

Welcome to your NEO Primary Colours® Leadership Report

Personality



The NEO Primary Colours® Leadership Report



NEO
LEADERSHIP
REPORT



NEO PI-R

NEO Personality Inventory – Revised
Primary Colours® Leadership Report

Example 4

Date 17/01/2014

Self-report

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The Primary Colours Leadership Report

Introduction

This report aims to enhance your understanding of how your personality helps and hinders you in developing leadership competence. It explores your appetite for leadership, the style of leadership thinking to which you are temperamentally most suited, and how aspects of your natural style can increase or reduce both your general effectiveness as a leader and your potential effectiveness in dealing with specific leadership tasks.

The report has been jointly created by Hogrefe Ltd and Edgecumbe Consulting Group Ltd. Hogrefe is the publisher of the UK version of the NEO PI-R. The Primary Colours Leadership Model was created by David Pendleton and is a registered trademark of Edgecumbe Consulting Group Ltd.



The NEO Personality Inventory

Personality is mainly genetic but can be influenced by environmental events. By adulthood, it is fairly well established and is unlikely to change much as you get older. The personality questionnaire that you completed is known as the NEO PI-R. It is one of the most valid, rigorous and globally accepted personality metrics on the market. It measures the five broad factors that underlie personality:

- Extraversion – the amount of energy you direct outwards into your environment and your need for external stimulation
- Emotional Resilience – how much pressure you feel and your level of emotional stability or reactivity
- Openness – how open you are to new experiences of various kinds
- Agreeableness – the role you adopt in relationships; how receptive you are to the perspectives of others
- Conscientiousness – your strength of purpose and drive to goal accomplishment.

Each of the five factors comprises six personality traits; hence there are thirty personality traits in total. These traits are generally acknowledged to be the building blocks that influence how people typically behave: their attitudes to themselves and other people; how they typically understand the world and operate within it; how they arrive at decisions; how they deal with people and tasks; and their pattern of emotions. Throughout the report, we have compared your scores on the different personality traits with 'ECG Corporate 2012'. Thus your report will give you a sense of how your personality compares with this group.

The Primary Colours® Leadership Model

To help make sense of your personality data from a leadership perspective, the Primary Colours® Leadership Model (Pendleton & Furnham, 2012) has been used as an organising framework. Edgecumbe's research and consulting experience of working with leaders over more than twenty-five years indicates that there are three domains in which leadership operates: the strategic, operational and interpersonal domains.

These domains can be likened to different parts of the human body:

The **strategic** domain is the head: it makes sense of what is going on, envisages the organisation's future and creates plans to take it forward.

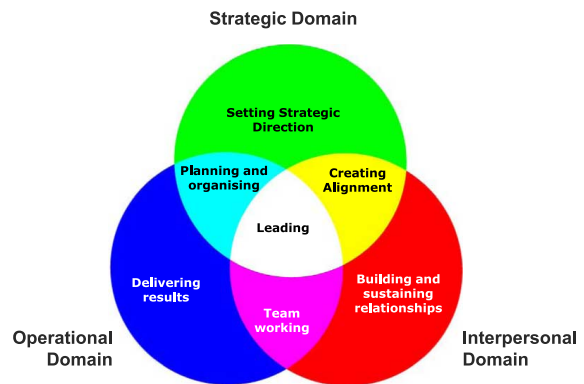
The **operational** domain represents the hands and legs: it gets things done, achieves results and drives the organisation forward. Its principal capability is determination or willpower.

The **interpersonal** domain is the heart: it is where feelings reside and relationships are maintained. Its principal capability is the ability to form and sustain relationships: it is occasionally called emotional intelligence.

Within and overlapping these domains are seven tasks that leaders are typically required to do:

- **Setting Strategic Direction** – defining the purpose and direction of an organisation, the unique activities which the organisation will carry out, and/or unique approaches to delivering those activities. This involves deploying either deductive, analytical processes, or creative and inductive processes, to address longer-term and organisation-wide issues. Strategic thinking also concerns radical and original thinking and sound analysis of contextual issues in addressing the organisation's future.
- **Creating Alignment** – securing understanding of and commitment to the organisation's vision, mission and strategy. The same task may also relate to the building of commitment to programmes and initiatives. This is a matter of influence and persuasion whether individually, in teams, or in larger groups.

The Primary Colours of Leadership



Pendleton (2003)

- **Planning and Organising** – putting in place structures, plans and processes that keep people focused on priorities and clear about how to deliver the organisation's goals. This includes establishing and using follow-up and review processes and mechanisms for dealing with unexpected events, balancing the integrity of the plans and processes with flexibility in the face of potential threats.
- **Building and Sustaining Relationships** – forming robust and effective relationships with all key stakeholder groups. This includes building and maintaining trust, credibility and goodwill.
- **Team Working** – working well and getting things done in teams. Teams include hierarchical teams of manager and subordinates, peer groups and ad-hoc working parties, and project teams. At a senior level, this task includes creating and disbanding teams and helping them work effectively.
- **Delivering Results** – driving individuals, teams and organisations to deliver the results they need to achieve. This involves overcoming opposition and injecting pace and urgency into performance. It has a hard edge of insistence and assertion and a strong will to succeed.
- **Leading** – creating the conditions for the organisation, teams and individuals to succeed. Leadership may be demonstrated through: inspiring confidence, trust and commitment; focusing efforts; enabling individuals and groups; reinforcing the right behaviours; and helping individuals and groups to learn. Leading is most importantly ensuring the right leadership contribution is made in the current and changing circumstances. This may well involve allowing others to take a lead when their leadership abilities in a specific area are stronger than one's own.

Key things to remember when reading your report

Particular personality characteristics are helpful for some tasks but potentially unhelpful for others; for example, being caring and easy-going facilitates relationship building but may create a barrier when a leader is required to manage poor performance, an important aspect of delivering results. Take a moment to think about heptathletes. They have to run, jump and throw in seven events and their training causes them to compromise their running for their jumping, their jumping for their throwing and so on. The consequence is that seldom is a world record held in any one of the seven events by a heptathlete. The exception is the long jump but that is already the fusion of two of the seven events (running and jumping). To put it more memorably: consider the duck. Ducks can walk, fly and swim, but they do none of these things very well. If you try to excel at all the tasks of leadership, you are unlikely to excel at any. This report will help you to identify areas in which you are naturally likely to succeed and areas in which you may require some support.

However, it is important not to view your personality as a constraint to your leadership; rather, view it as a set of characteristics that naturally dispose you to some tasks more than others. That's not to say that you can't develop in areas to which your personality is not well suited, but this is likely to require deliberate effort; for example you may not be naturally creative, intellectually curious or able to step back and see the bigger picture (characteristics that are all helpful for setting strategic direction) but

your strategic contribution could be enhanced by increasing your knowledge of the market and enhancing your analytical skills. You may find it helpful to think of personality as the hand of cards that you have been dealt. How you choose to play those cards is up to you. You can develop skills that help you to play your cards in the way that suits you best. Another tactic is to work closely with those who are better suited, personality-wise, to areas of leadership to which you are less well suited. This will then give you the space and time to focus on areas where you are naturally likely to do well.

Decades of leadership research by Gallup have consistently found that the most effective leaders are seldom complete but the most effective leadership teams are. Leadership is a team sport; individually team members have a unique contribution to make but it is only through collaboration and team complementarity that impact is strongest. Creating a leadership team approach will enable you to play to your own strengths and 'outsource' weaker areas to other team members.

Structure of this report

The report has three sections:

Section 1: A snapshot of your leadership appetite, contribution and effectiveness

Analysing your scores on the five factors of personality, we can give an indication of how strongly oriented you are to leadership, the leadership contribution your personality is best suited to, and the way your personality may increase or reduce your effectiveness as a leader.

Section 2: Your personality and leadership

We discuss the extent to which your personality predisposes you to becoming effective in performing the seven leadership tasks contained within the Primary Colours Leadership Model, and how well you are likely to cope with pressure and the stresses and strains of leadership.

Section 3: Next steps

Here we encourage you to consider the implications of your personality for you as a leader, for the teams in which you work, and for your organisation.

Section 1: A snapshot of your leadership appetite, contribution and effectiveness

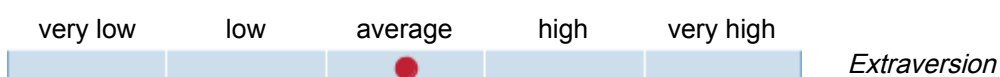
In this section, we look at how aspects of your personality influence three broad aspects of leadership. These are:

- Appetite – natural inclination to take the lead (irrespective of actual leadership capability)
- Contribution – the kinds of leadership thinking and information processing that come most naturally
- Effectiveness – how operational style and patterns of emotions help or hinder accomplishment of results.

1.1 Your appetite for taking the lead

‘Appetite for taking the lead’ is here defined as the temperamental predisposition to engage in behaviours which place one at the centre of activities. Higher frequencies of such behaviours tend to be associated with higher levels of extraversion. However, having an appetite for taking the lead does not in itself imply leadership effectiveness. Indeed, recent research (Grant et al., 2011) suggests that the relative impact of extraverted and introverted leadership styles on group performance is mediated by the characteristics of the people being led. For this reason, after reading the following analysis of your level of extraversion and what drives it, you may find it useful to reflect on the following:

- With what sorts of people and in what situations might it be advantageous to hold back more than usual?
- With what sorts of people and in what situations might it work better for you to take a more central role than usual?



Your overall score on extraversion is within the average range. The manner in which this impacts on your leadership style will depend on how you invest your energy in the external world: how you channel it in terms your interpersonal focus, pace of activity and positive attitude.



Investing energy in the interpersonal arena is important since leaders must work with and through

people to achieve results. You engage with people on a personal level to the same extent as most. When it comes to getting your opinions heard, you are not reticent in expressing yourself but you do not impose your views on others; you are prepared to listen too.

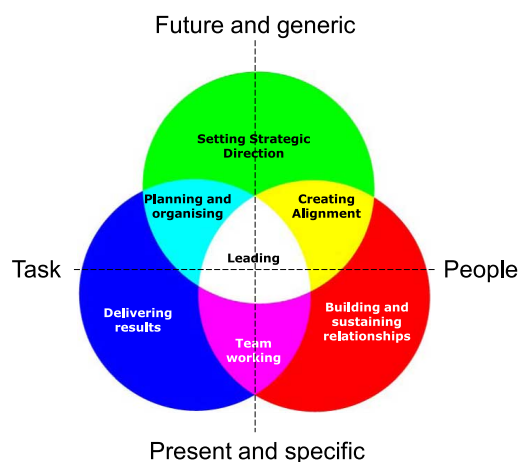
Personal energy is also important in leadership. Your responses suggest that your pace of work, action orientation and sense of time urgency are at a typical level compared to the reference group used to interpret your results. You are likely to be as fast paced and action oriented as most.

Demonstrating a positive attitude as a leader is integral to motivating the people you are leading. Your responses suggest that you are generally 'can-do' in your attitude and optimistic about what can be achieved but not overly so; you are likely to impact on others as 'realistically' positive.

1.2 Your leadership contribution

The Primary Colours Model can be cut according to two dimensions which help to highlight your leadership contribution:

- Future/generic (high openness) vs. present/specific (low openness)
- Task orientation (low agreeableness) vs. people orientation (high agreeableness).



Pendleton (2003)

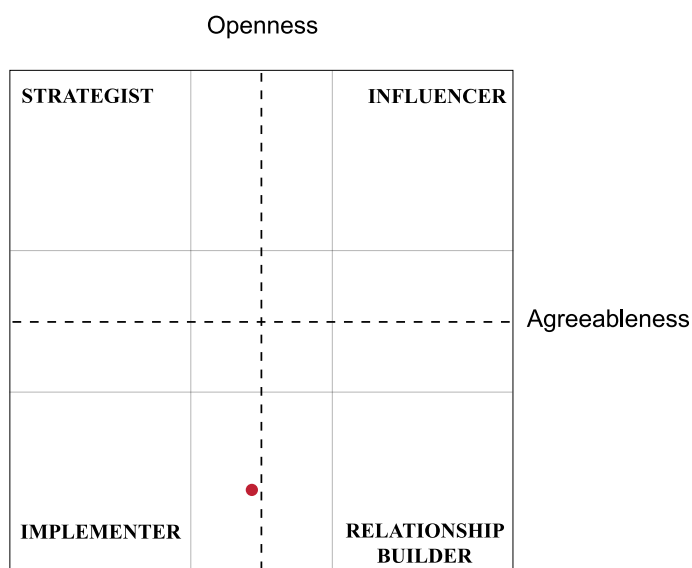
This suggests that there are four different types of leadership contribution: the Strategist (high openness and low agreeableness), the Implementer (low openness and low agreeableness), the Relationship Builder (low openness and high agreeableness) and the Influencer (high openness and high agreeableness).

- The Strategist looks to the future, challenges the status quo and is typically creative, long-term focused and 'big picture' in outlook.
- The Implementer is delivery oriented, focuses on achieving today's results, challenges others to deliver and injects pace and urgency into performance.

- The Relationship Builder is people oriented, seeks to build networks and communities, and tends to form relationships easily.
- The Influencer looks to the future, remains conscious of the strategy for the business and uses interpersonal skills to persuade and influence others to secure their buy-in and commitment to the strategy.

The combined influence of two of the five broad personality factors (openness and agreeableness) gives an indication as to which of the four types of leadership contribution your attitudinal style is most suited for. If you are high on openness, this suggests that you have broad interests, that you like to explore novelty and that you are oriented towards the big picture. Low openness suggests a stronger focus on the present with a preference for pragmatic details and tried and tested methods.

The agreeableness domain adds to the insights provided by your score on openness by giving an indication of the extent to which you involve other people in your decision-making. Highly agreeable individuals focus on others. They take account of the perspectives and concerns of other people. People who score low on agreeableness tend to be less concerned with consensus. They take less account of the perspectives and concerns of others, tending to arrive at independent decisions based on their own tough-minded analysis.



Broadly, your attitudinal style is best described as present-focused combined with a balanced approach regarding your relative orientation to tasks and people. Your responses suggest that you prefer to focus on what is immediately necessary and that you make decisions based on concrete proven facts. The judgements you make are influenced by the views and concerns of other people but not unduly so.

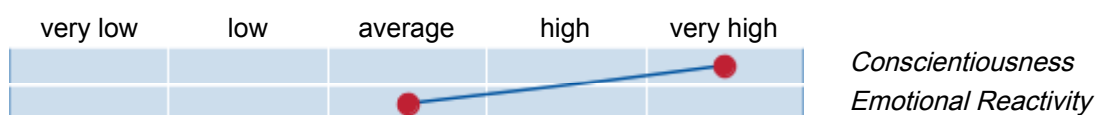
In terms of your leadership contribution, this attitudinal style suggests that your greatest compatibility falls between 'implementer' and 'relationship builder'. The extent to which you actively contribute as an implementer and/or a relationship builder will further depend on other aspects of your personality, such as the energy you bring to tasks and interpersonal relationships as well as how you channel that energy into accomplishment. The impact of these other aspects of your personality on your leadership contribution is explored in more detail in Section 2 of this report. The tasks of particular relevance to the leadership contribution of the implementer are 'Planning and Organising' and 'Delivering Results'. The tasks of particular relevance to the contribution of the relationship builder are 'Building and Sustaining Relationships' and 'Team Working'. Section 2 also discusses how your personality supports you in achieving each of the other three leadership tasks delineated by the Primary Colours Model.

1.3 Your likely effectiveness as a leader

We can get a sense of how effective a leader you are likely to be by considering how conscientious you are and how emotionally resilient or reactive.

Conscientiousness is the differential between the potential to achieve and actual achievement. Highly conscientious leaders have a strong sense of purpose and are driven to accomplish results. Low conscientiousness is associated with lower levels of accomplishment. Being conscientious, in the sense defined and measured here, is not just about 'putting in the hours' or approaching tasks in a systematic way. It is also about being oriented to particular goals, wanting to succeed and having self-belief. In these ways, high levels of conscientiousness can enhance your effectiveness as a leader.

Emotional resilience or reactivity indicates a person's likely threshold for experiencing pressure and how they are likely to react emotionally and behaviourally. As defined and measured here, this dimension is a continuum from higher resilience at one end to higher reactivity at the other. People with higher emotional resilience tend to be more able to 'take things in their stride'. People with higher emotional reactivity more frequently experience a range of emotions such as anxiety, despondency or self-consciousness (among others) which have in common that they arise from negative interpretations of events or situations. Higher levels of emotional reactivity don't always detract from effective leadership but can mean that effective leadership comes at a greater emotional or physical cost. An important first step in managing such emotions is recognising them when they occur.



Your level of conscientiousness is very high compared to the reference group used. This suggests that you have a strong drive to achieve results and will show behaviours compatible with accomplishment.

Your responses suggest that you feel as much positive emotion as most people and that you believe

in yourself. The overall frequency of your more negative emotions and the frequency with which you experience them is also average compared to the reference group. This average overall level of negative emotion does not appear to detract from your output. Your overall score on negative emotions is derived by summing your scores on a range of more specific negative emotions; it can be useful to explore these individual scores to get a clearer idea of how your emotional pattern affects particular aspects of your effectiveness. The pattern that emerges is as follows:

- Your general tendency to worry about what might go wrong is higher than is typical but this seems to drive you to avoid failure rather than detracting from your accomplishment of results. However, apprehension can increase the emotional cost of accomplishment for you. The important thing here is to distinguish between apprehension that allows you to identify those things that can be pre-empted and controlled, and apprehension about things that are out of your control. The former contributes to ensuring results are achieved while the latter depletes energy.
- You describe yourself as someone who feels generally at ease in social situations. You are likely to feel comfortable in the social spotlight when attention is focused on you.
- When setbacks occur you are likely to be appropriately self-critical in reviewing what you could have done to avoid the setback, rather than feeling too despondent or getting stuck in a down frame of mind.
- You have an average level of willpower: you don't give in too easily to your impulses, but sometimes, like most people, even knowing that a course of action or behaving in a particular way will be self-defeating, you may do it anyway.
- Your general vulnerability to stress is below the level that is typical of the reference group, suggesting that you see yourself as more capable than most when it comes to handling pressure.
- You describe yourself as slow to anger or to become irritated with other people.

Section 2: Your personality and leadership

This section discusses the extent to which your personality helps you to develop the capability to perform the seven leadership tasks defined by the Primary Colours Model and to cope with the pressure that senior professionals often have to face. Some personality facets will be discussed more than once. This is because some personality facets are relevant for different aspects of leadership; for example, being organised and self-disciplined is relevant for planning and organising and also for delivering results.

There may be some aspects of the analysis that don't immediately resonate with you. Although personality is a strong predictor of behaviour, we modify our behaviour in accordance with our environment, our role and the people around us. If you can't easily relate to some parts of the description given here, it is worth reflecting on whether you have manifested such behaviour in other contexts and the extent to which you modify your behaviour as a function of the culture within your organisation, the teams you work in and your role.

2.1 Setting Strategic Direction

The task of setting strategic direction incorporates the formulation of views on what the organisation's strategy should be and contributing those views to the general strategic debate.

Three aspects of your personality are important for developing your effectiveness at setting strategic direction:

- i. Your openness to the potential inherent in new ideas and ways of doing things;
- ii. How you deal with complexity and ambiguity;
- iii. How you articulate your views when contributing to the strategic debate.

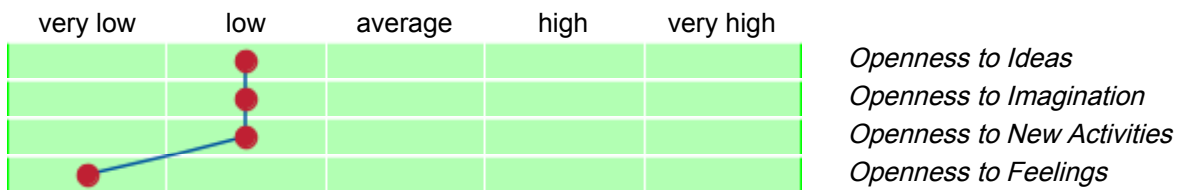
Below we explore each of these aspects in more detail.

Note: Your level of intellectual reasoning will also impact on your effectiveness in this leadership task but this is not measured by the questionnaire you completed. Your intellectual ability will impact on the quality of the output while your personal style impacts on how you approach the process of arriving at the output.

i. Your openness to the potential inherent in new ideas and ways of doing things

Formulating strategic direction requires making sense of the current situation and openness to the potential inherent in new ideas or methods combined with objective evaluation of these. It requires an orientation to acquiring new knowledge and the capacity to spot relationships between factors both

external and internal to the organisation. Openness to the implications of strategic change is also important.



Your responses suggest that you don't derive much satisfaction from theoretical discussions or exploring the possibilities inherent in unproven ideas. You like to focus on proven methods with relevance to what needs to be done now. You don't see yourself as a particularly imaginative person. You focus on the here and now attending to practical issues and concrete results.

Generally, you report less inclination than is typical for the reference group to introduce change to the way things are done on a practical level. You are not particularly drawn to trying out new activities or changing the way you do familiar things. Some things on which you might find it useful to reflect are:

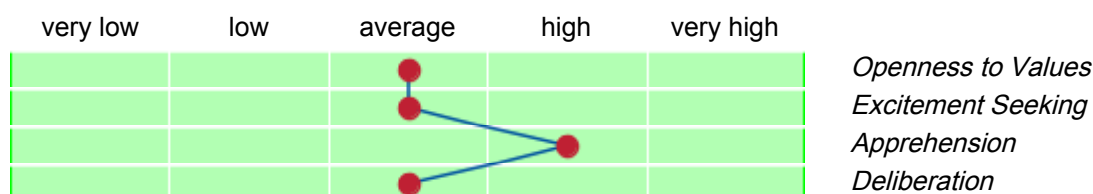
- How does your disinclination to try new activities or change the way things are done impact on your own contributions to debate and your reaction to the contributions of others?
- When has your disinclination to enter theoretical debates to explore new or untested ideas proved to be a disadvantage in your work?
- When have your contributions or your suggestions been rejected or disregarded? What were the weaknesses in the case you were presenting?

An additional aspect of personality that impacts on how you contribute to the strategic debate is your inclination towards an objective analysis of the facts as they are, whatever your feelings about them. You tend to receive and evaluate ideas in an unemotional way. Your interpretation of information is unlikely to be influenced by your emotions. While this increases your objectivity, it is important not to ignore the usefulness of the less tangible aspects of decisions and situations, which may be accessible only by listening to and gaining insight from your own and other people's instincts and feelings.

- It might be useful to reflect on times when ignoring your own or other people's intuitive feelings has been detrimental to the outcome of a decision about how to go forward.

ii. How you deal with complexity and ambiguity

In today's dynamic, diverse and highly complex world organisations face higher levels of ambiguity than ever before. The extent to which you are prepared to review your own values and those of your organisation will be important here as will your attitude to risk taking and how you calculate the risk in particular courses of action.



Regarding the values that underlie your own approach and those of your organisation, you are as willing as most to question and examine these in the context of a fast changing, increasingly diverse and complex world.

- What values are most important to you?
- Which of your values would you not be prepared to compromise?
- In what ways have your values changed over time and how has this impacted on your approach to work?

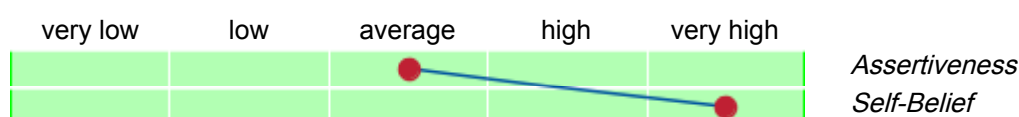
A second important aspect of dealing with the complexity of today's business environment is a willingness to take calculated risks that disrupt existing business models and capitalise on new ways of doing business to increase competitive edge. You are no more averse to risk than most people in the reference group. The way in which you calculate the risks you are prepared to take in your strategic decisions will depend on the extent to which you fully think through the potential gains and losses from taking the risk.

The extent to which you think things through before you form an opinion or take action is typical of the reference group. However, you have a tendency to worry more than most about what can go wrong with a course of action, so that you may focus more on the potential losses than on the potential gains. It might be useful to reflect on the following:

- How has your tendency to worry about the downsides of a course of action caused you to reject that course of action? When have you regretted that?
- Think of an example of a risk you took that turned out to be unwise. What did you miss when you were evaluating the wisdom of taking the risk?

iii. How you articulate your views when contributing to the strategic debate

In addition to your style of thinking and your comfort in dealing with risk and ambiguity, taking responsibility for setting strategic direction also requires faith in yourself and having the confidence to contribute your ideas to the strategic debate.



You have faith in your own capability seeing yourself as an effective and prudent problem-solver and you take responsibility for your own decisions.

In the way that you express your views you are as assertive as most but you don't impose your views in an overly forceful way; you are prepared to let others have their say and to defer to someone else's opinion when it is appropriate to do so.

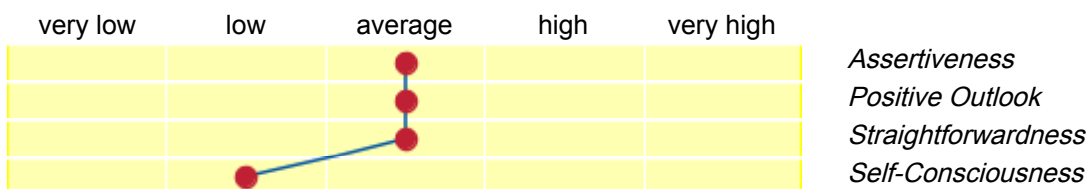
2.2 Creating Alignment

This is about your capability to secure understanding of and commitment to the organisation's vision, mission and strategy. The same capability supports the building of commitment to programmes and initiatives. Creating alignment is about influence and persuasion whether individually, in teams or in larger groups.

Here we explore three key aspects of personality that can work for or against the potential to develop effectiveness at this task:

- i. Impact – the energy, enthusiasm and diplomacy with which you express yourself;
- ii. Clarity – how effectively you organise your thoughts into an understandable business case;
- iii. Interaction – how you engage people, including how you respond to resistance or disagreement.

i. Impact

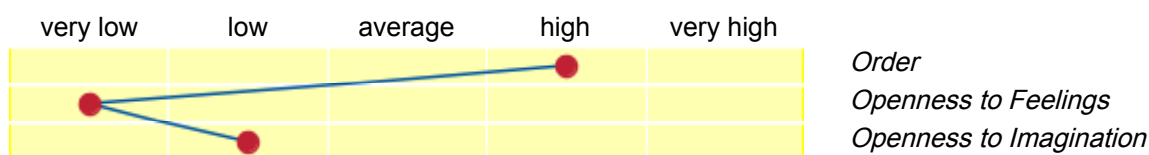


Compared to the reference group you are as optimistic in your outlook as most. In your efforts to secure commitment to new initiatives, you will come across as generally upbeat and enthusiastic in your style of influence but without giving the impression of not having given enough consideration to what might potentially block success or how to limit the damage from what might go wrong.

You are typical of the reference group in terms of the forcefulness with which you express yourself. Generally, when it is appropriate to state your opinions you don't hold back from doing so, but nor do you dominate the conversation; you let others have their say too.

You are as straightforward as most in the way you communicate. You will be mindful of what information to share and what information needs to be held back in the interests of diplomacy or negotiating power but not to the extent of allowing politics to compromise your authenticity.

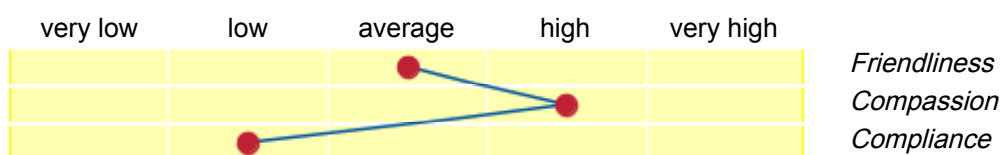
ii. Clarity



When you are putting together a business case you will be systematic and methodical in gathering the information you need to construct your arguments. You focus on practical aspects, immediate necessities and concrete outcomes. The combination of your organised approach and your focus on practicalities will increase the ease with which other people are able to follow your train of thought and the clarity with which they understand the actualities of how changes will impact.

Your responses suggest that you are more objective than most in the way you analyse and view things so the way that you present your business case is unlikely to be influenced by your personal feelings about the information at your disposal.

iii. Interaction



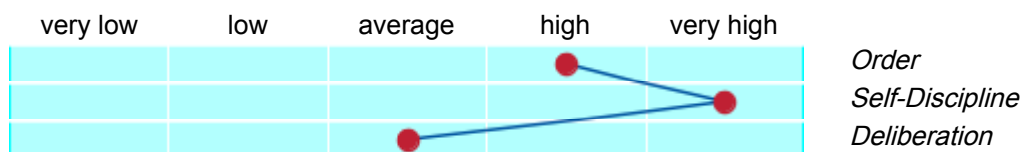
In terms of the energy you invest in establishing rapport with other people, you are typical of the reference group. You are as likely as most to chat informally and draw people out about themselves. You are a compassionate person who is sympathetic to the concerns of others. These characteristics are conducive to encouraging people to raise questions and air their feelings so that you get the opportunity to address any misgivings people may have about a proposal.

You are not fazed by interpersonal conflict. You are prepared to directly confront contentious issues and will stand your corner in defending your perspective on such issues. Your defence of your perspective will be the better for the fact that you give time to engaging with other people in terms of getting to know them and drawing them out about their concerns.

2.3 Planning and Organising

The task of planning and organising lies at the intersection between the strategic and operational domains. The higher level the plans, the more they are part of the strategic level. The more they are broken down into tasks and objectives and the more short term they are, the more they are part of the operational domain. Wherever the task resides it is about putting structures and processes in place

that keep people focused on priorities and clear about how to deliver the organisation's goals.



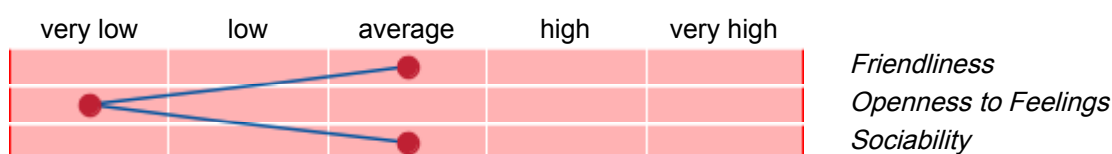
You are organised, systematic and methodical. You give as much thought as most to anticipating the consequences of particular courses of action and how to limit the damage of any potential blocks to success. Thus, you are likely to construct your plans with sufficient forethought, adaptability and speed to avoid missing opportunities.

You focus on following through to completion of plans despite difficulties or distractions.

These characteristics suggest that you will effectively transform goals into plans of action and you will effectively monitor progress.

2.4 Building and Sustaining Relationships

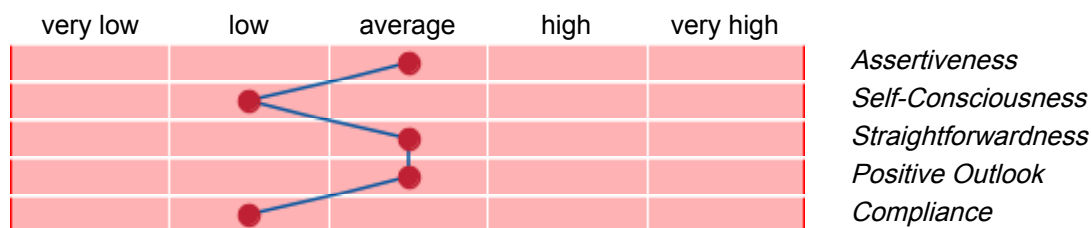
This task is about forming robust and effective relationships with key stakeholder groups. It lies squarely within the interpersonal domain. This includes building and maintaining trust, credibility and goodwill. Below, we explore your specific strengths and weaknesses with regard to effectiveness at this leadership task.



Compared to the reference group you invest as much energy as most in getting to know people by chatting informally to them and establishing rapport.

You are as likely as most to embrace opportunities for networking but you like to achieve a balance between the time you spend socialising in large gatherings and the time you spend alone or in one-to-one meetings.

You are a highly objective person and this will be apparent in the way you respond to others. While you might acknowledge any expressed feelings, more subtle emotional messages that indicate unexpressed feelings or inconsistency between what is said and what is felt may go unnoticed by you. In this way, despite your friendliness and the attention you pay to people, your understanding of them can lack insight at an emotional level.



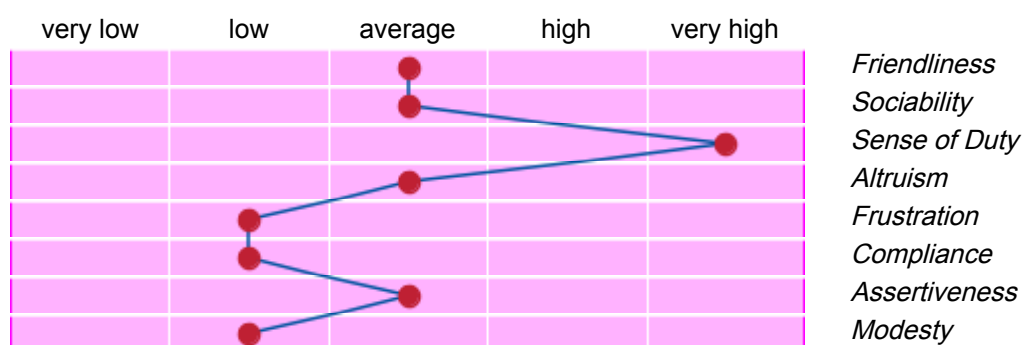
You are as assertive as most and so will initiate contact with others rather than waiting for them to come to you. You have a high level of social confidence so you are likely to come across to others as poised and comfortable when in the social spotlight.

You are as diplomatic as most in the way you manage your relationships and you come across as being optimistic without being unrealistic in terms of what is possible.

You are a competitive person who likes to win so that when interpersonal conflict arises you are disinclined to back down from your position or to compromise just to keep the peace. When confronted, you will stand by your arguments unless you are genuinely persuaded by an alternative point of view to your own.

2.5 Team Working

The leadership task of team working lies at the intersection between the operational and interpersonal domains. It requires the capacity to commit to team goals, to both challenge and support team members, and to accept interdependencies and make them work.



You have a typical level of interest in getting to know people. As a team member you enjoy small-talk as much as most, but you balance this interest with keeping a focus on the task at hand.

Your very strong sense of duty is combined with an average level of willingness to be helpful and assist others in resolving problems. These characteristics suggest that you will be committed to

playing your part in working towards realising the team's goals without letting your involvement in the work of others conflict with achieving your own priorities.

You are slower than most to get frustrated or angry with other people when things don't go in the right direction; you are less likely than most to apportion blame when things go wrong. However, you are not fazed by other people's frustration. You deal patiently with interpersonal conflict and contentious issues in order to reach a resolution.

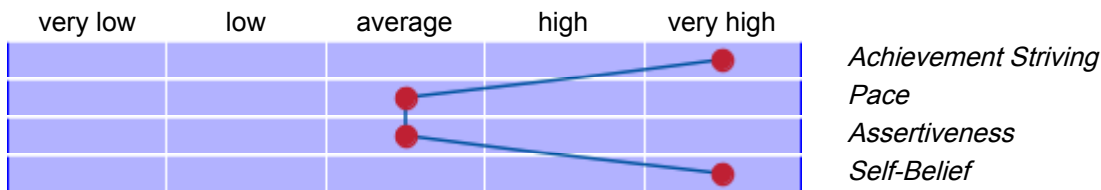
You are as assertive as most in putting forward your views to the team. You will listen to the opinions of others and defer to these when it is appropriate to do so. That said, you may be inclined to oversell your potential or actual contributions to the detriment of giving credit to others where it is due. With this in mind it might be useful to give some thought to those teams of which you are currently a member and reflect on the following:

- What is missing from the team when you aren't there and who else in the team, with encouragement from you could fulfil this contribution?
- What do other members of the team bring to the table that you don't? In what ways do you acknowledge these contributions and how do you encourage more of the same?

2.6 Delivering Results

This task is about driving individuals, teams and organisations to deliver the results they need to achieve. This involves overcoming opposition and injecting pace and urgency into performance. It has a hard edge of insistence and assertion and a strong will to succeed. Here we explore three aspects of personality that bear on effectiveness at delivering results:

- i. Energy and determination – this includes your drive to succeed, your pace of working, and your willingness to take the lead and push others to deliver;
- ii. Scheduling and follow-through – this includes your capacity to be organised, methodical and self-disciplined in working towards your goals and objectives;
- iii. Response to pressure – how you respond to pressure and change will impact not only on the faith and trust your team have in your leadership but also on your own wellbeing and capacity to remain productive.

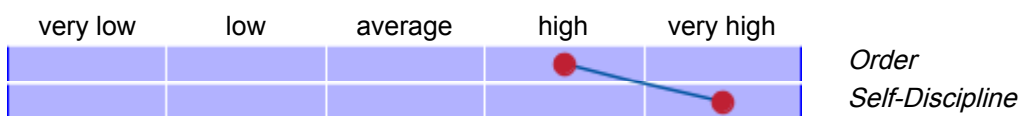
i. Energy and determination

You are highly ambitious – you strive to do better than your own personal best. You work hard to achieve your goals. Your ambition will drive you to deliver on objectives that matter to you and which fit with your personal goals.

You are typical of the reference group in terms of your pace of working and your sense of time-urgency. In this sense you are likely to be discerning about what is urgent and what is not when establishing priorities.

You don't hold back from taking the lead. You assert your views and take the reins to the same extent as most but you don't over-control things; you let other people have their say and are willing to defer leadership to others when it seems appropriate to the situation.

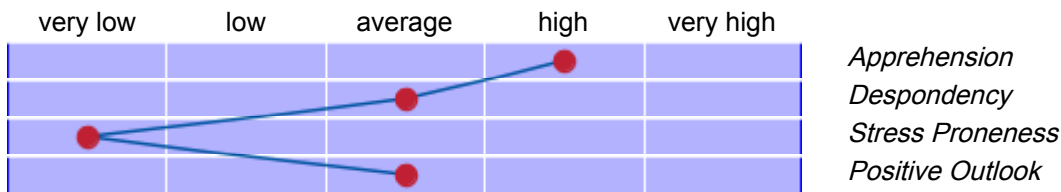
You have a very strong belief in yourself: a sense that you are a capable and sensible person in the way you deal with work and life generally. You take the view that achieving desirable outcomes is the direct result of effort rather than being down to luck or other situational variables.

ii. Scheduling and follow-through

You are personally organised, systematic and methodical. You plan how to achieve your goals set time-lines, monitor progress of tasks and provide clear instructions to colleagues. But you are not so inflexible in your planning that you are thrown by unexpected events.

You are highly self-disciplined. You have the temperament to motivate yourself to follow through to completion of tasks despite distractions or boredom. You do what needs to be done.

iii. Response to pressure



Through the questionnaire you were asked to report the frequency or intensity with which you feel different types of emotions. This section is not about the extent to which you outwardly express these emotions but rather your internal experience of them.

You report experiencing positive emotions with broadly the same intensity as do most people, suggesting that you are generally optimistic in your outlook. Your responses suggest that you are no more likely than most to feel despondent, dejected or discouraged, and that you perceive yourself to be more than capable at handling stressful situations. Nevertheless, you describe more feelings of anxiety and apprehension than is typical for the reference group. Anxiety can have an upside if it drives you to be prepared for potential problems. However, while the overall pattern of your results suggests that your anxiety does not reduce your capacity to cope, it may be worth thinking about what underlies your anxiety when it occurs.

Becoming more conscious of the thoughts, attitudes, or beliefs that underlie anxiety and apprehension is the first step in learning to manage these emotions. It is the thoughts we have about events rather than the events themselves that influence our emotions, but often these thoughts are so automatic that we aren't conscious of them. When we deliberately focus on our automatic thoughts about events or situations, we become able to identify self-defeating attitudes or beliefs and challenge them so that they lose their power.

2.7 Leading

We have so far considered the extent to which your temperament is compatible with developing competence in six of the seven key leadership tasks that fall within the three domains of the Primary Colours Model; the strategic domain, the interpersonal domain and the operational domain. These domains are not independent of each other – they overlap. At the point where the three domains overlap is the seventh task: 'Leading'. This lies at the heart of the Primary Colours Model and is core to the rest because it is about balancing and co-ordinating the other leadership contributions. Developing effectiveness at leading requires the capacity to:

- i. **inspire** people without overwhelming them;
- ii. **focus** on prioritising and planning without being rigid;
- iii. **enable** people to take initiative – without appearing to abdicate responsibility, and

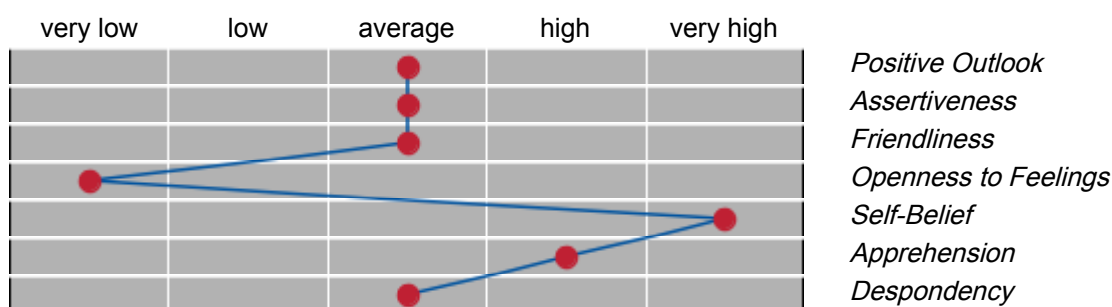
reinforce and sustain good performance without creating a climate where external rewards are seen as the primary motivation for working;

iv. **learn and reflect** without allowing learning and reflection to drift into ‘paralysis by analysis’.

As you will know, having reached this stage of the report, the aim of the Primary Colours Model is to encourage the creation of a leadership team rather than vest responsibility for all leadership tasks in one person. Therefore it is important to identify which of the five behaviours relating to the task of leading are supported by your temperament so that you can concentrate on these while encouraging others with different strengths to provide other aspects. Where you have strengths there is still likely to be fine-tuning to be done so below we consider in more detail your compatibility with each of the five behaviours associated with leading.

i. Your capacity to inspire

To galvanise and inspire people, leaders must be inspired themselves. They must connect with and appeal to both hearts and minds in order to get buy-in to their ideas. This requires passion and it requires that people have confidence in your leadership; that they see you as trustworthy, competent, caring, consistent and courageous.



You don't see yourself as someone who is particularly exuberant or who inspires people with outward displays of enthusiasm or personal excitement with your organisation's plans. Nevertheless, you are as positive and optimistic as most. This average level of optimism suggests that you will be seen as being realistic about the possibility of success and people will have faith in your realism in terms of your capacity to anticipate blocks to success and how to limit the damage of these.

Your average level of assertiveness means that you will be willing to let others have their say so that you won't intimidate people or shut them down by being overly controlling. At times though, people may look to you to give stronger direction than you are temperamentally inclined to do.

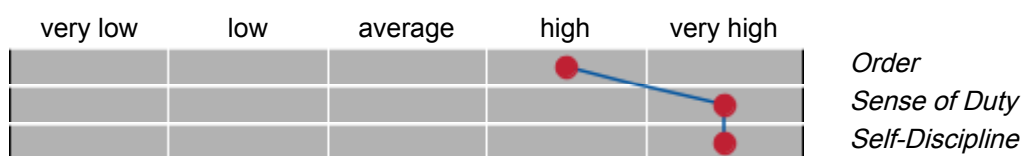
You invest an average amount of energy in getting to know others: enough to make them feel that you are interested in them without overdoing it to the extent of allowing small-talk to become intrusive or detract from task achievement.

You are a person who focuses on the facts and their implications rather than allowing feelings or gut instincts to sway your analysis or the decisions you make. This is an asset when a situation requires a high level of objectivity – for example when decisions are likely to be unpopular or have harsh consequences for others – and the interest you show in other people at a personal level will cushion any negative impact from any necessary tough messages.

You see yourself as competent and well-prepared to deal with life although you worry more than most about things that might go wrong. When you are actually faced with setbacks you can feel discouraged but you get back on track as quickly as most people. Your strong self-belief can be inspiring but if taken to extremes can lead you to appear to others to be unaffected by their views and opinions. Because of your belief in yourself you may fail to justify your actions to others as much as they would like.

ii. Your capacity to focus

Inspiration by itself isn't enough. The leadership team must be clear where people need to focus their efforts for maximum effect.



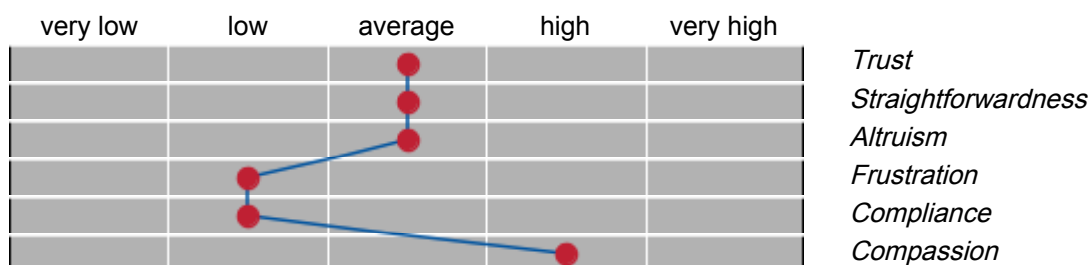
You place importance on personal organisation and will systematically transform goals into clear plans which you will monitor for progress and quality of work. You may need to watch that you don't become too preoccupied with minor details and that you retain enough flexibility to deal with unexpected events that disrupt your schedules.

Your strong sense of duty drives you to align your own activities with organisational demands and to fulfil all your commitments as well as, sometimes, those commitments that others have failed to meet. Be careful that your sense of duty to others does not cause you to neglect your duty to yourself.

You are highly focused and will follow through on tasks despite obstacles or distractions. Indeed, you may err on the side of seeing a task through to completion when it might be more appropriate to abandon it.

iii. Your capacity to enable and reinforce

Once clarity about where to focus effort has been achieved, people must be enabled to do what is required. Moreover good performance needs to be rewarded and poor performance addressed.



You are as concerned as most with the welfare of others and will give reasonable practical assistance to those in need of help. Your support has the potential to empower people to overcome obstacles and be the best they can be as long as you ensure that you don't solve their problems for them but rather coach them to do it themselves.

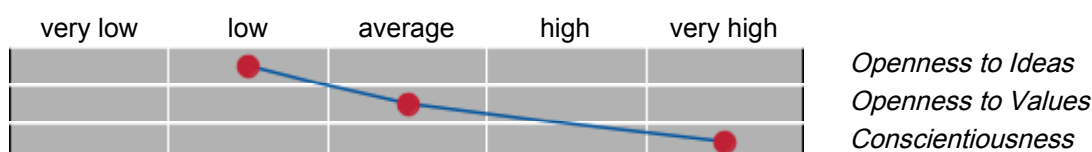
You tend to assume that people are generally well-intentioned and that you can rely on them for support. However, you are not blind to the reality of hidden motives and the fact that people play political games sometimes. When there are real grounds for concern about a person's underlying intentions, you will be alert to them, but generally you take people as you find them.

You are likely to be as aware as most people of the need for diplomacy in how you express things but you are not one to play political games.

When dealing with poor attitudes or inadequate performance you keep your patience with people. Where there are genuine extenuating circumstances you will be sympathetic and show compassion but you will confront and resolve issues with firmness so that those who don't play their part will be very clear that this is unacceptable.

iv. Your capacity to learn and reflect

Building the capability for learning and reflection better equips the organisation to deal with new challenges and changing markets. If leaders are to create learning organisations they must demonstrate their personal commitment to a learning culture by being prepared to challenge the status quo and channel what is learned into accomplishment of concrete results.



You are as accepting as most of diversity in the values and beliefs held by others; as willing as most to reflect on and re-examine your own social or political values as well as those held by authority figures. That said, you aren't particularly interested in theoretical discussion or debating issues in the abstract; you are more interested in considering how the results of your reflections are relevant to the way you, your team or your organisation go about making things happen and achieving results.

Section 3: Next steps

This report has discussed aspects of your personality in the context of the seven leadership tasks contained within the Primary Colours Model. We encourage you to consider the implications of this analysis for you as a leader and for the teams in which you work. Take some time to reflect on the themes in the report and then answer the following questions:

- What type of leadership tasks is your personality particularly well suited to?
- To what extent are you currently playing to these strengths? How well do they match your current leadership challenges?
- How can you create opportunities that allow you to play to them more?
- What type of leadership tasks is your personality not well suited to?
- Thinking about the teams in which you belong and your colleagues, can you identify anyone who seems especially good at the tasks for which your personality is not well suited?
- How can you create opportunities that allow you to collaborate with these colleagues more?
- What are your development goals?
- To pursue your development goals, what action plan do you intend to implement?
- In twelve months from now, how will your progress in these areas be noticeable?

The analysis in this report is based on how you see yourself according to your responses to the questionnaire you completed. To further understand the compatibility between your personality and the various tasks of leadership it can be useful to have what is called a '360 degree assessment' where peers and colleagues rate what they see as your level of effectiveness at the seven leadership tasks delineated by the Primary Colours Model. When you have your 360 ratings you will be able to populate the table below.

	360 WEAKEST AREAS	360 STRONGEST AREAS
PERSONALITY HELPS	Potential strength Work ON	Natural strength Work WITH
PERSONALITY HINDERS	Resistant limitation Work AROUND	Fragile strength Work ON

You will then be able to identify the following:

- Natural strengths: Your personality is suited to these aspects of leadership and you are good at them. You should work WITH your natural strengths.
- Potential strengths: Your personality is suited to these aspects of leadership but you don't seem to be excelling in these areas based on your 360. You should work ON your potential strengths.
- Fragile strengths: Your personality is not especially well suited to these aspects of leadership but you are good at them according to your 360. You should work ON your fragile strengths.
- Resistant limitations: Your personality is not especially well suited to these aspects of leadership and you are not especially good at them according to your colleagues. You should work AROUND your resistant limitations, perhaps by collaborating with someone for whom they are natural strengths.

References

More information on the Primary Colours Leadership Model can be found in the following text:

Pendleton, D., & Furnham, A. (2012). *Leadership: All you need to know*. Basingstoke, UK: Palgrave Macmillan.

More information on extraverted and introverted styles of leadership can be found in:

Grant, A.M., Gino, F., & Hofmann, D.A. (2011). Reversing the extraverted leadership advantage: The role of employee proactivity. *Academy of Management Journal*, 54 (3), 528–550.