

# THE LINC PERSONALITY PROFILER

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Modern personnel  
development and personnel  
selection with the BIG FIVE

LINC GmbH  
a spin-off of the Leuphana  
University of Lüneburg

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**LINC**  
Personality for Professionals

# THE PERSONALITY PROFILER: THE TOOL FOR PROFESSIONAL PERSONALITY DEVELOPMENT

Nowadays developing one's own personality is a decisive factor on the path to professional and personal success. Therefore, more than ever, professional and well-founded instruments are needed with which personality can be effectively recorded and clearly illustrated. The LINC PERSONALITY PROFILER is such a tool.

On the following pages, you will find all the important information about what sets this instrument apart and makes it a valuable tool for coaches, trainers, HR managers and executives.

Have we piqued your interest? You can find more information on the Internet at [www.linc-institute.de/lpp-persoenlichkeitstest-bigfive](http://www.linc-institute.de/lpp-persoenlichkeitstest-bigfive). Please do not hesitate to contact us.

**We look forward to working with you!**



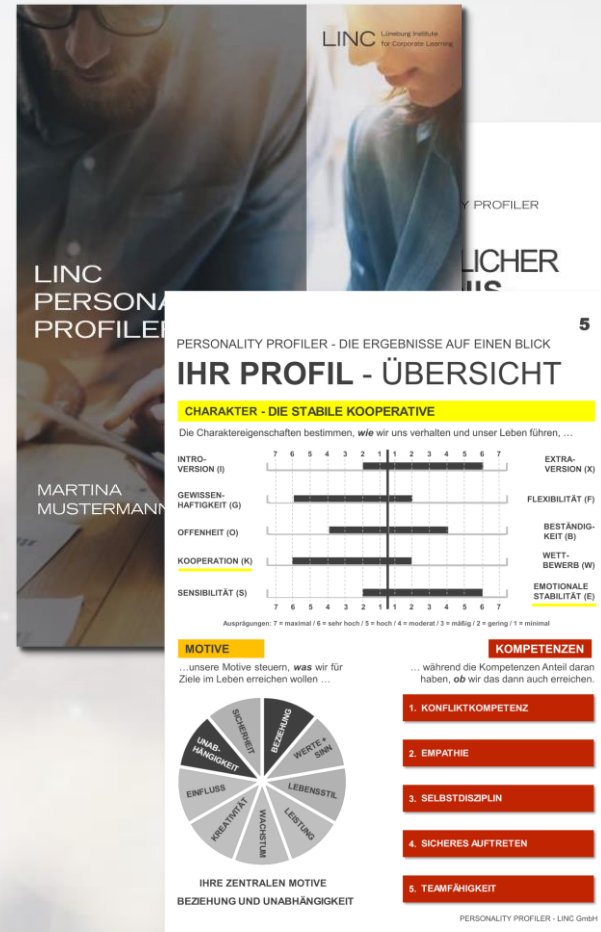
**Dr. Ronald Franke**



**Prof. Dr. Martin Puppatz**

# THE LINC PERSONALITY PROFILER

- Online-based questionnaires, digitally generated result reports and the LINC COACHING BOARD as an interactive, digital platform for online coaching
- Holistic yet differentiated representation of the personality structure
- Excellent psychological foundation coincides with very high practical suitability
- Very high user acceptance due to modern design and appealing and easily comprehensible delivery



# THE BUILDING BLOCKS OF THE LINC PERSONALITY PROFILER

Recording and understanding personality holistically:

- The character (BIG 5): How do I behave? (Working style, communication style, leadership style)
- The motives: What drives me? What am I doing and why am I doing it?
- The competencies: What am I particularly good at? What is easy for me and what is difficult?





# SOME QUALITY FEATURES

- Very good construct validity and high scale reliability (.80): contemporary and practical implementation of the Big 5 model as the standard model of modern personality psychology
- Clearly empirically proven superiority of the Big 5 model over typological procedures
- Low falsifiability through forced-choice response format
- GDPR-compatible implementation
- Several awards for quality and innovation



Bitte lesen Sie sich die folgenden Aussagen durch und entscheiden Sie, welche DREI Aussagen am besten auf Sie zutreffen.

Wählen Sie zunächst die am besten passende Aussage, danach die am zweitbesten passende und schließlich die am drittbesten passende.

- Ich finde es wichtig, öfter mal seine Gedanken frei schweifen zu lassen
- Ich genieße es, mich mit vielen anderen Menschen zu unterhalten
- Ich mache mir generell wenig Sorgen
- Ich verfüge über das, was man einen gesunden Menschenverstand nennt
- Ich vertraue nur wenigen Menschen

# APPLICATION PERSONALITY DEVELOPMENT

Understand your own personality better through individual texts and initiate self-reflection:

- Description of personality
- Action impulses for the areas of communication, work style, cooperation, leadership and negotiation
- External perception (how do I affect others?)
- Learning from Others (What can I learn from other styles?)

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IHRE PRÄFERENZEN BEI DEN BIG FIVE-DIMENSIONEN

## DIE CHARAKTER-EIGENSCHAFTEN

Baustein 1 der Persönlichkeit: Die fünf wichtigsten Charaktereigenschaften (Big Five) als Grundlage Ihrer individuellen Verhaltenstendenzen

**CHARAKTER - DIE STABILE KOOPERATIVE**

Ausprägungen: 7 = maximal / 6 = sehr hoch / 5 = hoch / 4 = moderat / 3 = mittig / 2 = gering / 1 = minimal

IHRE PRÄFERENZEN IN DER REIHENFOLGE DER AUSPRÄGUNG  
1. KOOPERATION 2. EMOTIONALE STABILITÄT 3. EXTRAVERSION 4. GEWISSENHAFTIGKEIT 5. OFFENHEIT

- Ihre Charaktereigenschaften werden anhand des Big Five Modells dargestellt, welches fünf zentrale Charakterdimensionen erfasst.
- Sie präferieren jeweils einen der beiden Pole einer Dimension, wobei immer beide Pole bei Ihnen vorhanden sind.
- Die beiden am stärksten ausgeprägten Dimensionen, welche Ihren Charakter besonders prägen, sind oberhalb der Grafik noch einmal explizit genannt und in der Grafik farblich markiert (Primärdimensionen).
- Ihre Präferenzen bei den drei weiteren Dimensionen sind weniger stark ausgeprägt und somit weniger prägend für Ihren Charakter (Sekundärdimensionen).

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## Kommunikation

### RENZEN UND

gerade heraus". Das ist immer direkt Ihre Meinung auf Heucheleien, Verzeihen.

ten und finden schnell. Auf Grund Ihrer Offenheit, dass Sie wählen werden, wenn es

artner sich wohl fühlt, ein und gehen eher die Unterschiede in den Sorgen Sie für einen

mit, mit schwierigen Themen sowohl Kritik als auch dabei aus dem Leben.

ung mental stabil zu wirken aus, da selbst in stressigen Situationen zu konzentrieren.

Freimütigkeit (K)

Empathie (K)

Empathie (K)

Geringe Reizbarkeit (E)

Stressresistenz (E)

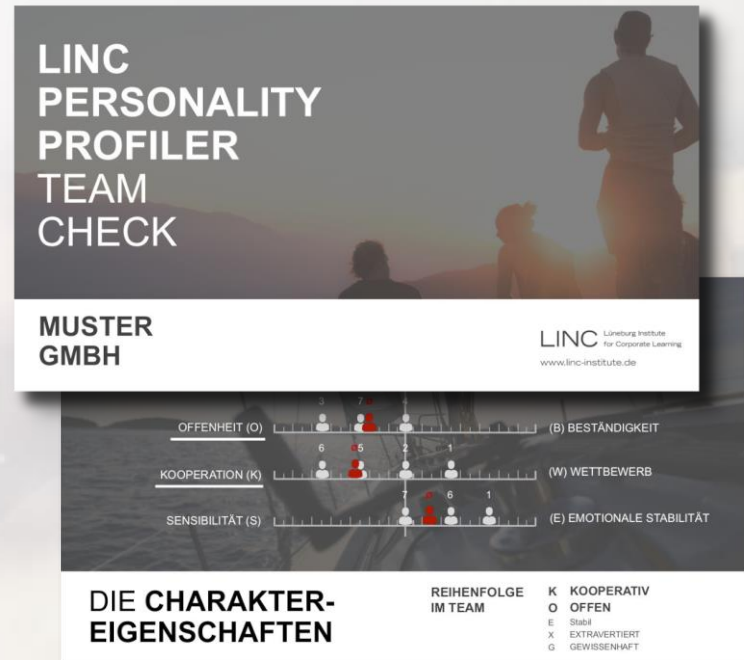
Außenorientierung (K)

Enthusiasmus (X)

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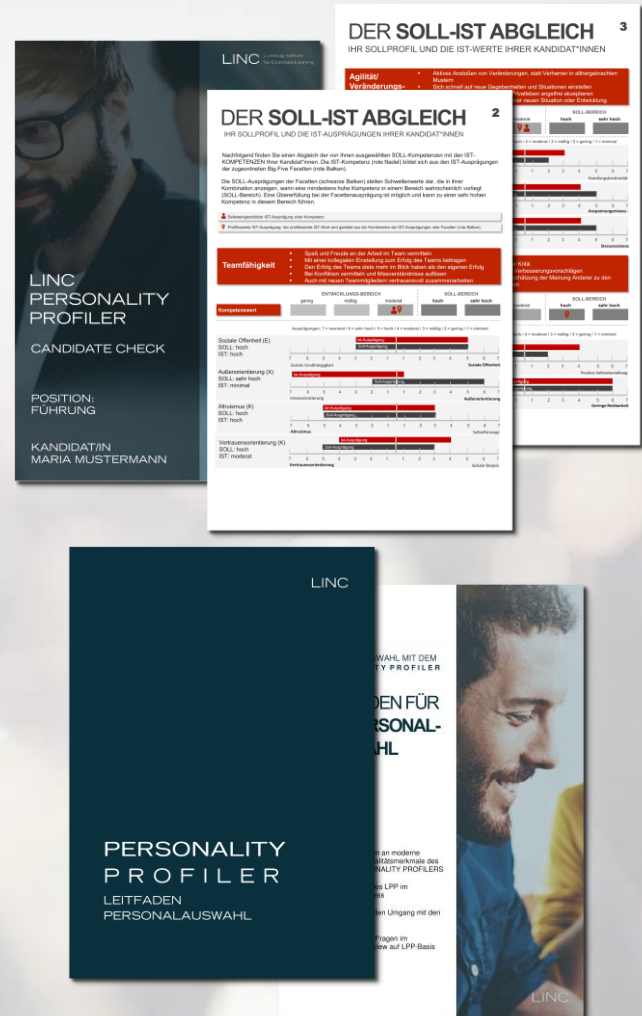
# APPLICATION TEAM DEVELOPMENT

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



# APPLICATION PERSONNEL SELECTION

- Contemporary and successful staff selection as a result of grasping the personality of all candidates
- The LPP CANDIDATE CHECK as a professional target / actual comparison between job and applicant profile
- Guidelines on the topic of personnel selection including extensive sample questions for all components of the PERSONALITY PROFILER





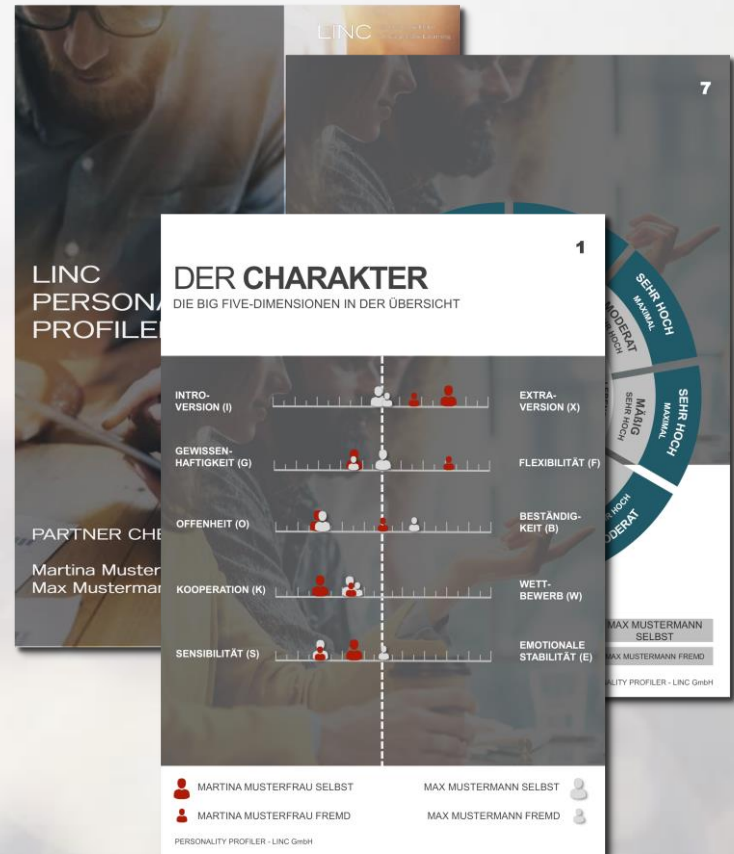
# APPLICATION ALIGNMENT OF SELF-IMAGE AND EXTERNAL IMAGE

- The LPP FREMDEINSCHÄTZUNG / **EXTERNAL ASSESSMENT** enables a systematic comparison between self and external image with regard to character traits, motives and competencies
- Up to twelve external assessments are possible
- Vivid graphs make discrepancies between self and external image clear at a glance
- Can be used as part of 360° feedback for executives or to support executive appraisals



# APPLICATION COUPLE COUNSELING & MEDIATION

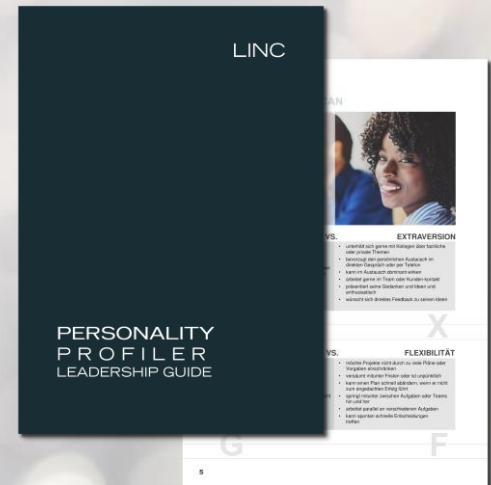
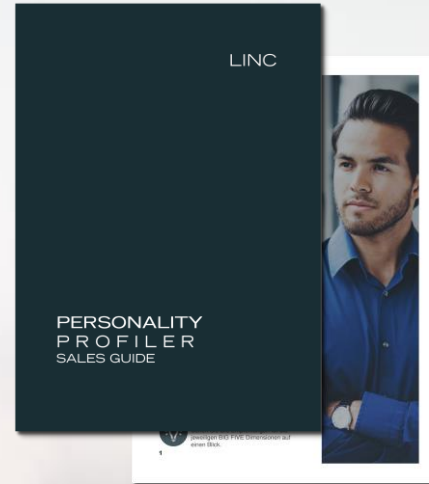
- The LPP PARTNER CHECK is used to clearly compare two personality profiles
- Including self and external assessment
- Can be used e.g. in the context of conflict mediation, partner coaching or couple counseling
- Specific versions for a business context (e.g. coaching two managing directors) or for couples



# APPLICATION LEADERSHIP & SALES

Our guides: LPP LEADERSHIP GUIDE &  
LPP SALES GUIDE

- Contemporary and successful leadership as well as efficient sales as a result of understanding your own personality as well as the personalities of employees and customers
- Adapt employee and sales meetings to the personalities of employees and customers and make them more effective



# EXTENSIVE ADDITIONAL MATERIAL

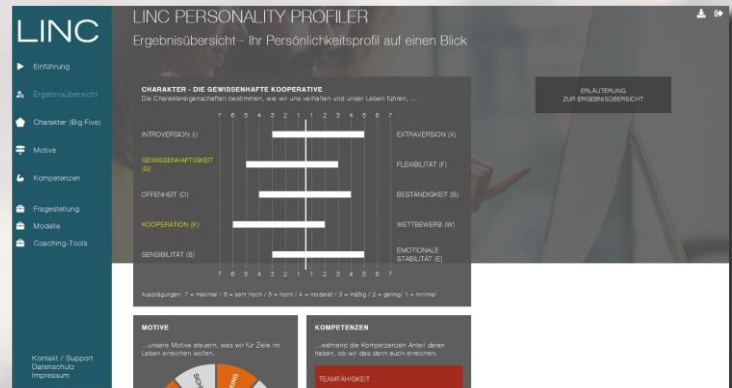
Materials for the professional and creative design of workshops, training, coaching ...

- The LINC card games for the BIG FIVE, MOTIVES and COMPETENCES for a playful approach to the report
- The BIG FIVE poster for the office
- The BIG FIVE Working Cards with explanations and space for notes
- Diverse LPP coaching methods
- Guides, presentation templates, worksheets ...



# THE LINC COACHING BOARD

- Interactive display of the results of the PERSONALITY PROFILER
- Possibility to carry out online coaching, digital training, counseling or online therapy sessions
- All elements necessary for professional, high-quality online coaching sessions on one platform (e.g. video function, coaching methods, communication models)





# THE PROCESS



## 1. ONLINE QUESTIONNAIRE

- Link to the Tool
- Completion time approx. 30 min.



## 3. FEEDBACK TALK

- With a certified trainer
- Contents: Explanation of the tool, fit, development potential
- In person or in the LINC COACHING BOARD



## 2. PERSONALIZED REPORT

- Individual evaluation texts, graphs, recommendations for action and information on development potential
- In the LINC COACHING BOARD or as a PDF



## 4. COACHING / TRAINING / WORKSHOPS

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

# THE LINC MANAGEMENT TEAM



**DR. RONALD FRANKE**  
MANAGING DIRECTOR

Ronald Franke holds a doctorate in business psychology and is a certified coach. As a consultant and trainer he has worked for companies in the automotive, pharmaceutical, mechanical engineering and retail sectors. He has also been passing on his knowledge as a lecturer in business psychology for over 10 years at numerous universities (e.g. Leuphana University of Lüneburg, FOM Hamburg).



**PROF. DR. MARTIN PUPPATZ**  
MANAGING DIRECTOR

Martin Puppatz is a professor of business psychology at the FOM University in Hamburg for Economics and Management. Prior to that he received his doctorate from the Leuphana University of Lüneburg and worked for two of the world's largest consulting firms in HR Consulting as a senior manager and project manager for more than 7 years

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