

# B45 Personality Assessment

Your Guide to Interpreting Ratings

## CONTENTS

<b>About Your Ratings</b>	<b>2</b>
Your Dominant Trait	2
Your Weakest Trait	2
What if My Ratings Reflect Low Confidence?	2
<b>Personality Traits (I-CASE)</b>	<b>3</b>
1. Imagination (Prudent to Curious)	3
2. Conscientiousness (Efficient to Abundant)	3
3. Agreeableness (Critical to Friendly)	3
4. Sensitivity (Keen to Resilient)	3
5. Extraversion	4
<b>Aspects of Work</b>	<b>5</b>
Collaboration	5
Communication	5
Conflict	5
Time Management	6
Decisions	6
Risk	6
Stress	6
<b>Scientific Backing / Statistical Validation</b>	<b>7</b>
Overall Model	7
Factor Markers	7
Adaptations	7
<b>Glossary</b>	<b>8</b>

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B45 Guide Version 1.2

## ABOUT YOUR RATINGS

The closer your Supporting Trait ratings are to 1 or 100, the higher the confidence should be in your assessment for that trait. For example, a rating of Critical 85 suggests high confidence your Agreeableness Type is Critical. It also means you likely reflect attributes common for people with very low (15) ratings in Friendliness. In contrast, if your Supporting Trait Rating of Critical is 55, there is lower confidence that Agreeableness Type is in fact Critical. Instead, there is a good likelihood that you reflect attributes of individuals high in both Critical and Friendly Supporting Traits.

### Your Dominant Trait

The rating furthest away from 50, also known as your rating closest to either 1 or 100, is known as your Dominant Trait. It is the trait most likely to influence your personality in most situations. It is also the trait that is most likely to remain, regardless of your awareness of it and desire, if any, to alter in any given situation.

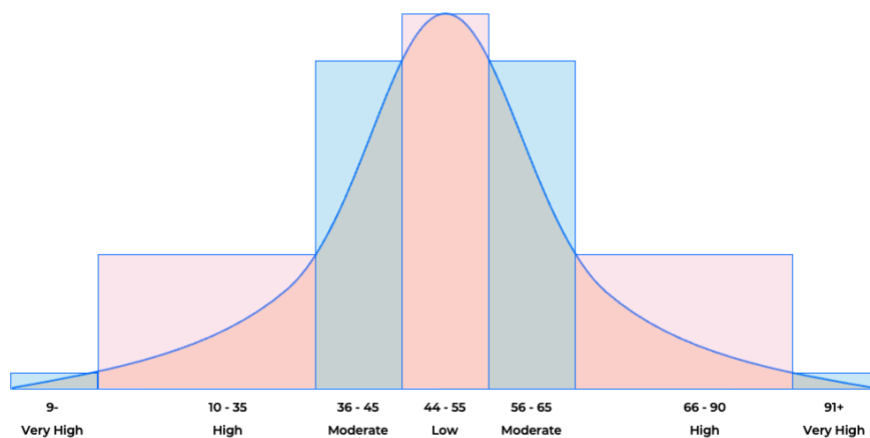
### Your Weakest Trait

Your Rating closest to 50, either above or below it, is your weakest trait. This is the Trait least likely to influence your personality in most situations. It is also the trait you will likely to find the easiest to be aware of and manage as needed, in different situations.

#### *What if My Ratings Reflect Low Confidence?*

Don't be frustrated if you find lower confidence scores. The insights from the assessment could seem to be less prescriptive. However, it may mean you reflect a more balanced approach of both Supporting Traits. In these scenarios, it helps to be aware of the attributes reflected by both Trait types for your benefit and application in the workplace with colleagues.

### Rating Confidence



# PERSONALITY TRAITS (I-CASE)

## 1. Imagination (Prudent to Curious)

Are you the type who dots every 'i' and crosses every 't', or are you brainstorming the next big thing during breaks? If you lean towards **Prudence**, you're likely appreciated for your thorough approach and reliability in following through with tried-and-true methods. You value tradition and consistency, which makes you a rock in roles that require precision and adherence to established protocols.

On the flip side, if you're more **Curious**, you're probably the spark in the team, always ready with a bag of fresh ideas and a perspective that stretches beyond the conventional horizon. You're the one who's most excited about new projects and exploring uncharted territory, which is perfect for roles in creative, strategic, and research capacities.

At home, the **Prudent** might be organizing the family photo albums by decade, while the **Curious** are throwing clothes in a bag for a road trip with only a general destination on the schedule. Both traits bring value, whether stabilizing or innovating, making every office and home a richer place to be.

## 2. Conscientiousness (Efficient to Abundant)

If you're on the **Abundant** end, you're adept at getting things done with the least fuss. Your desk might not pass a white-glove test, but your ability to prioritize and execute tasks swiftly makes you a powerhouse in fast-paced settings where agility is prized over perfection.

With **Efficient** Conscientiousness, you're likely the planner of the group, with a color-coded calendar and a plan B (and C) for every situation. You take your responsibilities seriously, making sure every detail is perfect and every deadline met. This trait shines in environments that require meticulous oversight and strategic long-term planning.

At family gatherings, the **Abundantly** Conscientious are probably hosting and mingling to ensure everyone is having a good time – regardless of the time. Meanwhile, the **Efficient** are ensuring to keep each scheduled activity on schedule, to ensure everyone can leave on time and still get a good night's sleep.

## 3. Agreeableness (Critical to Friendly)

If you're **Friendly**, you're likely everyone's favorite coworker. You bring warmth and cooperation to the table, making the workplace a pleasant and supportive environment. Your ability to empathize and mediate makes you indispensable in roles that require teamwork and client interaction.

Being **Critical**, however, means you're not afraid to challenge the status quo or voice unpopular opinions. This critical eye is crucial in roles that demand rigorous analysis and decision-making, ensuring that the team doesn't fall into complacency or overlook potential pitfalls.

At home, the Friendly are probably organizing group activities, while the Critical are ensuring that no one gets duped into a bad deal on the next big purchase.

## 4. Sensitivity (Keen to Resilient)

**Keen** sensitivity means you're acutely aware of the emotional undercurrents around you, making you a compassionate leader and a thoughtful teammate. This trait is particularly valuable in roles that require careful navigation of interpersonal dynamics, such as HR and Customer Service.

On the **Resilient** side, you handle stress like a champ, staying calm and composed even when the office coffee machine breaks down amid a crisis. Your ability to remain unaffected by emotional turbulence makes you a rock during stormy times, suited for high-pressure roles in crisis management and leadership.

In family life, the **Keen** are tuned into every nuance of a family discussion, while the **Resilient** are the go-to for handling the chaos of a Thanksgiving dinner gone wild.

## 5. Extraversion

**Solitary** individuals find their energy in the quiet corners of the workplace, often independently producing their best work. You may not be the first to jump into social gatherings, but your reflective nature and deep focus make you excellent in roles that require independent thinking, such as writing, coding, or designing.

**Outgoing** people are the life of the office party and the glue in team dynamics. Your energy thrives on interaction, making you perfect for roles that demand high social engagement like sales, marketing, and public relations.

At home, while the **Solitary** might be enjoying a good book, the **Outgoing** are hosting the neighborhood block party, ensuring everyone's having a great time.

Each Trait and Type offer unique advantages, shaping not just how we work but also how we interact with the world around us. Whether you're meticulously organizing files or sparking the next big debate, each end of the spectrum brings something valuable to the table. Understanding your Types should increase your self-awareness and help you balance teams and work for greater results and happiness while achieving those results.

## ASPECTS OF WORK

Each Trait and Trait Type reflects our preferences and comfort levels when addressing different Aspects of Work (AoW). Our assessment can increase our self-awareness to these preferences and levels of comfort in each of these aspects. The Aspects of Work we reflect on in the B45 Assessment are Collaboration, Communication, Conflict, Time Management, Decisions, Risk, and Stress.

### Collaboration

Your personality can have a big impact on how you prefer to collaborate. Some people are natural conductors, leading the orchestra, while others play their solos perfectly when the spotlight hits. This aspect looks at whether a person thrives in group projects, prefers to fly solo, or manages to find a middle ground where they can occasionally pass the ball while still taking many shots on their own.

**Prudent:** Meticulous and detail-oriented, Prudent individuals are the backbone of most projects, ensuring that no stone is left unturned. They are excellent in roles that require careful consideration of many details.

**Curious:** Always ready to explore new ideas, Curious team members drive innovation within groups. They thrive in environments where brainstorming and dynamic teamwork are key.

**Friendly:** Known for their warmth, Friendly types create an inclusive atmosphere that fosters cooperation and smooths over team friction.

**Critical:** They challenge ideas and push the team to consider all angles, ensuring robust solutions and preventing groupthink.

### Communication

Communication is often considered the glue that holds relationships together. This attribute examines how a person sends and receives messages: Are they the loudspeaker of every office party, or the mime artist in the company talent show? It's about understanding whether someone prefers lengthy emails or gets things done with just a nod and a wink. Good communication smooths over a myriad of problems—unless you're using a bullhorn to do it at 3 AM, then you have a problem.

**Outgoing:** Natural communicators, Outgoing individuals keep the team spirit high and ensure open channels of dialogue among team members.

**Solitary:** Though they may prefer less interaction, Solitary types often communicate with precision and depth, making their contributions in meetings especially insightful.

**Efficient:** They get straight to the point, ensuring that communication is streamlined and no time is wasted on unnecessary details.

### Conflict

Conflict is inevitable in any successful organization. Whether it is healthy conflict and how one handles it depends a lot on our personality. This trait digs into whether a person tackles conflict head-on with a battle cry, or they prefer a more strategic approach to plotting their next move. It's about how we manage disagreement and find common ground.

**Critical:** Skilled in debate, they don't shy away from conflict but address it head-on, often helping to reach clearer, more effective resolutions.

**Friendly:** Their ability to empathize and mediate makes them excellent at resolving disputes amicably, ensuring the team remains united.

## Time Management

Some folks have the uncanny ability to stretch a minute into a productive hour, while others... well, we're still trying to figure out how to fit 25 hours into a day. This attribute explores how individuals prioritize tasks, meet deadlines, or perhaps make a creative mess of their schedules. It's about understanding whether we're the type who alphabetizes our spice rack while on a conference call, or if we consider a well-used snooze button a strategic tool.

**Efficient:** Experts at getting things done quickly and effectively, Efficient workers manage their time with a focus on achieving results without dawdling.

**Abundant:** With a keen eye for detail, those with Abundant Conscientiousness plan their schedules meticulously, making sure every task is accounted for and deadlines are met.

## Decisions

Decision-making can be as swift as a game-time buzzer beater or as slow as waiting for your computer to update when you're in a hurry. This trait looks at how people approach decisions: Are we a risk-taker jumping at opportunities, or a careful planner mapping out every possible outcome? It's about pinpointing if our decision style is about gut feelings or if we bring enough data to make a statistician weep with joy.

**Solitary:** Excellent at making well-thought-out decisions, Solitary types use their time alone to reflect deeply on the options before them, often resulting in well-reasoned choices.

**Outgoing:** Quick to gather diverse opinions and make decisions that reflect the needs of the majority, benefiting from a broad perspective.

## Risk

Risk tolerance isn't just for stockbrokers and skydivers. In everyday life and at work, it's about how much uncertainty we are comfortable with. Do we play it safe, wearing floaties in the shallow end of the pool, or are we the first person to leap while cliff diving? This attribute measures our comfort with ambiguity and willingness to step out of our comfort zone.

**Curious:** Unafraid to venture into the unknown, their willingness to experiment can lead to groundbreaking discoveries and innovations.

**Prudent:** Cautious and thorough, Prudent individuals assess all potential risks carefully, often avoiding pitfalls that others might overlook.

## Stress

We all have a different recipe for dealing with stress. This attribute examines how we cope with stress: Do we rise to any occasion, or do we prefer to be the person supporting those who do? It's about seeing whether we tackle stress head-on, or if we prefer to ease into situations, testing the temperature before committing our full self?

**Keen:** Highly aware of their emotional environment, Keen individuals can navigate stressful situations by addressing and managing the emotional needs of the team.

**Resilient:** Their ability to remain unaffected by turbulence makes Resilient workers steady and calm under pressure, providing a rock-solid presence that can be crucial during high-stress periods.

## SCIENTIFIC BACKING / STATISTICAL VALIDATION

Interested in the scientific and technical backing supporting this model? Here is where you can find more information.

### Overall Model

Our model is based on “The Big-Five”. This model is arguably the most robustly academically researched, defended, and statistically validated personality type model in the world. You can read about the [Big-Five here](#).

### Factor Markers

Factor Markers are, essentially, the questions used to rate each participants Trait and Types. The Factor Markers we use were developed by Dr. L. R. Goldberg. You can read about his research and the origin and validation of these markers [here](#).

### Adaptations

**TRAITS:** The B45 assessment applies the same traits as The Big-Five. These are, in Big-Five terminology: Imagination which is sometimes referred to as “Openness to Experience” or Intellect (Curious vs. Cautious), Conscientiousness (Efficient vs. Extravagant), Extraversion (Energetic vs. Reserved), Agreeableness (Friendly vs. Critical), and Neuroticism (Sensitive vs. Resilient).

The negative perception of “Neuroticism” (sometimes referred to “Emotional Stability”) may imbalance respondents' likelihood to support or accept any ratings to the left of that scale. Therefore, we replace the term “Neuroticism” with “Sensitivity”.

Where the Big-Five has been referred to as the OCEAN model for its acronym, our B45 model may be referred to as I-CASE.

To enable a clarity of Summary Types (see below), we adapted the left side terminology as follows:

- For the Primary Trait Sensitivity, we apply KEEN to replace SENSITIVE.
- For the Primary Trait Conscientiousness, we apply ABUNDANT to replace EXTRAVAGANT
- For the Primary Trait Imagination, we apply the PRUDENT to replace CAUTIOUS

**SUMMARY TYPES:** By adapting the supporting traits above, we enable the identification of each individual's type, in a manner similar to the popularity of the Myers-Briggs Type Indicators, while retaining the scientific background and statistical foundations for the Big-Five. For example, a person who is Curious (Imagination Trait), Efficient (Conscientiousness Trait), Friendly (Agreeableness Trait), Resilient (Sensitivity Trait), and Outgoing (Extraversion Trait), would be a type CEFRO. In contrast, someone who is Prudent, Abundant, Critical, Keen, and Solitary, would be type PACKS.

**RATING:** A common critique of most personality assessments is the lack of range in their rating models. Most base their scoring on a scale of 1 to 5. This unnecessarily limits the range across which participants may land. To address this weakness, we use a sliding scale from 1 to 100.

**DIRECTION:** In The Big-Five model, the 1 to 5 scale may have been something like Curious (left side of scale) to Cautious (right side of scale) for a trait - in this case, Openness to Experience. For some traits, we reversed the scale. For example, with Openness to Experience, the B45 scale is reversed, with Cautious on the Left side of the scale and Curious on the Right. We then adapt the Factor Marker questions and ratings to align to this change, where necessary.

## GLOSSARY

**Dominant Trait:** The numerical rating furthest from 50 and therefore closest to either 1 or 100, is known as your Dominant Trait. Your dominant trait could be a very low number or a very high number. That Dominant Trait is the most influential in your personality in most situations. When it is substantially different numerically from your second and third ratings, it is even more likely (higher confidence) to impact your personality in most situations.

**Rating:** Your Rating is the numeric assessment applied to each Trait Type on a scale of 0 to 100. The closer to 0, the weaker that Trait Type is in your personality. The closer to 100, the stronger that Trait Type is in your personality.

**Trait:** These are the classifications according to which B45 ratings are categorized. Everyone is a Type of each of the following Traits: Imagination, Conscientiousness, Agreeableness, Sensitivity, and Extraversion.

**Trait Type:** Trait Types answer the question of how a person is classified according to each Trait. They are defined in pairs, by Trait. For Imagination: Prudent vs. Curious; for Conscientiousness: Abundant vs. Efficient; For Agreeableness: Friendly vs. Critical; For Sensitivity: Keen vs. Resilient; and For Extraversion: Solitary vs. Outgoing.