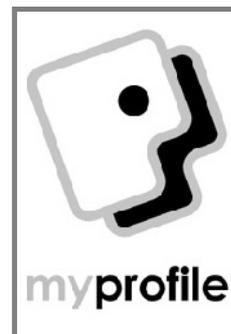


MYPROFILE BEHAVIOURAL REPORT



INTRODUCTION

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BEHAVIOURAL STYLES

A person's ability to perform tasks reflects their knowledge, skill and experience. Their willingness, desire and suitability to perform those tasks reflect their behavioural preferences.

Each individual has unique behavioural preferences that can be identified and indicates how that person deals with most situations.

People carry out tasks in their own preferred style and determining that style avoids placing "square pegs in round holes".

HOW WE PRODUCE THIS REPORT

Applicants respond to 32 questions that ask them to identify which word and phrase most and least describes their working personality. Their response determines their behavioural profile.

MYPROFILE uses four behavioural identifiers to describe the Applicant. All four in a number of combinations can be used to define a person's profile.

D.P.S.A is an acronym for DRIVER, PROMOTER, SUPPORTER and ADMINISTRATOR. These terms are used to describe the applicant (the person completing the evaluation).

D - DRIVER

Decisive and Direct

Drivers want to take charge in order to succeed and win.

P - PROMOTER

Outgoing and Optimistic

Promoters want to influence others and inspire them to act.

S - SUPPORTER

Sympathetic and Accommodating

Supporters want to help others and solve conflicts.

A - ADMINISTRATOR

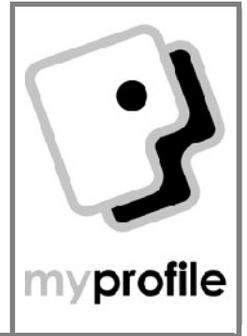
Precise and Reserved

Administrators want to do things right and pay attention to detail.

Most people display a combination of behavioural types and MYPROFILE reflects these combinations by designating the dominant profile as the Primary Behaviour and the second and or third less dominant type as Secondary Characteristics. Combined they make up the applicants behavioural profile.

By knowing what profile type the applicant or your staff are, employers can avoid the costly mistake of hiring the wrong person. Some profiles will contain only the Primary Behaviour.

MYPROFILE BEHAVIOURAL REPORT



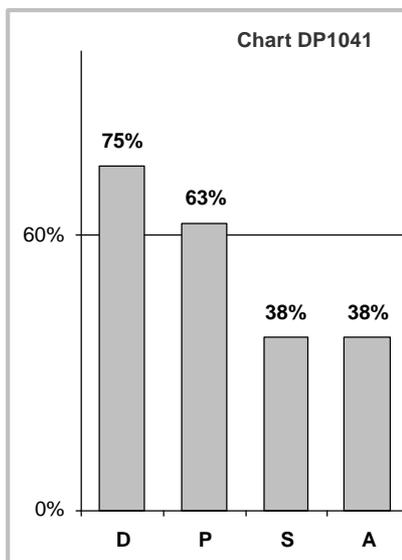
PROFILE TYPE

DRIVER/Promoter

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PROFILE SUMMARY



The Chart indicates the comparative intensity of each behavioural dimension. 60% and above are recorded as profile dominant.

This assertive person is also confident, decisive, direct and friendly. Too busy to attend to details this competitive applicant is restlessly pushing to achieve and react to challenges. Not always complying, this impatient person can also be described as mobile, persistent, independent and self-starter.

Their management style is based on their desire to have power, prestige and authority. They are good at leading and inspiring people to act for the attainment of results. They like freedom of speech and minimum control, supervision and the need to deal with details.

The Applicant seeks a dynamic environment free from rigid structure, controls and bureaucratic constraints. They desire challenging assignments and demanding goals constantly involving new and varied tasks.

They are best suited for positions requiring quick decision-making and the authority to carry the decisions out immediately and without much time spent on the details.

Emphasis should be on getting quick results rather than slow analysis and investigation in positions such as sales & marketing, promotion, advertising, consulting, PR, management and supervision.

WORDS THAT BEST DESCRIBE THE APPLICANT

Primary Behaviour - Driver

Ambitious, Competitive, Forceful, Determined, Innovative, Insistent, Self Starter, Enterprising, Demanding

Secondary Characteristics - Promoter

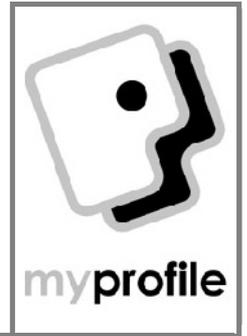
Influential, Inspiring, Friendly, Persuasive, Verbal, Confident, Optimistic, Extrovert, Sociable.

PREFERRED WORKING CONDITIONS

As a **Driver** the Applicant enjoys working conditions that include having power, authority, prestige and challenges. They benefit from individuality, variety and advancement. Drivers love to solve problems, make decisions and are very action oriented.

The Applicant is also a **Promoter** and excels where recognition, freedom and group activity are a part of their job. Employment opportunities where relationships are important are natural to Promoters. They enjoy coaching and mentoring. Promoters are very motivational and enthusiastic.

MYPROFILE BEHAVIOURAL REPORT



PROFILE TYPE

DRIVER/Promoter

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HOW TO EFFECTIVELY COMMUNICATE WITH THE APPLICANT

The Applicant is a **Driver** so be direct to the point and don't ramble, avoid social chatter and stick to business. Don't direct or order but do ask them to repeat your instructions to avoid miscommunication. Use open questions and ask how, when, where, why, what to get to the real issue. If you disagree with them take issue with the facts not the person.

The Applicants Secondary Characteristic is a **Promoter**, therefore informal discussions are best. Use a two way dialogue to exchange ideas. Respond to their feelings and comments by sharing stories. Ask for their opinion and ideas. Don't over control the conversation and don't talk down to them. Always provide them with ideas for implementing action.

HOW DOES THE APPLICANT TEND TO BEHAVE

Drivers like to solve problems and get results quickly. They tend to question the rules and definitely like being in charge. Drivers accept new tests, challenges and like direct answers.

As the Applicant is also a **Promoter**, they prefer to persuade others and talk people into things. They are great communicators and tend to be open and talk about thoughts and feelings. They like to work with people rather than alone and enjoy telling stories and entertaining. Promoters get enthusiastic about things and in most cases don't like dealing with the little details and are usually big picture people.

VALUE TO THE ORGANISATION

Primary Behaviour - Driver

- They accept challenges
- They value time
- They take risks and get results
- They make decisions and solve problems
- They love authority
- They are very task oriented
- They enjoy trouble shooting

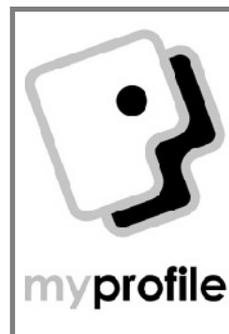
Secondary Characteristics - Promoter

- They generate enthusiasm and make favourable impressions
- They are excellent at morale boosting
- They are excellent communicators
- They enjoy contacting people and helping others
- They motivate people to act
- They are peacemakers

CAREERS CHOICES

Publishing, Advertising, Public Relations, Management positions (General Manager, Director, Supervisor), Conflict Resolution, Problem Solving, Industrial Relations, Sales Executive, Production Manager /Supervisor, Business Consultant, Business Management, Self Employed, Lecturer, Share Broker

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PROFILE TYPE

DRIVER/Promoter

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MANAGEMENT
STYLE

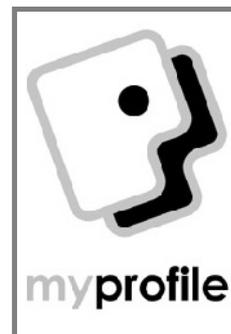
The Applicant's profile is **Driver** dominant. Drivers are decisive, efficient and quick to change. They enjoy being competitive, and are independent. The Driver is practical and is usually impatient and domineering. They are quite tough when they need to be.

The Applicant also displays **Promoter** characteristics. They are emotional, enthusiastic and always optimistic. They are persuasive, animated and talkative. Promoters can be stimulating and excitable when they wish to promote their point of view.

WORK STYLE
REVIEW

STYLE & BEHAVIOUR	DRIVER / Promoter
At work they tend to use their	Character & personality
They are motivated by	Goals, ambition, power and recognition
They are de-motivated by	Failure & rejection
Their value to the company is	Getting things done and achieving results by leading and working through people
Their management style is	Assertive, communicative and friendly
Their negotiation strengths are	Closing deals & opening presentations
They enjoy	Action, active participation in a variety of tasks
They dislike	Time wasting and administrative tasks
They influence others by	Persistence and using their relationships in a friendly manner

MYPROFILE BEHAVIOURAL REPORT



CONCLUSION

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ABOUT MYPROFILE

MYPROFILE is an online behavioural personality assessment tool. It focuses on work related behaviour and provides suggestions for career opportunities depending on the behavioural profile of the applicant (person completing the profile).

MYPROFILE uses well known and proven personality research concepts called Psychometric tests which determine personality types and enables the applicant to maximise their potential.

Please visit www.myprofile.com.au for more information about MYPROFILE, including CareerMatch that matches profile types with career suggestions, and a detailed explanation about each profile type (D.P.S.A. methodology) A slide show presentation is also available on screen or downloadable from the web.

DR. ILAN KOGUS BEHAVIOURAL SPECIALIST

Dr. Kogus holds a B.A, M.A and Ph.D. degrees in Change Management and Sport Psychology and has more than 15 years experience in behavioural profiles.

Dr Kogus is a Director of MYPROFILE Pty Ltd and consults to organizations and individuals on how to achieve greater profitability and success. He is noted for his work in inspiring success, change, quality and teamwork. Dr. Kogus has a proven unique ability in solving conflicts and in creating a profitable and productive work environment.

Dr. Kogus is recognised for his innovations in applying psychological and behavioural models for peak individual and team performance with elite sporting teams. His clients include the Australian 2000 Olympic Team, the Wallabies, Junior Wallabies, the Sydney Flames and Tennis Australia.

Find out how Dr. Kogus can make your business successful and profitable by visiting www.kogus.com.au

CONFIDENTIALITY

This report is based entirely on the Applicants response to the questionnaire and is intended solely for the named addressee and is strictly confidential. Any confidentiality or privilege is not waived or lost if this report was sent to you by mistake. MYPROFILE makes no warranties, express or implied about the accuracy or reliability of this report. By using this report, the user agrees to release MYPROFILE from any and all liability.

PRIVACY & SECURITY

MYPROFILE does not view, retain, store or keep copies of the Applicants Profile. Profiles are sent electronically to the e-mail address specified by the Applicant. If the Applicant is requested by a Recruitment company to complete a Profile for the purposes of evaluating the Applicants worthiness for a job then a copy of the Profile is also sent to the Recruitment Company and may only be used by them for this purpose.

MYPROFILE has adopted a policy of sending Profile reports using a PDF format. PDF files are least likely to contain viruses and provide greater security. Strict confidentiality is maintained by the Applicants name not appearing in the Report.