



UNDERSTANDING AND DEVELOPING PERSONALITY.

Information about the LINC PERSONALITY PROFILER for users, trainers and coaches.

FASCINATED BY PERSONALITY– THE LINC PERSONALITY PROFILER

Personality is a topic that affects every person. For what is more interesting than understanding your own personality and the personalities of other people better? And what is more desirable than evolving into the person you always wanted to be?

The LINC PERSONALITY PROFILER is an instrument that supports and accompanies you in doing precisely that. It is based on the currently best and most

recognized psychological model for understanding personality, the so-called Big Five. In addition to the large five character-areas, the PERSONALITY PROFILER also captures your central life motives (what drives me?) as well as your core competencies (what can I do particularly well?).

This information is then reported back to you in an individual results report based on texts, graphs and scores. The instrument is

carried out online and takes only about 25 minutes to complete.

With the PERSONALITY PROFILER, the fascination regarding personality becomes particularly tangible, as all results are clearly presented and made understandable for beginners as well as psychologically interested users.



REASONS TO CHOSE THE PERSONALITY PROFILER

1



THE BASIS: A WELL-FOUNDED MODEL OF PERSONALITY.

2



IMPLEMENTATION: HIGH-QUALITY INSTRUMENTS.

3



MODERN DIDACTICS: PERSONALIZED LEARNING.

4



UNDERSTANDABLE, CLEAR, MEMORABLE.

5



REAL DEVELOPMENT INSTEAD OF MERE INFORMATION.

6



CUSTOMIZED FEEDBACK WITH THE WOW EFFECT.

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ADDITIONAL INFORMATION AND MATERIALS ON THE WEBSITE.

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VERSIONS FOR VARIOUS REQUIREMENTS.

1

THE BASIS: A WELL-FOUNDED MODEL OF PERSONALITY.

The PERSONALITY PROFILER builds on the Big Five model of personality. This approach, which has been established for years now, represents the standard model in psychological personality research worldwide and should be the basis for every well-founded Instrument for personality development.

The time of dubious color models, animal metaphors or unscientific, long-obsolete approaches (such as the Jung Personality Types, on which many historically popular instruments are based), has finally expired.

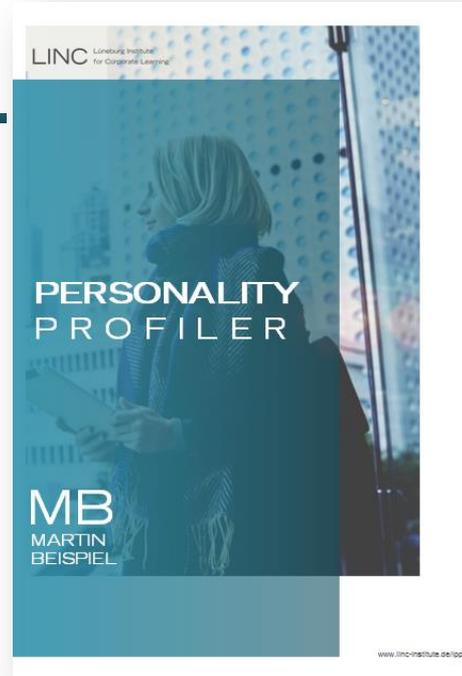


2

IMPLEMENTATION: HIGH-QUALITY INSTRUMENTS.

LINC has received several awards for the quality and innovation power of our digitally implemented analytical instruments, because we attach the highest quality criteria to all our instruments.

This means that the PERSONALITY PROFILER measures what it should measure (character properties, motives, competencies), displays the personality accurately and holistically based on the collected data and also contains personalized information and guidance as well as concrete instructions for personal further development.



3

MODERN DIDACTICS: PERSONALIZED LEARNING.

LINC's didactic concept of "tool-based personalized learning" (TPL) enables individual development in self-study, in individual coaching sessions and also in group trainings.

The special feature: On the basis of the results of the PERSONALITY PROFILER, it is possible to develop a personal development strategy step by step, either individually or in group situations (under the guidance of a coach or trainer).



4

UNDERSTANDABLE, CLEAR, MEMORABLE.

With regards to the design of the PERSONALITY PROFILER, we have placed a high priority on the comprehensibility and quality of the texts, the clarity of the graphics and the memorability of the results, in order to guarantee every user a real added value.

Existing scientific instruments in the field of personality are often simply too complicated for the psychological beginner, are not very appealing and there are no further explanatory texts.

CHARACTER

COMPETENCIES

MOTIVES

1. EMPATHIE (maximal)

2. GANZHEITLICHES DENKEN (maximal)

3. TEAMFÄHIGKEIT (maximal)

4. INTERKULTURELLE KOMPETENZ (maximal)

5. KONFLIKT-KOMPETENZ (maximal)

PERSONALITY PROFILER - LING GHSH

5

REAL DEVELOPMENT INSTEAD OF MERE INFORMATION.

The result report of the PERSONALITY PROFILER not only contains individualized information about personality, but goes even further. It explains how exactly the patterns of thought and also individual beliefs are formed, how they can be changed, and how to proceed exactly.

This enables a real and sustainable personality development based on the results of the report, which highlights the usefulness of the instrument far beyond that of a mere information tool.



6

CUSTOMIZED FEEDBACK WITH THE WOW EFFECT.

Most people have never read a meaningful text about their own personality. Therefore, reading the results report – especially without previous psychological knowledge – is something very special. Following the surprise, as to how precisely the report describes the individual's personality, interest is quickly generated as well as the desire to use the information for personal development.

Especially in the cooperation with qualified coaches or trainers, impressive results can be achieved for each individual user.



7

ADDITIONAL INFORMATION AND MATERIALS ON THE WEBSITE.

For everyone who wants to know even more, there is further information available beyond the report. For the psychologically interested user of the PERSONALITY PROFILER, there is, for example, psychological background information in the form of "Psyfacts" on topics such as resilience, attribution or self-esteem.

Certified coaches and trainers can find exercises, training guides, explanatory videos for trainings with the PERSONALITY PROFILER including complete set of slides and more in the log-in section of the website .



8

VERSIONS FOR VARIOUS REQUIREMENTS.

In addition to the standard version of the PERSONALITY PROFILER described in this brochure, there are also other versions:

- One version for personnel selection, incl. target profiles and target/actual comparison for all areas of personality
- A third-party assessment version for managers or salespeople who can assess others and learn how to deal with them - adjusted to their personality

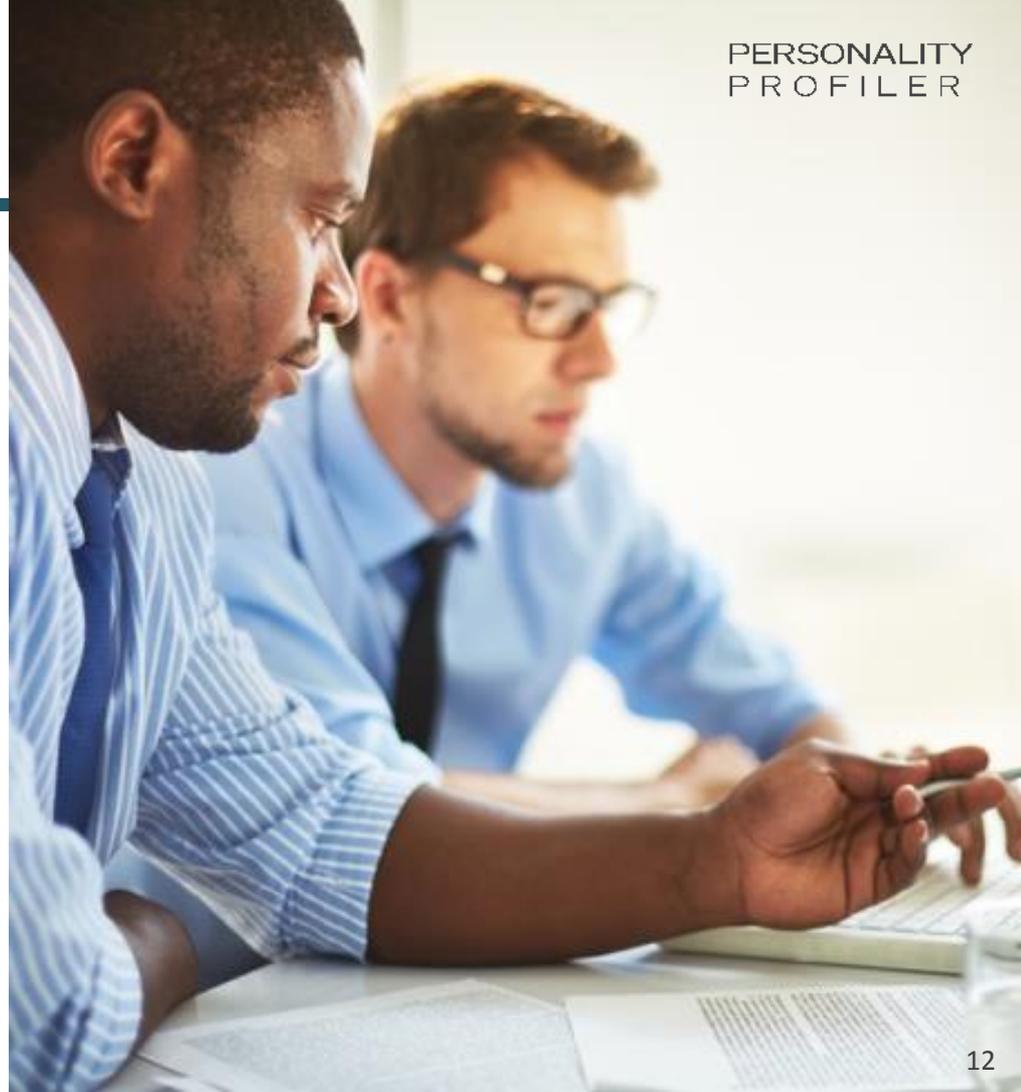


TOPIC AREAS WITHIN THE PERSONALITY PROFILER.

You will find information and tips regarding these topics within the PERSONALITY PROFILER :

- Graphic overview of all results and your personality code
- Detailed description of your personality
- External perception: How do others see you?
- Your behavior patterns in dealing with others
- Your central motives
- Your core Competencies
- Information for successful communication and cooperation with other personality types
- What can you learn from other types of personality?
- Development of personality: thought patterns, beliefs, self-concept and desired-self

All texts and graphics in the result report are created individually for each user.



— YOUR PATH TO THE PERSONALITY PROFILER. —

FOR USERS

- You can find the PERSONALITY PROFILER online at WWW.LINC-INSTITUTE.DE/LPP and can start using it within just a few clicks. Within one day we will send you your personal results report by email.
- Alternatively, you can also contact certified PERSONALITY PROFILER coaches or trainers, or contact us directly and we will provide you with someone according to your needs and questions.

FOR COACHES AND TRAINERS

- We are constantly expanding the network of certified trainers and coaches and are regularly conducting certificate workshops. Feel free to contact us.
- With the certificate you are entitled to use the instrument and to use the title "PERSONALITY PROFILER Coach or Trainer".
- In addition, you will be given preferential consideration in the delegation of training and coaching requests that we receive by individuals, companies or public authorities.



THE MINDS BEHIND LINC.



Dr. Ronald Franke
(Managing Director)

Ronald Franke received his doctorate in business psychology and is a certified systemic coach. As a consultant and trainer he has worked for companies in the fields of automotive, pharmaceuticals, mechanical engineering and trade. He has also been teaching at universities for more than 10 years (among others Leuphana University of Lüneburg, FOM University 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.

The Lüneburg Institute for Corporate Learning (LINC) is a spin-off of the Leuphana University of Lüneburg

Prof. Dr. Jürgen Deters

Jürgen Deters is a professor of Personnel Management and Leadership at the Leuphana University of Lüneburg and head of the masters programme in Management and Human Resources. Previously, he was head of personnel and leadership development of Gruner & Jahr GmbH. He is particularly interested in topics regarding human resources management. He has been working as a consultant in various industries and as a coach for managers for more than 20 years.



Prof. Dr. Ullrich Günther

Ullrich Günther is one of the founding fathers of modern business psychology in Germany. He was the founding dean of the German-wide first degree programme for business psychology and is also the founder of the society for applied business psychology. Until 2014 he worked as a professor of personnel, organizational and intercultural psychology at the Leuphana University of Lüneburg. He is also the author of the “Handbook for Behavioral Trainers” (“Handbuch für Verhaltenstrainer”).



— WOULD YOU LIKE TO KNOW MORE? —

CONTACT US!

LINC GmbH
info@linc-institute.de
+49 4131 500 99 22
+49 173 779 1929
www.linc-institute.de/lpp
