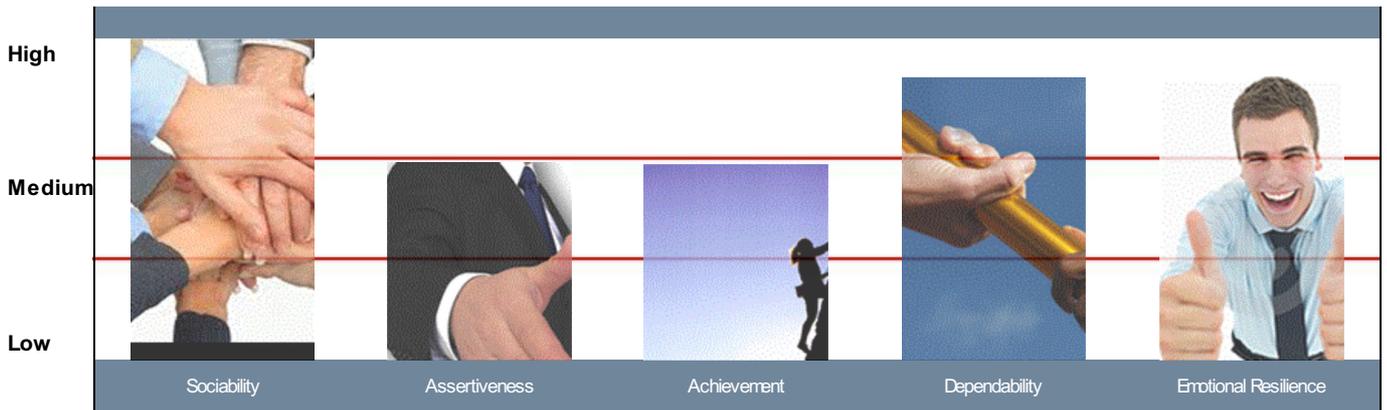


DETAILED ASSESSMENT

The following graph illustrates Jenny Hancock's areas of strength and weakness. The graph is laid out in terms of critical competencies that are required to successfully perform as a real estate agent. For each competency, Jenny Hancock is evaluated in terms of Jenny's current level of development. A high score indicates strength in that particular competency. A low score indicates that a competency may require further development. Please review the information below the graph for an interpretation of the results.



Please note that the score on each scale is interpreted relative to a sample of other real estate agents who have completed this assessment: 'High' means that the score is in the top 15 percent, 'Medium' means that the score is about average, and 'Low' means that the score is in the bottom 15 percent.

PERSONALITY PROFILE

Personality explains an individual's behavioral tendencies. While personality does not determine one's precise actions, it provides valuable information about inclinations and general patterns of behavior. The personality dimensions assessed by this profile have been shown to be linked to success in sales-related careers.

1. Extraversion

This trait reflects preference for, and behavior in, social situations. Individuals high in extraversion seek out the company of others and appear energetic. Extraverts get their energy from the outer world and feel drained when they are by themselves for too long. They like to talk and are expressive in communicating their feelings, emotions, interests and experiences to others. Extraverts are more friendly and outgoing around others than most people and tend to exert leadership. In contrast, those low in extraversion are inclined to be more quiet and reserved. These individuals get their energy from within and deplete energy quickly when having to deal with a lot of people.

From a career perspective, extraverts tend to enjoy sales, since this occupation involves "action" and a high level of social interaction. They feel energized by being immersed in a breadth of activities and by making "things happen." Extraverts also tend to be more successful in sales, because they are able to effectively utilize their powers of persuasion and personal influence to engage clients and to close deals.

There are two main sub-traits of Extraversion: Sociability and Assertiveness.

1.1 Sociability

Those high in sociability genuinely like people and easily form close relationships with others. They enjoy the company of others and large gatherings. They tend to be outgoing, friendly and affectionate. In contrast, those low in sociability value their personal time alone, form new relationships more guardedly, and prefer relations with fewer people. They do not necessarily avoid social interaction with others, but generally do not seek it.

Compared to other real estate agents who have completed this profile, Jenny Hancock is highly sociable and can be described as a "people-person." Jenny is comfortable with having a large number of relationships and feels energized by social interactions with others. Jenny is gregarious, warm and enjoys meeting a lot of different people. These are important characteristics from the perspective of a sales career.

 **PERSONALITY PROFILE**

1.2 Assertiveness

Assertiveness refers to an individual's ability to express opinions, feelings and desires with confidence and clarity. Assertive individuals are usually confident in themselves and their own values and beliefs. They are aware of their personal rights and do not let others take advantage of them. They tend to speak without hesitation and communicate their feelings openly, but without appearing aggressive or abusive. In dealing with others, assertive people tend to be somewhat dominant – perhaps even forceful – and often exhibit leadership behaviors. In contrast, individuals low in assertiveness prefer to keep in the background and let others take the lead and make decisions. Unassertive individuals are frequently perceived as passive, and compliant.

Please note that being “assertive” is not the same as being “aggressive.” While “assertiveness” is a positive trait, “aggressiveness” usually refers to behaviors that are self-centered, inconsiderate, hostile, arrogant, and/or demanding.

Jenny Hancock's responses indicate that Jenny is a relatively assertive individual. Jenny can take control of a situation, but also tries to avoid conflict. Depending on circumstances, Jenny can be forceful in affirming a particular opinion or a certain way of doing things and comes across as energetic and self-confident. In sales interactions, Jenny has the ability to influence and direct the buying decision, but not to the point of appearing pushy or demanding. However, at other times, Jenny reacts more passively, takes time to formulate thoughts before speaking, and prefers to leave control to others. From the perspective of a career in real estate sales, Jenny may consider some of the suggestions provided in this report ([click here](#)).



2. Conscientiousness

This trait reflects how persistent and organized a person is in pursuit of his or her professional and personal goals. Highly conscientious people are achievement-oriented, self-disciplined, organized, and dutiful. Conscientious people are generally interested in continuous self-improvement and often become leaders and “high achievers” in their chosen careers. In contrast, people low in conscientiousness tend to have less ambitious goals and tend to be less focused on pursuing those goals. They also tend to be more hedonic and are more likely to be distracted from the task at hand.

From a perspective of a career in real estate sales, highly conscientious people tend to be more successful, because this career requires a goal-setting ability and self-discipline. Successful agents must set goals, plan their activities, organize their time, and implement their strategy with stamina and consistency.

Conscientiousness is composed of two main sub-dimensions: Achievement-orientation and Dependability.

2.1 Achievement-Orientation

Achievement-orientation describes an internal drive to compete against a “standard of excellence” and to achieve success. Individuals who are high in achievement-orientation typically are goal-oriented and aspire to be successful, whether their standard of success is their own past performance (e.g., increase sales by 20% this year), some objective measure (e.g., become a member of the President’s Club), a challenging goal (e.g., give out 5000 cards), or the performance of others (e.g., outsell Mary). In contrast, individuals who are low in achievement-orientation are less focused on goals, less enthusiastic about their careers, and often do the minimum required in their work.

Compared to other real estate agents, Jenny Hancock is relatively driven to achieve success and has a good sense for what it takes to reach self established goals. However, while Jenny is concerned with the goal of career advancement, sometimes Jenny gets distracted by other tasks and activities. Also, Jenny occasionally feels doubt regarding the ability to achieve some of the more ambitious goals. From a career perspective, Jenny can improve performance by learning to focus energy and resources on accomplishing the most important goal(s). Jenny should review the suggestions provided in this report ([click here](#)).

 PERSONALITY PROFILE

2.2 Dependability

Dependability reflects how organized and focused a person is on the task at hand. An individual high in dependability is organized, reliable, methodical and persistent. This person plans and utilizes time wisely. In contrast, a person low in dependability is one who is careless and fails to deliver on promises.

According to Jenny's responses, Jenny is high in dependability. Jenny is well organized, dependable, reliable, and persistent. Jenny tends to carefully consider a course of action before acting on it. Once Jenny decides to do something, Jenny begins the task without procrastination and generally feels prepared to complete it. During a task, Jenny has a tendency to focus on the job at hand, and cannot be easily distracted by a passing idea, activity, or person. Jenny tends to persevere until the job is done or there are clear signs that it cannot be completed due to external factors.

 **PERSONALITY PROFILE**

3. Emotional Resilience

This trait reflects the tendency to experience, and the ability to manage negative thoughts and feelings. A high score suggests that the individual is generally stable, calm, and relaxed. Emotionally resilient people tend to be less emotional and less prone to distress. In contrast, a low score indicates a tendency to experience negative effects, such as anxiety, fear, sadness, embarrassment and anger.

A career in real estate sales involves dealing with events that challenge one's emotional state on a daily basis. In order to succeed, agents must effectively handle rejection, periodic "no sales" periods, difficult clients, hard-line negotiations, and other stressful events. People who are emotionally resilient tend to perform better in these situations.

Jenny Hancock's responses indicate high emotional resilience. Jenny's score suggests that Jenny is generally calm and easygoing and does not like to dwell on things that might go wrong. Jenny tends to be relaxed and secure even under stressful conditions that would adversely impact other people.