



TRANSFORMATIVE BY DESIGN

THE SCIENCE OF PERSONALITY

TRUTH ABOUT DIVERSITY

Known to
Personality

Known

Blind
Spot

Unknown to
Personality

Hidden

Unknown

Known to Us

Unknown to Us

WHAT IS PERSONALITY?

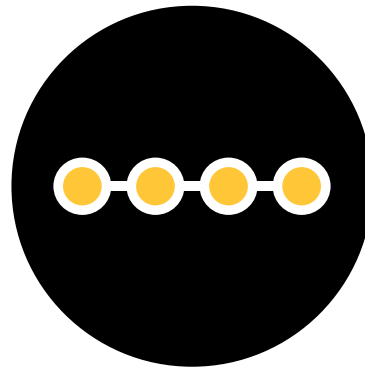
Individual differences in
characteristic patterns of
thinking, feeling, and behaving.

American Psychological Association

ASSESSMENT PREDICTS INDIVIDUAL DIFFERENCES



**People Are
Different**



**People Are
Consistent**



**This Can
Be Measured**

WHAT IS PERSONALITY ASSESSMENT IN BUSINESS CONTEXT?



PREDICT JOB SUCCESS

- Assess attributes that are stable overtime and across situation



MEASURE REPUTATION

- Reputation is the only measurable and consequential aspect of personality, inside-out, and outside-in



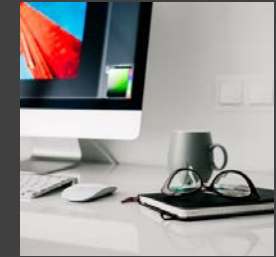
RELIABLE AND VALID

- The reputation predicts real-world outcomes over the spectrum of behaviors.



PREDICT PROBABILITY

- Tendencies indicate probability, not certainty.

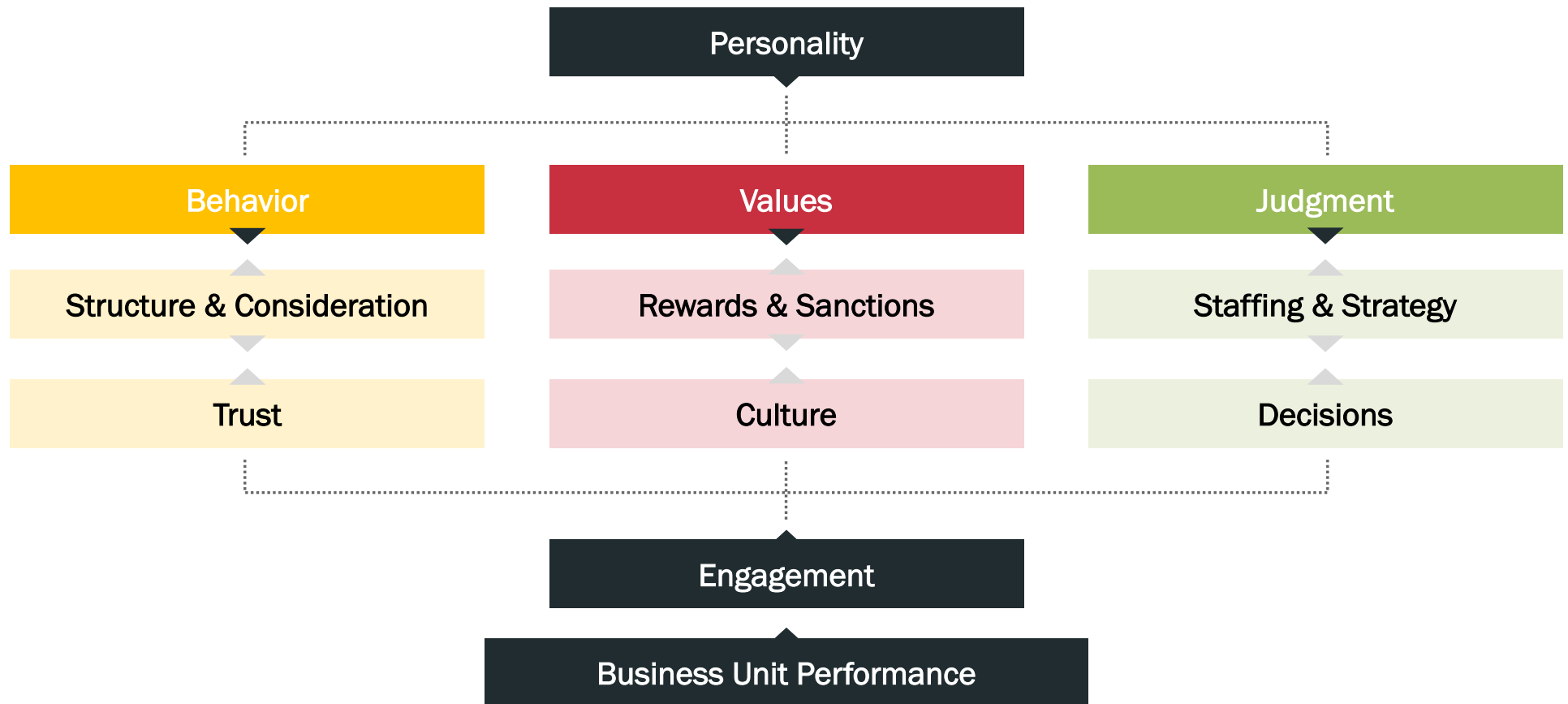


BEHAVIOR DESCRIPTION

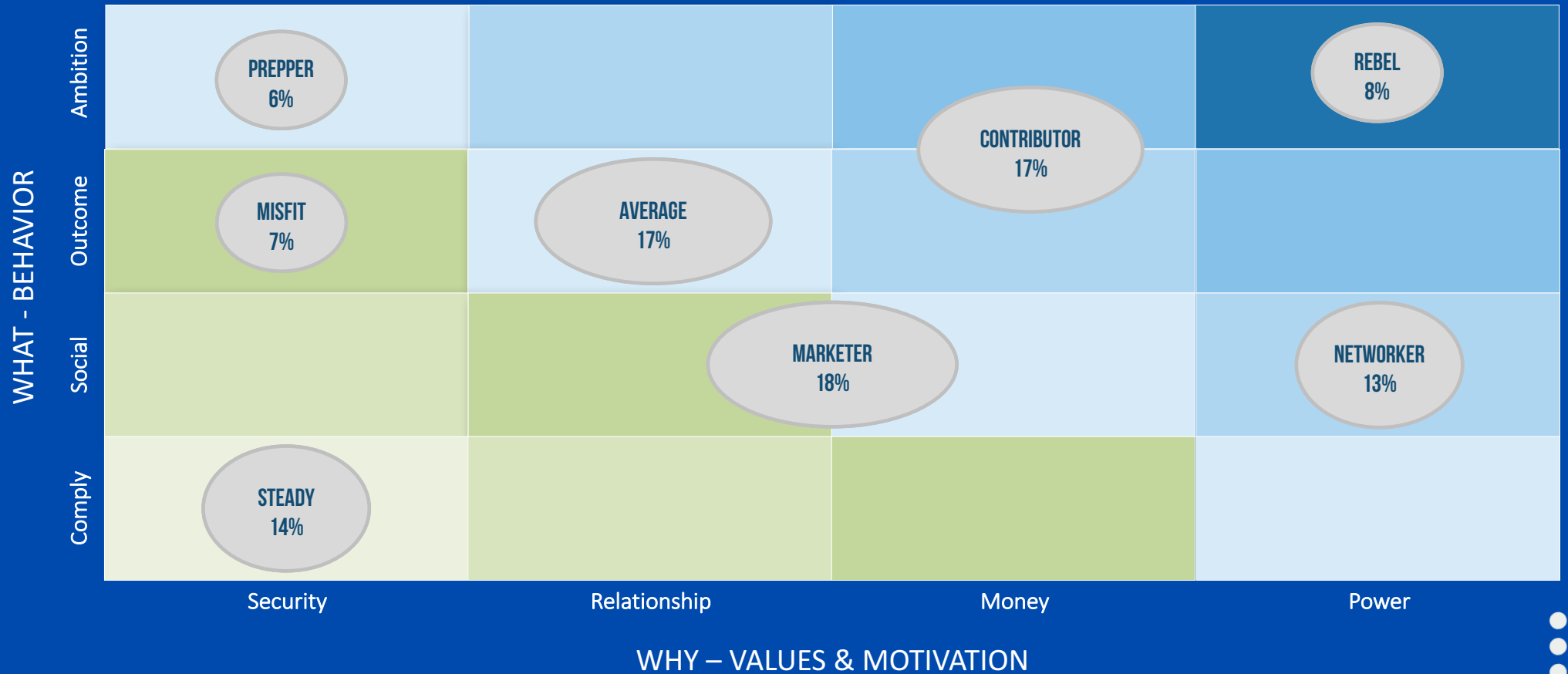
- Provide detail description that organize and predict personality



WHY PERSONALITY MATTERS



8 COMMON PERSONALITY TYPES



Source: Apply from Hogan Assessment Study 2020 N= 360,000 Profiles

SELF-AWARENESS

The degree to which one understands own performance capabilities in any situation.

DARK-SIDE: OVERUSED STRENGTH

Positive,
productive
behavior

Potentially
negative behavior

No Risk

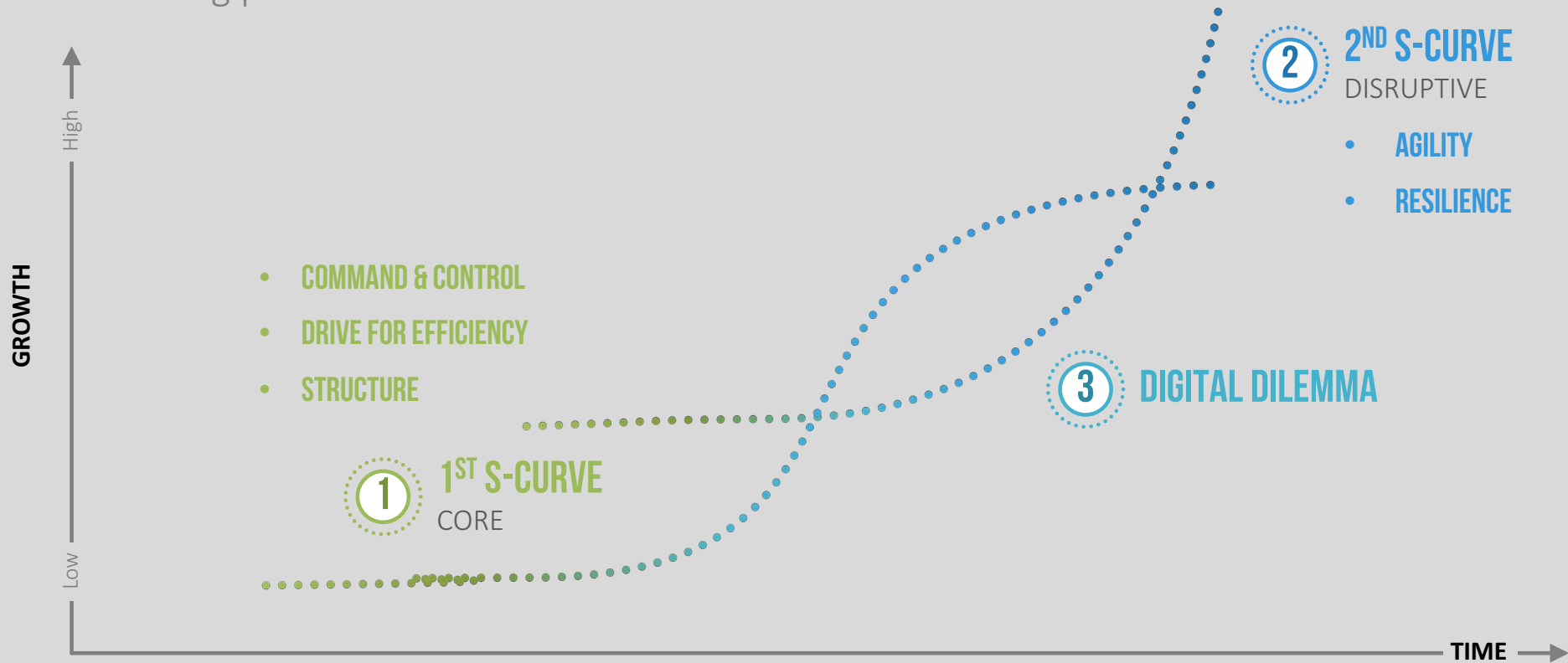
Low Risk

Moderate Risk

High Risk

DIGITAL DILEMMA

Team building process



Source: *The Digital Transformer's Dilemma*, Karolin Frankenberger

ENGAGEMENT



HUMILITY



**HYPER
AWARENESS**

**INFORMED
DECISION
MAKING**

**FAST
EXECUTION**

VISIONARY

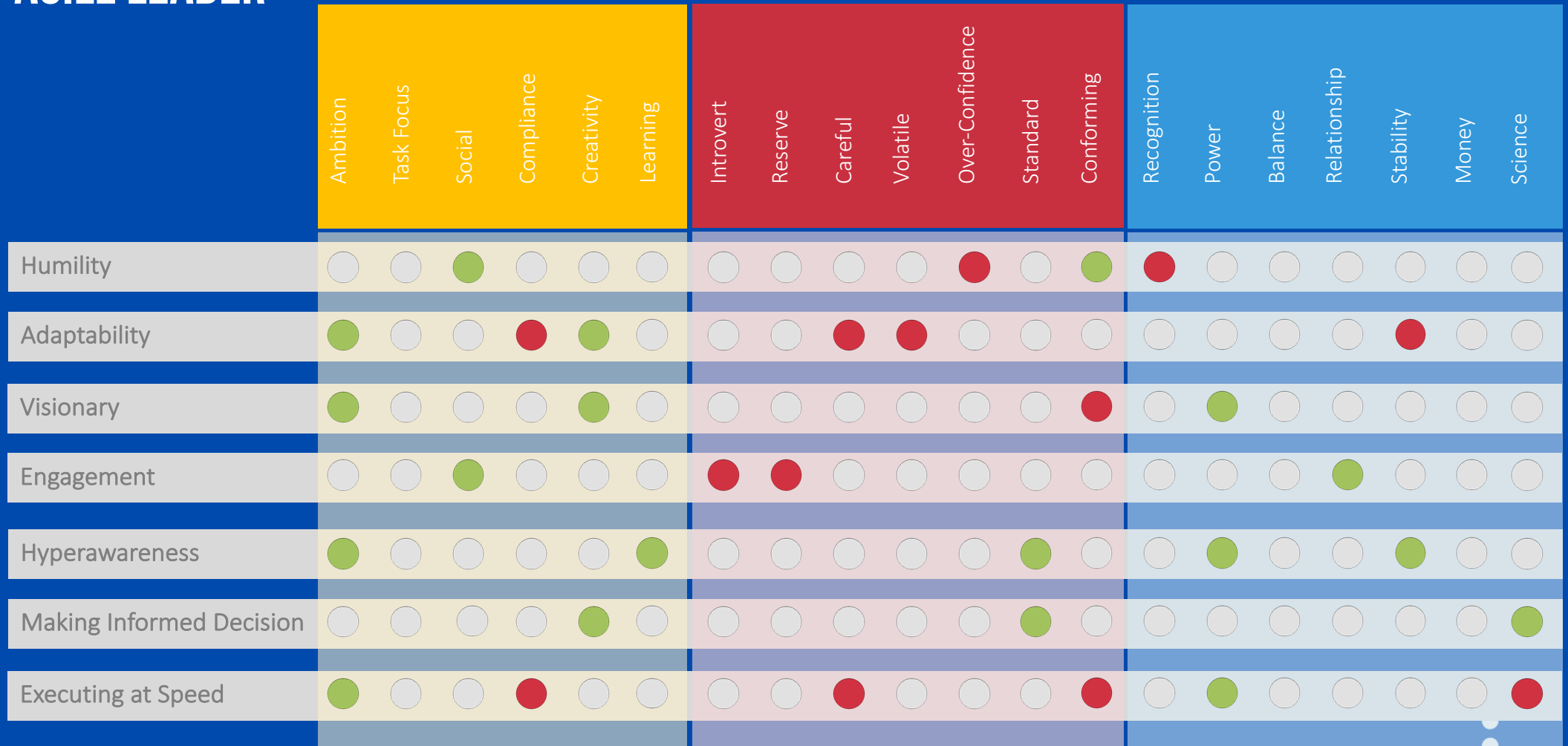


ADAPTABILITY



Source: IMD Global Center of Digital Business Transformation and Meta Beratung 2018, N = 1,042 Executives

AGILE LEADER



Source: IMD Global Center of Digital Business Transformation and Meta Beratung 2018, N = 1,042 Executives

CONTEXT TO ALIGNMENT PERSONALITY MODEL

CONTEXT

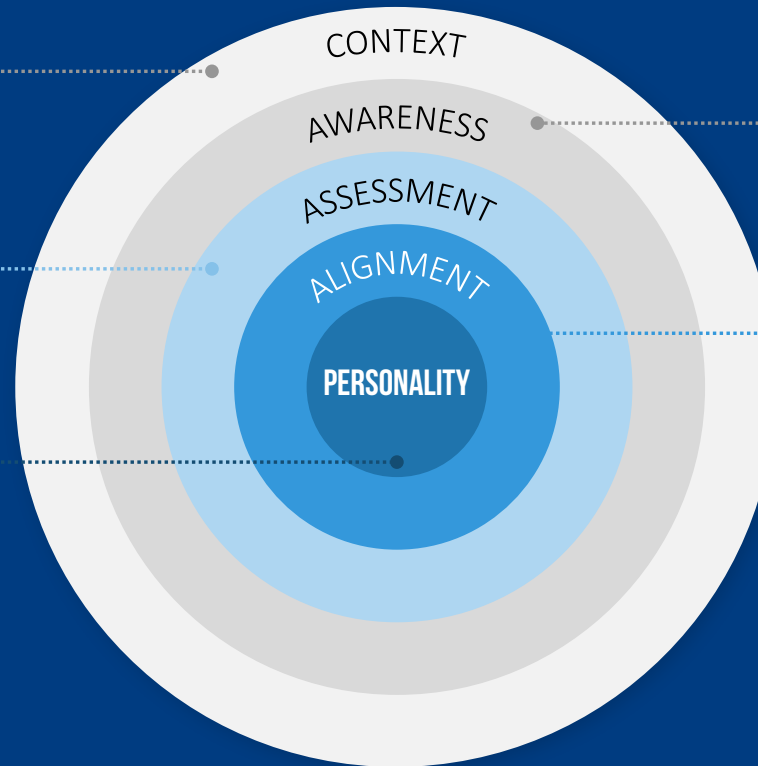
What is the main objective that org. want to accomplish?

ASSESSMENT

How accurate and descriptive of the instrument and how reliable the process is?

PERSONALITY

Are we clear on what are the personality that we are talking about as well as the limitation of the outcome.



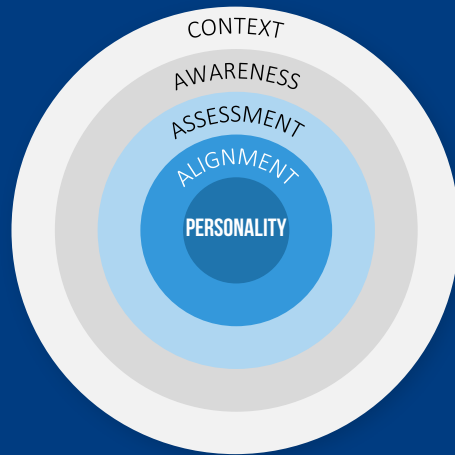
AWARENESS

What are the right personality to chose and to avoid to accomplish an objective?

ALIGNMENT

What do org. learn from the outcomes and also the alignment process.

BUSINESS REQUIRES 'INNOVATION



<p>SHAPE</p> <p>The future of health through INNOVATION</p>	Inspires and contributes ideas that challenge thinking	Driving Change	Profile
		Inspiring Others	Profile
	Courageously tries new things, tests and learns from mistakes	Driving Innovation	Profile
		Accountability	Profile
	Demonstrates resilience and agility to drive and adapt to change	Overcoming Obstacles	Profile
		Flexibility	Profile
		Influencing Others	Profile

ON-BOARDING THE BOARDROOM OF THE FUTURE

TRANSPARENCY

Make unknown personality becomes known, accurately assess strengths, blind spots, risks, values and motivations



QUALITY

Quality of Board of Directors, required qualifications

DIVERSITY

Age, education, genders, and known characteristics, traits



DR. NATTAVUT KULNIDES

CEO

622, 22ND FLOOR,
EMPORIUM TOWER,
SUKHUMVIT 24, KLONGTON,
BANGKOK 10110



+668 8020 1111



NATTAVUT.K@ADGES.NET



WWW.ADGES.NET