

# WHY PERSONALITY?

How Hogan assessments can help you hire the right people, identify and develop talented individuals, build better leaders, and improve your bottom line.

 HOGAN

# IN BUSINESS, THERE ARE TWO KEYS TO SUCCESS: MONEY AND PEOPLE

Our comprehensive approach to personality assessment provides the depth and detail you need to hire the right people, identify and develop talented individuals, build better leaders, and improve your bottom line.

# WHAT DO PEOPLE WANT?

Is it financial security; the opportunity to innovate; the desire to make a difference? People have **core motives, values, and interests** that affect every aspect of their lives, from what they find rewarding to their behavior and decision-making. Understanding employee values is key to creating an engaged, motivated workforce.

# MVPI | INSIDE

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## MOTIVES, VALUES, PREFERENCES INVENTORY

The MVPI identifies the core motives, values, interests, and beliefs that determine what kind of work people find fulfilling, how they fit into an organization, and what gets them out of bed and to the office each day.

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PERSONAL GOALS, INTERESTS, AND DRIVERS

WILL YOU LIKE THE JOB?

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# HOW WILL THEY GET WHAT THEY WANT?

Pilots should know how to fly, engineers should know math, and writers should know the difference between affect and effect. But career success depends on more than education, experience, or technical skill. **Bright side personality** describes the characteristics necessary for success in careers, relationships, education, and life.

# HPI | BRIGHT SIDE

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## HOGAN PERSONALITY INVENTORY

The HPI describes normal personality, or the way people behave when they're at their best. Bright-side personality predicts peoples' strengths and shortcomings, work behavior, and leadership style.

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EVERYDAY STRENGTHS AND WEAKNESSES

CAN YOU DO THE JOB?

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# WHAT WILL GET IN THEIR WAY?

Under stress, people's greatest strengths can become their biggest weaknesses. The ambitious salesperson earns a reputation as a cutthroat competitor. The meticulous accountant turns to nitpicking or micromanaging. If these **dark side personality** characteristics go unchecked, they can become crippling career derailers.

# HDS | DARK SIDE

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## HOGAN DEVELOPMENT SURVEY

The HDS describes how people behave when they are stressed or bored. These characteristics can alienate coworkers, erode relationships, and derail successful careers. When properly assessed, these behaviors can be mitigated by development and coaching.

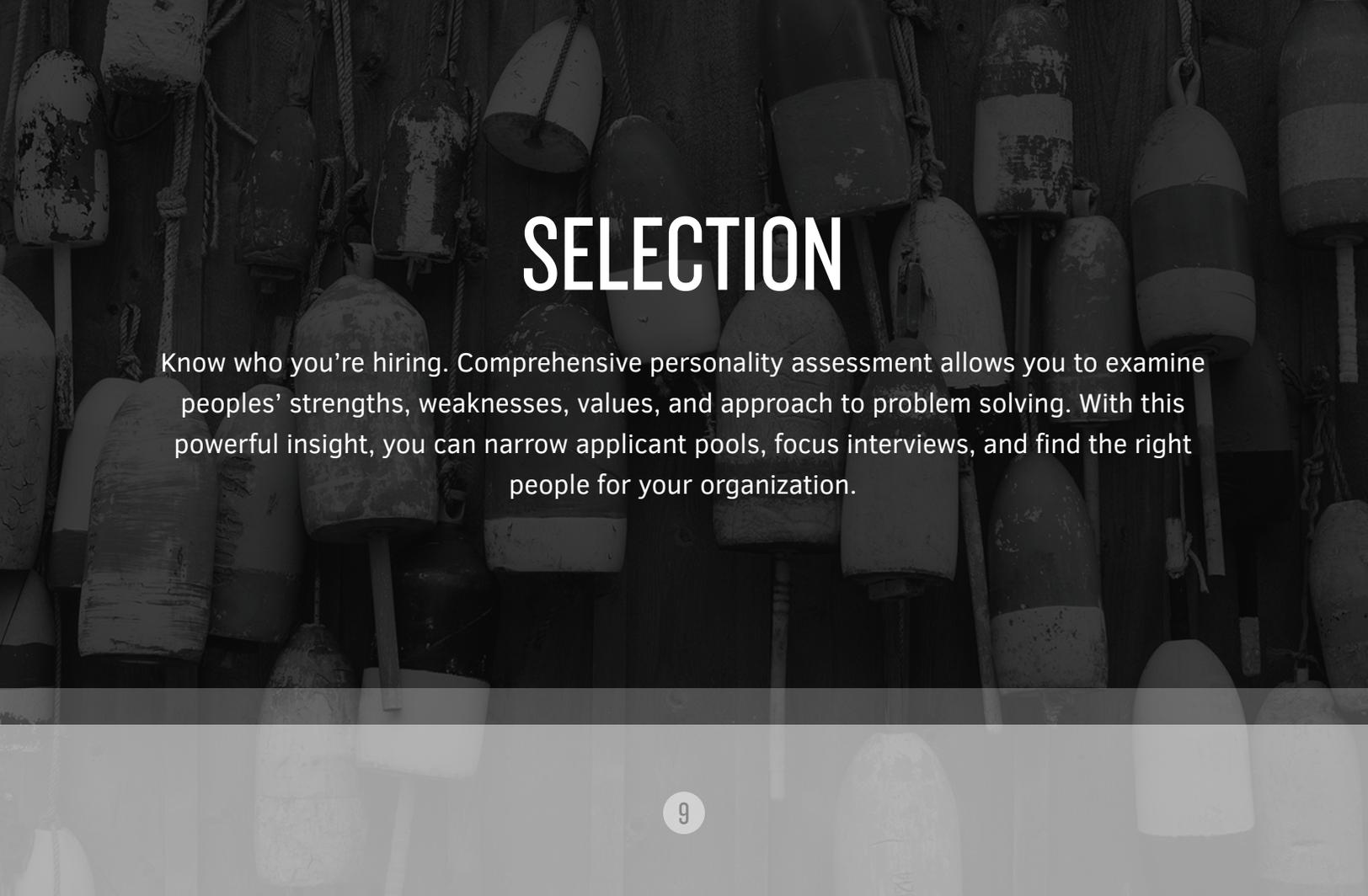
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OVERUSED STRENGTHS THAT DERAILED CAREERS

WHAT WILL GET IN YOUR WAY?

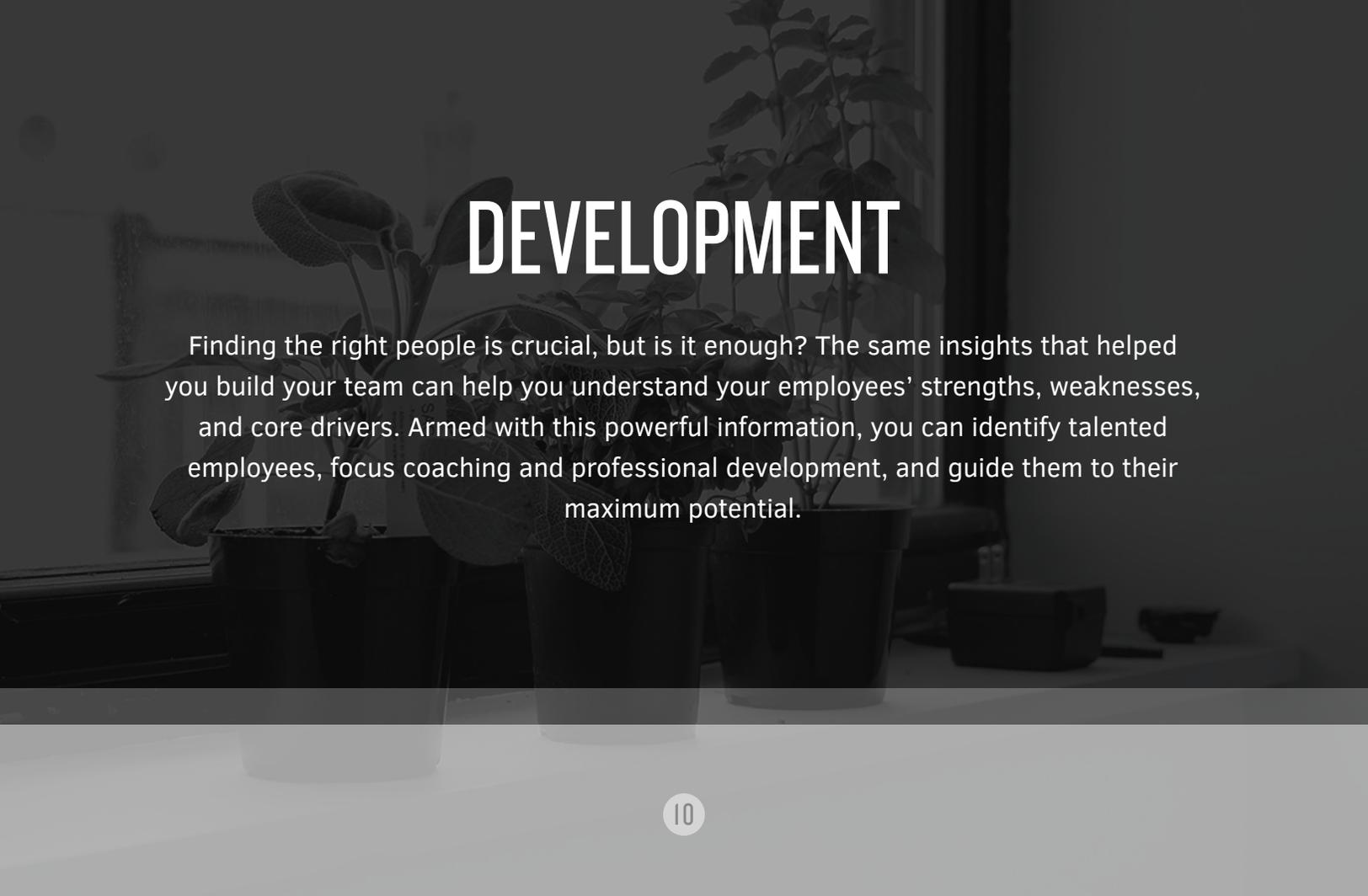
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# SELECTION

Know who you're hiring. Comprehensive personality assessment allows you to examine peoples' strengths, weaknesses, values, and approach to problem solving. With this powerful insight, you can narrow applicant pools, focus interviews, and find the right people for your organization.



# DEVELOPMENT

Finding the right people is crucial, but is it enough? The same insights that helped you build your team can help you understand your employees' strengths, weaknesses, and core drivers. Armed with this powerful information, you can identify talented employees, focus coaching and professional development, and guide them to their maximum potential.



# LEADERSHIP

Build better leaders. Our personality assessments and reports give your executives the strategic self-awareness they need to augment their strengths, work through their weaknesses, and understand how personality shapes the future of your organization.

