



AN INTRODUCTION

WorkPlace Big Five Profile™



**Paradigm
Personality
Labs**

CO-BRANDED LOGO

WorkPlace Big Five Profile™

People-centered, outcome-focused solutions



Your people are the front lines of your organization, and they matter now more than ever. When you harness their strengths, motivations and personality traits, the puzzle pieces come together and your organization thrives. By leveraging personality research to better understand people, you can honor their complexity and individuality.



Though we hire for skills, we often terminate for behavior. What if you could get insight into behavior, team dynamics, and leadership traits that could help your organizations and employees reach peak performance and thrive? **You can, with Paradigm's reimagined WorkPlace Big Five Profile™ suite of people-centered, outcome-focused assessments and reports.**

We carefully listened to feedback from our global user community as we made our highly regarded WorkPlace Big Five Profile™ even better. We redesigned it to reveal insights that lead to improved actions—more informed candidate selection, more targeted development, and true collaboration in teams. The new WorkPlace suite removes hurdles that impede organizational development. It helps you unleash workforce potential to accelerate business results in a groundbreaking way.

Over the past 10 years I have become a big fan of the WorkPlace Big Five Profile.™ It is a very useful assessment for a whole range of leadership development and leadership team work.



MATTHEW HUNTER

Managing Partner

LetsTalkLeadership.org

POWERFUL**PPL can change the way you recruit, hire and engage employees**

WorkPlace helps you accomplish these business objectives:



Developing leaders who use their strengths to guide and engage teams while navigating changing environments.



Moving teams past communication impasses to generate a true sense of collaboration—and better business outcomes.



Levelling up recruitment by selecting candidates that are truly best fits for the role and your organization, not just the ones that ace the interview.



Maximizing fundamental employee alignment, engagement, and productivity by harnessing the connection between employees' natural behavioral energy and flow states.



Ensuring that your organization is developing a talent pipeline that not only showcases current performance but brings in leaders with the potential to excel at the top of the organization.



Organizations and employees will reach peak performance and thrive with Paradigm's reimagined WorkPlace Big Five Profile™ suite of people-centered, outcome-focused assessments and reports.

RELIABLE

Experience the gold standard in employee engagement

Paradigm's WorkPlace Big Five Profile™ is based on the Five-Factor Model of personality. Our assessment and reports use clear and concise workplace language that has proven to be a valuable tool across industries and organizations. The WorkPlace Big Five Profile™ is one of the most psychometrically robust tools on the market. Its average coefficient alpha of .83 demonstrates that it is among the most reliable and valid of all assessments. The Paradigm WorkPlace Big Five Profile™ product suite is based on more than 20 years of proprietary and external research into cognition and personality. Put simply, our clients rely on how well WorkPlace identifies and describes behaviors and traits to help with selection, team dynamics, and leadership development.



At Paradigm, behavioral assessment is not a destination. Instead, it is a tool to further business goals and increase job-person fit while fostering engagement and well-being. For all your talent management needs, the WorkPlace Big Five Profile™ suite delivers.

RESPECTED

People & organizations around the world are thriving with PPL

More than 5,000 innovative and strategic organizations, consulting firms, and nonprofits use the WorkPlace Big Five Profile™ for its precision and insights into individual behaviors. Clients rely on WorkPlace as the assessment of choice for its unique combination of scientific rigor, focus on business outcomes, and an empowering approach to individual appreciation and development.

EASY TO USE

A framework made easy for your entire organization

Too often, organizations struggle to overcome the roadblocks they encounter when selecting candidates, working through team dynamics, and developing leadership skills. The Workplace Big Five Profile™ streamlines that process. Easily completed online in 15 minutes or less, the Workplace Big Five Profile™ reveals an individual's five personality supertraits and 23 subtraits. These traits simply and clearly explain work-related behaviors found in their communication styles and approaches to work, as well as preferences and energy for their specific roles and tasks.

The Workplace Big Five Profile™ uses work-relevant, bias-free language that is both concise and straightforward. Our clients often comment on how its intuitive design and data visualizations contribute to a report that offers the highest level of insight to participants and organizations.

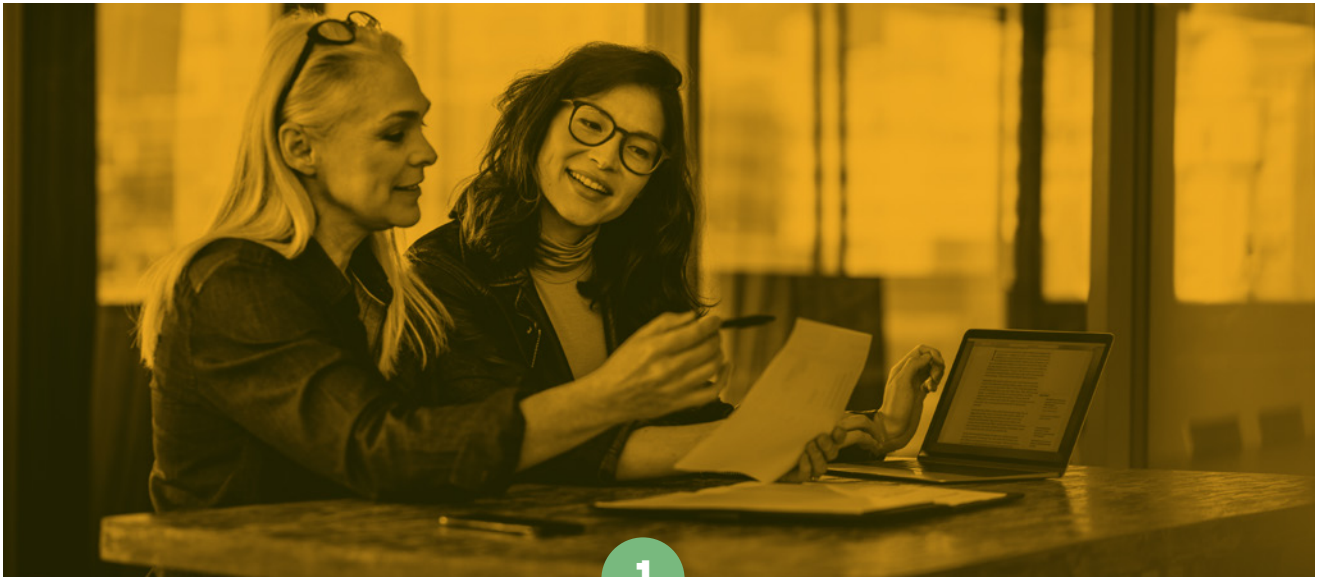
One assessment, many lenses:

The Workplace Big Five Profile™ Report Suite

Participants complete a single Workplace Big Five Profile™ questionnaire to generate performance and development insights that serve individuals, teams, and leaders alike. Paradigm offers these perspectives in its Workplace report suite.

Top Uses by our Clients

OUR PRODUCTS	HIRING	DEVELOPMENT	LEADERSHIP	TEAM DYNAMICS
WorkPlace Big Five Profile™ Trait Report	✓	✓	✓	✓
WorkPlace Big Five Profile™ Competency Report	✓	✓	✓	
WorkPlace Big Five Profile™ Leader Report			✓	
WorkPlace Big Five Profile™ Group Insights Report and its Collaborative Insights Series Reports			✓	✓



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WorkPlace Big Five Profile™ Trait Report

Take a look at the features that make the WorkPlace Big Five Profile™ Trait report unique.



TRAIT VARIANCE

The Trait Variance feature prompts participants to investigate when and how they might adjust behaviors in different contexts and situations to better embrace team dynamics, organize for effectiveness, and enhance communication.



MAKING MEANING

Simply assigning a label or providing a report doesn't necessarily help individuals gain insight into what makes them tick. Our clients often comment that the "Making Meaning" section of the Trait report is especially valuable. It jump-starts reflection to help participants draw lines between their scores and their work behaviors, and to understand the ways these behaviors relate to their workplace roles and tasks.



TRAIT ENERGY

The "What Energizes Us?" section helps individuals understand the connection between their personality and certain behaviors and situations that they find naturally energizing or draining. Participants often have "aha moments" where they can point to specific situations with a better understanding.



WorkPlace Big Five Profile™ Competency Report

Understanding an individual's natural energy to perform competencies relevant to today's work environment is a development game-changer. The connection between ingrained behaviors and competencies is a tangible, effective, and intuitive path for development planning. The Competency report engages people in their development and helps them align their personality energy for performance and well-being.



WorkPlace Big Five Profile™ Leader Report

The Leader is one of our most popular reports because it uses the lens of personality to reveal an individual's singular leadership footprint. The Leader helps individuals identify strengths to leverage and development opportunities so that they can excel in their environment.



WorkPlace Big Five Profile™ Group Insights & Collaborative Insights Reports

Would you like to see teams come together to discuss their strengths and challenges with openness, curiosity, and optimism? The Group Insights report does the heavy lifting of team development. It helps you foster team effectiveness in today's world of work and working arrangements by providing a comprehensive view of team dynamics, strengths, unique contributions of team members, potential blind spots, and development opportunities.

Are you ready to step up to the next level of individual and organizational success?

Schedule a meeting with our client engagement specialists for a consultation focused on your business needs and desired outcomes:



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Visit our website to learn more:



www.paradigmpersonality.com

