can transform customers and clients into friends. Michael is often inspiring, even if not in a formal leadership role. When acting as a leader, he inspires others and guides them towards larger goals by letting them manage important details. Michael is naturally enthusiastic, causing him to charge ahead on a project as he is drawn to the big picture.

### NIKO SHOULD MAKE AN EFFORT TO:

- Be less controlling and give Michael some space
- Be patient and make it a point not to interrupt
- Express admiration for Michael's accomplishments
- Strive for win-win situations
- Realize that Niko outpaces Michael and needs to be patient
- Express appreciation for his commitment to getting things done
- Offer Michael praise and encouragement
- Take time to listen to Michael and enjoy his humor
- Be objective when making and explaining decisions
- Provide opportunities for Michael to shine

### MICHAEL SHOULD MAKE AN EFFORT TO:

- Be brief and to the point
- Challenge Niko with new and different ideas
- Speak in terms of goals and objectives
- Talk about facts more than feelings
- Self-regulate emotions to increase credibility with Niko
- Let Niko be in charge of things that are important to him
- Answers Niko's questions about the task and goals at hand, recognizing that those details motivate his work
- Express appreciation for Niko's ability to get things done
- Be more patient and make it a point not to interrupt
- Express admiration for Niko's accomplishments
- Strive for win-win situations.
NIKO SHOULD TRY TO AVOID:
- Being very territorial
- Being impatient and continually interrupting Michael
- Intimidating or overwhelming Michael
- Becoming critical and uncooperative
- Getting into power struggles
- Being turned off by Michael’s tendency to be all talk with little follow-through
- Viewing Michael as emotional and receiving too much attention
- Not affirming or listening to Michael

MICHAEL SHOULD TRY TO AVOID:
- Being impatient and continually interrupting Niko
- Intimidating or overwhelming Niko
- Becoming critical and uncooperative
- Getting into power struggles
- Being offended when Michael’s opinion isn’t considered
- Competing with Niko for the spotlight
- Seeing Niko as demanding and quick to write off Michael’s thoughts and emotions
- Feeling unappreciated by Niko
- Coming off as too emotional
- Appearing unconcerned about necessary results
- Coming across as carefree and not taking the situation seriously

FIG. 24B
The relationship advisor allows you to perform side-by-side comparisons and coaching to help improve communication and trust within your team. The results allow you to navigate team dynamics and understand potential friction areas.
**INTERNATIONAL SEARCH REPORT**

**A. CLASSIFICATION OF SUBJECT MATTER**

| Int.Cl. | G06Q10/10 (2012.01) |

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

| Int.Cl. | G06Q10/10 |

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

- Published examined utility model applications of Japan 1922-1996
- Published unexamined utility model applications of Japan 1971-2016
- Registered utility model specifications of Japan 1996-2016
- Published registered utility model applications of Japan 1994-2016

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

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☑ Special categories of cited documents:

- **A** document defining the general state of the art which is not considered to be of particular relevance
- **E** earlier application or patent but published on or after the international filing date
- **L** document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- **O** document referring to an oral disclosure, use, exhibition or other means
- **P** document published prior to the international filing date but later than the priority date claimed

“T” later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

“X” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

“Y” document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

“A” document member of the same patent family

Date of the actual completion of the international search 16.05.2016

Date of mailing of the international search report 31.05.2016

Name and mailing address of the ISA/JP

**Japan Patent Office**

3-4-3, Kasumigaseki, Chiyoda-ku, Tokyo 100-8915, Japan

Authorized officer

SHIOTA, Norihiko

Telephone No. +81-3-358 1-1 101 Ext. 3562
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