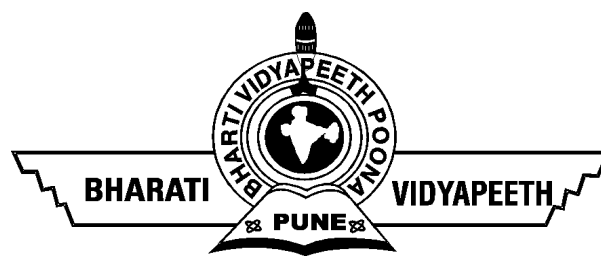


Personality Development

BA(JMC)-107

Personality Development & Understanding the Self

- 1) Meaning, Definition and Basics of Personality
- 2) Types of Personality
- 3) Models of Self Introspection: Johari Window, SWOT Analysis
- 4) Development of Positive Personal Attitude



Topic 1 – Meaning, Definition and Basics of Personality

Meaning of Personality

Your personality is made up of the following -



Verywell / Emily Roberts

Contd.

- Personality is the **unique way in which each individual thinks, acts and feels** throughout life.
- Personality should not be confused with **character**, which refers to value judgements made about a **person's morals or ethical behaviour**; nor **temperament**, the enduring **genetic characteristics** with which each person is born.
- The word personality stems from the latin word '**persona**', which refers to a theatrical mask worn by performers to play roles or disguise their identities.
- Assuming these to be four different people, what can you say about the personality of each of them?



Definition of Personality

“Personality refers to **individual differences in characteristic patterns of thinking, feeling and behaving**. The study of personality focuses on two broad areas: One is understanding individual differences in particular personality characteristics, such as **sociability** or **irritability**. The other is understanding how the various parts of a person come together as a whole.”

- American Psychological Association

Basics of Personality

- A **trait** is a stable quality or characteristic that forms a part of your personality. For eg- When you say that someone is witty, helpful, charming, kind, cunning etc.
- They're often developed throughout life and may remain consistent across many situations and circumstances. We use personality traits to describe one another.
- Knowing the personality traits of people helps us understand what they might say or do during interactions.
- Inherent personality traits and soft skills interact to make a person who he/she is.

The Big 5 or the Five Factor Model of Personality



Verywell / Joshua Seong

- The Big Five or the Five Factor Theory of Personality was proposed by **Paul Costa** and **Robert McCrae** in **1987**.
- A popular acronym for the Big Five is **OCEAN**. The five factors are laid out in that order.
 1. **Openness**: Openness (also referred to as openness to experience) emphasises imagination and insight the most out of all five personality traits. People who are high in openness tend to have a broad range of interests. They are curious about the world and other people and are eager to learn new things and enjoy new experiences.
 - People who are high in this personality trait also tend to be more adventurous and creative. Conversely, people low in this personality trait are often much more traditional and may struggle with abstract thinking.

Openness –

High

- Very creative
- Open to trying new things
- Focused on tackling new challenges
- Happy to think about abstract concepts

Low

- Dislikes change
- Does not enjoy new things
- Resists new ideas
- Not very imaginative
- Dislikes abstract or theoretical concepts

2. **Conscientiousness:** Conscientiousness is defined by high levels of thoughtfulness, good impulse control and goal-directed behaviours.
- Highly conscientious people tend to be organised and mindful of details. They plan ahead, think about how their behaviour affects others, and are mindful of deadlines. Someone scoring lower in this primary personality trait is less structured and less organised. They may procrastinate to get things done, sometimes missing deadlines completely.

High

- Spends time preparing
- Finishes important tasks right away
- Pays attention to detail
- Enjoys having a set schedule

Low

- Dislikes structure and schedules
- Makes messes and doesn't take care of things
- Fails to return things or put them back where they belong
- Procrastinates important tasks
- Fails to complete necessary or assigned tasks

3. Extraversion: Extraversion (or extroversion) is a personality trait characterized by excitability, sociability, talkativeness, assertiveness, and high amounts of emotional expressiveness.

➤ People high in extraversion are outgoing and tend to gain energy in social situations. Being around others helps them feel energised and excited. People who are low in this personality trait or introverted tend to be more reserved. They have less energy to expend in social settings and social events can feel draining. Introverts often require a period of solitude and quiet in order to "recharge."

High

- Enjoys being the center of attention
- Likes to start conversations
- Enjoys meeting new people
- Has a wide social circle of friends and acquaintances
- Finds it easy to make new friends
- Feels energized when around other people
- Say things before thinking about them

Low

- Prefers solitude
- Feels exhausted when having to socialize a lot
- Finds it difficult to start conversations
- Dislikes making small talk
- Carefully thinks things through before speaking
- Dislikes being the center of attention

4. **Agreeableness:** This personality trait includes attributes such as trust, altruism, kindness, affection, and other prosocial behaviours.
- People who are high in agreeableness tend to be more cooperative while those low in this personality trait tend to be more competitive and sometimes even manipulative.

High

- Has a great deal of interest in other people
- Cares about others
- Feels empathy and concern for other people
- Enjoys helping and contributing to the happiness of other people
- Assists others who are in need of help

Low

- Takes little interest in others
- Doesn't care about how other people feel
- Has little interest in other people's problems
- Insults and belittles others
- Manipulates others to get what they want

5. **Neuroticism:** Neuroticism is a personality trait characterized by sadness, moodiness, and emotional instability.
- Individuals who are high in neuroticism tend to experience mood swings, anxiety, irritability, and sadness. Those low in this personality trait tend to be more stable and emotionally resilient.

High

- Experiences a lot of stress
- Worries about many different things
- Gets upset easily
- Experiences dramatic shifts in mood
- Feels anxious
- Struggles to bounce back after stressful events

Low

- Emotionally stable
- Deals well with stress
- Rarely feels sad or depressed
- Doesn't worry much
- Is very relaxed



Why personality development?

- Personality development **physically grooms an individual** and helps make a mark of his/her own.
- Personality development helps one to **manage stress** and **reduce conflicts**.
- Personality development helps you **develop a positive attitude towards life**.
- Personality development helps an individual **to inculcate qualities** like punctuality, flexible attitude, willingness to learn, friendly nature, eagerness to help others and so on.



Topic 2 – Types of Personality

Extrovert Personality

- An **Extrovert** is a person with qualities of a personality type known as extroversion, which means that they get their energy from being around other people.
- Extroversion is characterized by traits such as **sociability, assertiveness, and cheerfulness**. Extroverts seek novelty and excitement and **enjoy being the centre of attention**.
- Extroverts **thrive in social settings** and often seek out and enjoy group activities or public events and may feel restless or isolated if not part of them.
- Extroverts are people who recharge when they interact with others in social settings. They have **larger circles of friends** and are often quite adventurous.
- Remember that extroversion isn't an all-or-nothing trait; it's actually a **continuum**, and some people might be very extroverted while others are less so.



Introvert Personality

- An **Introvert** can be defined as being someone who gets their energy from being in their own company, having time to ‘recharge’ on their own.
- Introversion is characterized by **reserve, passivity, thoughtfulness**, and a preference to keep emotional states private.
- Introverts feel more comfortable and **energized in solitary or low-stimulus environments**, often preferring one-on-one or small-group interactions. They may find excessive social interactions draining.
- Introverts may prefer to concentrate on a **single activity, analyze situations carefully, and think more before speaking**.
- Introverts typically have a **small group of close friends** and value quality time alone. They find themselves most comfortable in solitude.

Ambivert Personality

- An **Ambivert** is a person whose personality falls between the extrovert and introvert extremes. They feel comfortable in social situations but also enjoy time alone, balancing between outgoing and reserved.
- The term ambiversion was coined in the early 20th century by psychologist **Kimball Young**. Young believed that everyone has both introverted and extroverted qualities and that everyone falls on a spectrum.
- Ambivert essentially **changes their behaviour based on the situation** they find themselves in. For example, they may be quite introverted and reserved around strangers but will be more energetic and extroverted around close friends and family.
- While ambiverts share some characteristics with both introverts and extroverts, they are unique in that they can draw from both sides of the spectrum. This allows them to be **more flexible and adaptable** than either type alone.
- Ambiverts can also **process thoughts and emotions both out loud and internally**, meaning that they may benefit from talking out problems with others and processing them through a solitary activity, such as writing.

4 Personality Types

Understanding the 4 Personality Types



Type A - The Director

- goal-oriented
- risk-taking
- good under stress



Type B - The Socializer

- relationship-oriented
- outgoing
- enthusiastic



Type C - The Thinker

- detail-oriented
- logical
- prepared



Type D - The Supporter

- task-oriented
- stabilizing
- cautious



Type X

Combines two or more personality types when they are equal

Contd.

- The origins of the four personality types can be traced back more than 2,000 years to the "father of medicine," **Hippocrates**, in ancient Greece.
- Hippocrates named the four personality types after specific body fluids: **Choleric, Melancholic, Phlegmatic and Sanguine**.
- Building on this historical foundation, the ABCD personality types model was first introduced by cardiologists **Meyer Friedman and Ray Rosenman in the 1950s**.
- It categorizes individuals into four distinct personality types based on their **behavior, attitudes, and responses to stress**.
- It's important to note that while these personality types are useful for understanding general behavioural patterns, they are not necessarily mutually exclusive, and **individuals can exhibit traits of multiple personality types**.



Type A Personality

- People with a Type A personality are typically **achievement-oriented, ambitious, and perfectionists**. They are also more prone to experiencing stress and may be impatient, easily angered, and have a sense of time urgency.
- Type A personalities like to be **in control** of every aspect of their lives. These individuals are characterized by their **competitiveness**, though they often lack attention to detail and prefer to **delegate tasks to others**.
- Type A personalities are also **results-driven, goal-oriented, and practical** in their solutions.
- Type A personalities don't like a lot of restraints or restrictions placed on them. Instead, they prefer to **work independently** and set their own schedules.
- Don't be surprised to see this personality type in a **supervisory position or management**. Having an entrepreneurial streak, they may be a business owner or strive to own their own business someday.

Type B Personality

- People with a Type B personality are typically more **relaxed, laid-back, and easy-going**. They are less likely to experience stress and may be more patient, **creative, and imaginative**.
- Type B personalities are characterized by their **care-free approach to life** and their tendency to **shy away from conflict or stressful situations**.
- They often have a **positive outlook on life** and are good at enjoying the moment.
- Type B personalities **love to talk about themselves**. Some may view that as self-centred, but a Type B's **real motivation is to be liked**.
- Individuals with a Type B personality often prefer careers that allow them to work at their own pace. The ideal for positions where they must interact with customers or suppliers and **thrive in social settings**.

Type C Personality

- People with a Type C personality tend to be **detail-oriented, and focused on accuracy** and committed to achieving high standards of excellence in their work.
- Individuals with a type C personality tend to be **analytical, logical, and prefer to work with data and facts**.
- They also tend to be **cautious and deliberate in their decision-making** and may take their time to analyze all available information before making a choice.
- One of the defining characteristics of a type C personality is their tendency to **experience emotional stress**. They may tend to worry excessively about their work and personal life, and may have difficulty relaxing and letting go of their concerns. They may also be prone to feelings of guilt or shame, especially when they perceive that they have not lived up to their high standards.
- They may prefer careers that involve **structure, routine**, and logical problem-solving like Data Analysts and Accountants.

Type D Personality

- The Type D personality proceeds at a **slower, safer pace in their work and personal lives**. They seek security and longevity and find comfort in routine.
- Type D personality is characterized by **introspection, empathy, and sensitivity**. Individuals with a type D personality tend to be **deep thinkers and are highly attuned to their own emotions and those of others**.
- Their ability to empathize with others makes them compassionate and **caring individuals** who are always willing to lend a listening ear or a helping hand.
- Type D personalities **dislike change** and tend to keep to themselves as opposed to engaging in social situations.
- Individuals with a Type D personality tend to be sensitive, **introverted, and prone to negative emotions**. They may prefer careers that involve empathy, creativity, and personal fulfilment like counsellors, educators etc.

Type X Personality

- Whenever two or more personality types are equal in strength within a person, that person is considered a **Type X personality**.
- The X indicates a cross or an **intersection of two or more types**. It's not unusual to see the X between two of the four personality types, and it doesn't necessarily have to include the primary personality. However, when it does include the primary personality, the individual in question may have a tendency to be like one type in one situation and the other type in another. When all four temperaments are very close in strength, the individual may seem like a mixture of personalities.
- This can be beneficial for many jobs, especially when it's important that the person gets along with almost everybody, such as **consultative sales people**. The Type X personality tends to change personality "colors" as needed based on their surroundings. Although unpredictable at times, this rare combination could be an important asset if fully utilised.

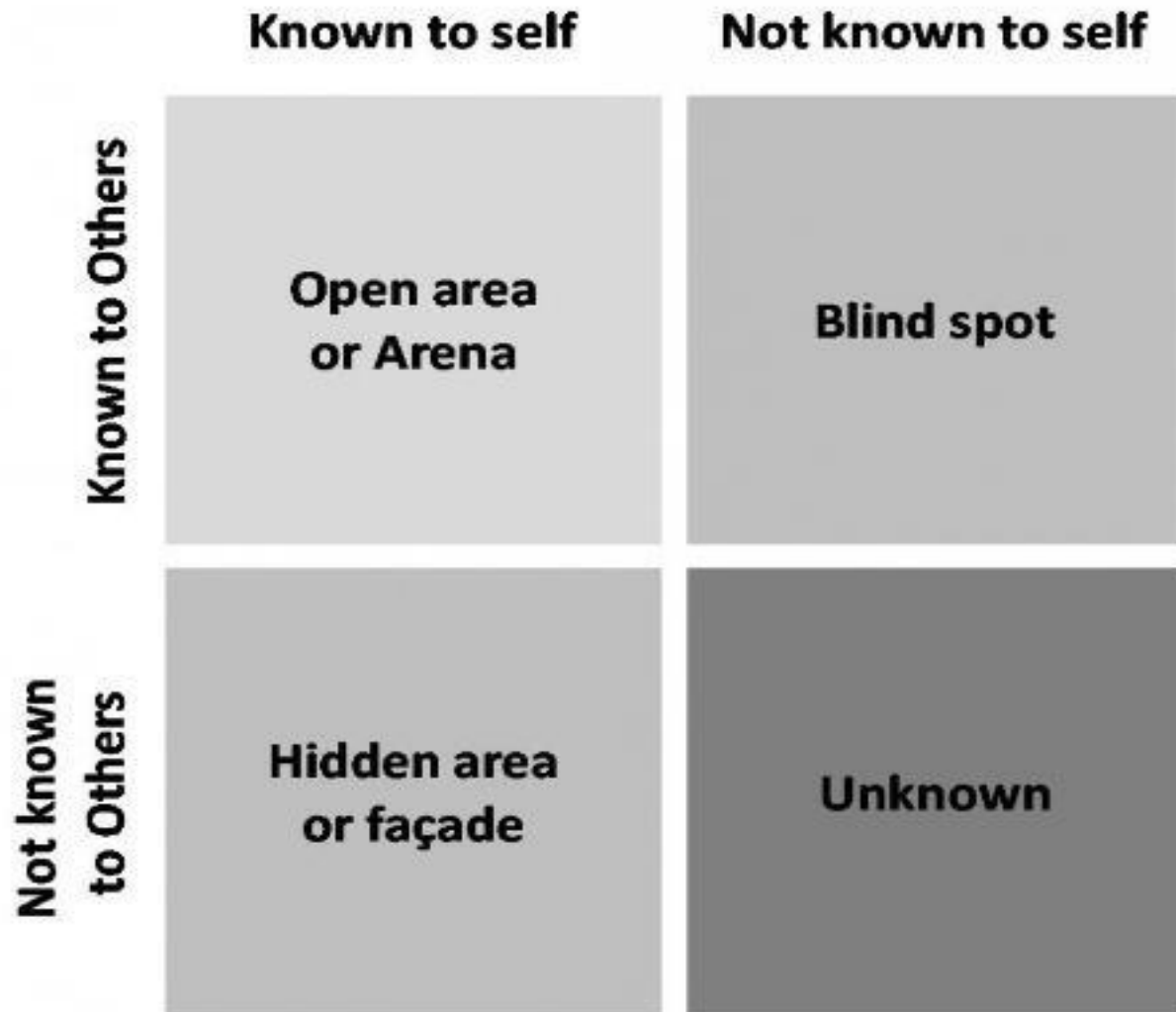
Topic 3 – Models of Self Introspection : Johari Window, SWOT Analysis



What is self introspection?

- Introspection is a **psychological process that involves looking inward to examine one's own thoughts, emotions, judgments, and perceptions.** You learn and process your own ongoing recently passed mental state.
- This is **needed to generate knowledge about your mind** so that you understand and manage yourself better. This knowledge about your mind **can lead to behaviour modification.**
- Introspection can be a **great source of personal knowledge**, enabling you to better recognize and understand what you're thinking and feeling. This leads to a **higher level of self-awareness**, which can help promote mental health and increase our happiness.
- Introspection can help people **make connections between different experiences and their responses.** For example, when engaging in self-reflection after a disagreement with your spouse, you may recognize that you responded defensively because you felt belittled or disrespected.
- Introspection can **improve our capacity for empathy.** The more we understand ourselves, the easier it becomes to understand others. We're able to put ourselves "in their shoes" and empathize with how they may feel.
- Introspection **makes us stronger leaders.** While some believe that being a good leader requires self-confidence, others contend that self-awareness is more important.

Johari Window



- American psychologists **Joseph Luft and Harry Ingham** developed this model in **1955**. The name 'Johari' came from joining their first two names. This model is also denoted as **feedback/disclosure model of self-awareness**.
- The Johari window model is used to enhance the individual's perception on others. This model is based on **two ideas- trust can be acquired by revealing information about you to others and learning yourselves from their feedbacks**.
- Each person is represented by the Johari model through **four quadrants or window pane**. Each four window panes signifies personal information, feelings, motivation and whether that information is **known or unknown to oneself or others in four viewpoints**.
- The information transfers from one pane to the other as the result of **mutual trust** which can be achieved through socializing and the feedback got from other members of the group.

4 quadrants of Johari Window

1. **Open/self-area** – Here the information about the person his attitudes, behaviour, emotions, feelings, skills and views will be known by the person as well as by others. This is mainly the area where all the communications occur and the larger the area becomes the more effectual and dynamic the relationship will be.
2. **Blind self** – Information about yourselves that others know in a group but you will be unaware of it. Others may interpret yourselves differently than you expect. The blind self is reduced for an efficient communication through seeking feedback from others.
3. **Hidden area** – Information that is known to you but will be kept unknown from others. This can be any personal information which you feel reluctant to reveal. This includes feelings, past experiences, fears, secrets etc and thus the hidden area must be reduced by moving the information to the open areas.
4. **Unknown area** – The Information which are unaware to yourselves as well as others. This includes the information, feelings, capabilities, talents etc. This can be due to traumatic past experiences or events which can be unknown for a lifetime. The person will be unaware till he discovers his hidden qualities and capabilities or through observation of others. Open communication is also an effective way to decrease the unknown area and thus to communicate effectively.

SWOT Analysis



What is SWOT analysis?

- SWOT stands for **Strengths, Weaknesses, Opportunities and Threats** and is therefore is a method to identify all these four aspects for both your business and self.

Why is SWOT analysis needed to be carried for yourself and how does it help you?

- Will help accelerate your personal development and ensure that you understand your professional situation in detail.
- Will help make an informed decision after assessing all aspects of a situation.
- Will help you form logical conclusions as you handle different decisions in your career.
- Will help accelerate your personal development. It allows you to make effective strategies to attain your career goals.
- Will help you evaluate the feasibility of your goals, in relation to your current stage of career development.
- You know how to present your strengths and weaknesses better in any situation.
- You can apply self SWOT analysis methodology to different situations like planning a career change, managing a work project, designing a service or starting your own independent business.

How to carry out your SWOT analysis?

- **SWOT analysis** involves making lists. When you begin to write one list (say, Strengths), the thought process and research that you'll go through will prompt ideas for the other lists (Weaknesses, Opportunities or Threats). And if you compare these lists side by side, you will likely notice connections and contradictions, which you'll want to highlight and explore.
- A SWOT matrix is a **2x2 grid**, with one square for each of the four aspects of SWOT. Each section is headed by some questions to get your thinking started.

Questions for **Strengths**:

- What advantages do you have that others don't have (for example, skills, certifications, education, or connections)?
- What do you do better than anyone else?
- What personal resources can you access?

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- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?
- What do other people (and your boss, in particular) see as your strengths?

Questions for Weaknesses:

- What tasks do you usually avoid because you don't feel confident doing them?
- What will the people around you see as your weaknesses?
- Are you completely confident in your education and skills training? If not, where are you weakest?
- What are your negative work habits (for example, are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?
- Do you have personality traits that hold you back in your field? For instance, if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness.

Questions for Opportunities:

- What new technology can help you? Or can you get help from others or from people via the internet?
- Is your industry growing? If so, how can you take advantage of the current market?
- Do you have a network of strategic contacts to help you, or offer good advice?
- What trends (management or otherwise) do you see in your company, and how can you take advantage of them?
- Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?
- Is there a need in your company or industry that no one is filling?
- Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?

Questions for Threats:

- What obstacles do you currently face at work?
- Are any of your colleagues competing with you for projects or roles?
- Is your job (or the demand for the things you do) changing?
- Does changing technology threaten your position?
- Could any of your weaknesses lead to threats?

Performing this analysis will often provide key information – it can point out what needs to be done and put problems into perspective.



Topic 4 - Development of Personal Positive Attitude

Development of Positive Personal Attitude



Positive Personal Attitude

- A positive attitude enables people to be in a very optimistic state of mind. It focuses on the bright side of life and expects positive results.
- A person with a positive mindset is able to write negative events off as an incident and take the chance to learn from their mistakes to avoid these bad happenings in the future.

Traits of a person with Positive Personal Attitude are:

- 1.Optimism:** a willingness to make an effort and take a chance instead of assuming your efforts won't pay off.
- 2.Acceptance:** acknowledging that things don't always turn out how you want them to, but learning from your mistakes.
- 3.Resilience:** bouncing back from adversity, disappointment, and failure instead of giving up.
- 4.Gratitude:** actively, continuously appreciating the good things in your life.
- 5.Mindfulness:** dedicating the mind to conscious awareness and enhancing the ability to focus.
- 6.Integrity:** the trait of being honourable, righteous, and straightforward, instead of deceitful and self-serving.



How to develop Positive Attitude?

“Developing a truly positive mindset is a function of the thoughts you cultivate.”

Step 1:

Change focus – look for the positive - Most people find what they are looking for. If they are looking for friendship, happiness and the positive, that is what they get. If they are looking for fights or indifference, then that is what they get.

Step 2:

Make a habit of doing it now - Life is not a dress rehearsal. I don't care what philosophy you believe in-- we have got only one shot at this game called life. The stakes are too high. The stakes are the future generations

Step 3:

Develop an attitude of gratitude - Count your blessings, not your troubles

Step 4:

Get into a continuous education program - Spend so much time improving yourself that you have no time left to criticize others.

Step 5:

Build a positive self-esteem - If you want to build positive self-esteem quickly, one of the fastest ways is to do something for others who cannot repay you in cash or kind.

Step 6:

Stay away from negative influences - A person's character is not only judged by the company he keeps, but also by the company he avoids.

Step 7:

Learn to like the things that need to be done - Start by doing what is necessary, then what is possible, and suddenly you are doing the impossible.

Step 8:

Start your day with a positive - "If you are going to change your life, you need to start immediately and do it flamboyantly."

- <https://www.communicationtheory.org/the-johari-window-model/>
- <https://www.apa.org/topics/personality#:~:text=Personality%20refers%20to%20individual%20differences,such%20as%20sociability%20or%20irritability>
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