



prevue<sup>TM</sup>  
corporate coach

## AssessAdvantage

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## Coach's Copy

**Andrea Sample**

# UNDERSTANDING THIS REPORT

## **The Purpose of This Report**

The Prevue Corporate Coach Report provides information that will assist a Coach in understanding Andrea Sample's unique profile. It can also provide Mr. Sample with a better understanding of himself. The report provides insight into Andrea Sample's personality profile and important work related characteristics. It is intended to assist the coaching or mentoring relationship by providing a starting point for meaningful discussion about Mr. Sample's values, needs and objectives. Further, the report should assist the Coach to ask pertinent questions and provide relative feedback and ideas that are tailored for Andrea Sample.

## **Where Does The Information in This Report Come From?**

The information in this report is derived from Andrea Sample's responses to the Prevue Assessment. The Prevue Assessment is a psychometric test battery developed in the early 1990's by Prevue HR Systems Inc. under the direction of Dr. David Bartram, one of the world's leading psychometricians. The Prevue Assessment is the cornerstone of a number of established and respected employment and vocational assessment products including the Prevue Assessment system and the Career Mapper Assessment. Those products have been used to assess more than two million people in North America alone. For more information about the Prevue Assessment, see [www.prevueassessments.com](http://www.prevueassessments.com).

## **Recommendation**

Both the Coach and the Coaching Candidate should read their copies of this Assessment carefully. We generally recommend the Candidate be encouraged to have his Assessment reviewed by a spouse or personal friend. Candidates are often surprised to find the Assessment presents such an accurate profile.

# Total Person Description

Andrea Sample

Mr. Sample enjoys collecting, collating, and analyzing data. He sees this as the primary approach to most problems. He has some interest in interacting with other people, mainly to gather more information or to explore ideas in discussion. Working directly with tools, machinery, or equipment has little appeal for him. In fact, any equipment he operates should be relatively simple and reliable, as he is not mechanically inclined.

Mr. Sample is competitive and assertive. While he may be a strong team player, he is likely to want to lead as he enjoys individual recognition. His leadership style is marked by persuasion and encouragement, but he is unafraid of argument and sometimes is willing to take on even controversial issues. In non-threatening situations and with people he knows well, Andrea Sample will be outspoken and he will vigorously promote his own ideas. On occasion, Mr. Sample will use tact and diplomacy to maintain harmony in the workplace.

Andrea Sample is innovative and flexible, believing that rules can be interpreted loosely. He often seeks new ways to solve problems rather than following traditional methods. Being creative and spontaneous, he prefers to react to situations as they develop rather than to make detailed plans. He sees the overall picture rather than focusing on the details, and he is more concerned with getting the job done than how he does it. His workspace is likely to be cluttered and untidy, and he would have to go against his own nature to do well in a structured organization with many rules, tight deadlines, and strict codes of behavior. Mr. Sample enjoys change and a shifting and unpredictable environment.

Andrea Sample is easygoing and companionable, but his need for attention also varies with his mood and the circumstances. With familiar people, he will be conversational and outgoing, and sometimes he seeks to be the center of their attention. At other times, he would rather work anonymously. His desires for privacy and for company are evenly balanced. As a team member, he will contribute readily, but he needs time alone to reflect on his efforts and plan his offerings. Most often, Mr. Sample will work unobtrusively, without drawing attention to himself or his efforts. He is not bored by routine tasks but he prefers some variety.

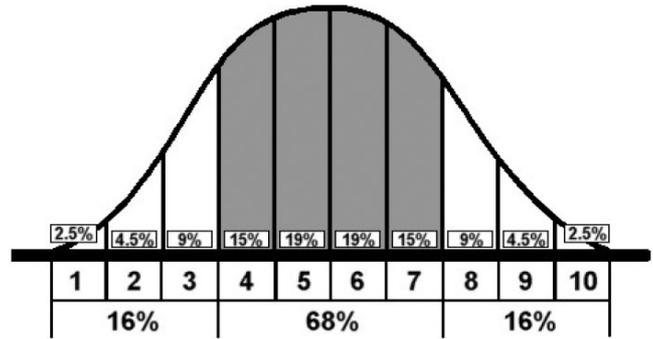
Although usually calm and not easily flustered, Mr. Sample can be upset by prolonged stress or exceedingly demanding tasks. In these conditions, he will be irritable, although he will strive to regain his composure as quickly as possible. While fairly trusting and open with others, he is sensitive to anyone trying to take advantage of him and he will resist such behavior. His reactions to stress are variable but, in the main, he seems to cope well and even does some of his best work when he is stimulated by adversity.

**The components of this Total Person Description are graphically displayed on the next page.**

# Total Person Description

Andrea Sample

The assessment scores collected from a large sample of the population, when graphed, produce a bell shaped curve as shown in the diagram to the right. The bell curve can be divided into ten equally wide dimensions called standard tenths or stens. The 1 to 10 scoring scale is used throughout the Prevue Corporate Coach Assessment. Approximately 16% of the population will have sten scores in the 1-3 ranges and 16% in the 8-10 ranges. The other 68% will score in the middle ranges 4-7.



## Motivation/Interests

	1	2	3	4	5	6	7	8	9	10	
Working with People					5						High
Working with Data						6					High
Working with Things	1										High

## Personality

	1	2	3	4	5	6	7	8	9	10	
<b>Diplomatic</b>						6					<b>Independent</b>
Cooperative						6					Competitive
Submissive						6					Assertive
<b>Spontaneous</b>	1										<b>Conscientious</b>
Innovative	1										Conventional
Reactive			3								Organized
<b>Introvert</b>					5						<b>Extrovert</b>
Self-Sufficient					5						Group-Oriented
Reserved					5						Outgoing
<b>Emotional</b>				4							<b>Stable</b>
Restless				4							Poised
Excitable				4							Relaxed
<b>Frank</b>					5						<b>Social Desirability</b>

Each of the personality and interest dimensions displayed above are examined in more detail in the next section of the report that describes Andrea Sample's Individual Characteristics.

# Individual Characteristics

Andrea Sample

This section of the report provides more detailed information on each of the interests and personality dimensions shown on the preceding graph. First is a review of Mr. Sample's responses to three recognized interest scales, working with people, working with data and working with things. This is followed by an examination of twelve personality dimensions which are based on four established major personality scales, independence, conscientiousness, extroversion and stability (ICES). These major scales provide a measure of the overall structure of personality. Each of the major scales is supported by two related minor scales that provide a richer description of personality. The examination of the personality scales is followed by a social desirability scale which checks for consistency in the responses to the questions in the personality section. For more information on the origin and development of the interests and personality scales, see [www.prevueassessments.com](http://www.prevueassessments.com).

## Working With People

Andrea Sample will likely focus on tasks that require less work with people or more detached relations with others. While he would not avoid social contact, he is inclined to downplay interpersonal relations. This slightly below average interest in people is a positive factor for solitary work and remote social contact. If key tasks require face-to-face contact with people, building up his moderate interest in others would increase his job satisfaction.

**COACH'S TIP:** You may want to explore how Andrea Sample perceives work. He may view social contact at work as less important than solitary effort. If so, coaching might be as simple as helping him to appreciate personal contact as a vital part of his job. You may want to model social interest to encourage this in Mr. Sample. If strong interest in working with people is required, Andrea Sample could be advised to study group dynamics, body language, and active listening.



## Working With Data

Andrea Sample's interest in working with data is slightly above average. He will tend to put extra effort into scheduling tasks, managing paperwork, and maintaining records. He will likely keep a balanced view of business reports.

**COACH'S TIP:** If Mr. Sample's job demands zeal for working with data, you may want to encourage him to develop his positive interest in information by taking courses in logic, data management, or decision support strategy. He might also benefit from coaching in forecasting as could take his willingness to work with information to a much higher level.



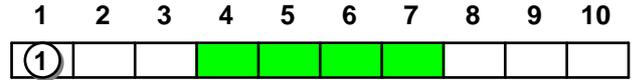
# Individual Characteristics

Andrea Sample

## Working With Things

Andrea Sample expresses almost no interest in working with machinery, tools, and equipment. This could be an advantage in that he will be inclined to delegate hands-on work and leave himself free for more thoughtful tasks.

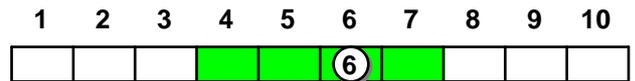
**COACH'S TIP:** You may want to offer Mr. Sample detailed training in the mechanical aspects of any equipment that he might have to use in presentations, seminars or other aspects of the job. If he is taking a leadership role in the use of computer tools, he will benefit from thorough training to build his confidence and proficiency. You may find that his reluctance to work with things is only due to insufficient training and a need for complete understanding of the overall assignment.



## Diplomatic / Independent

Andrea Sample shows nearly equal drive to achieve personal goals and team goals. He may occasionally be argumentative when advancing his own point of view, but will usually maintain team spirit and team effort. He will get things done while respecting the needs of those around him. Although he is ambitious, he is still considerate and therefore entirely competent if he applies the right trait at the right time.

**COACH'S TIP:** Because Mr. Sample can be hard-driving and determined, you might choose to focus training on goal setting to ensure the most effective use of his will to win. Considering that he might follow company policy to the extent of avoiding ad hoc solutions, you might also recommend training in structured problem-solving because this emphasizes autonomous thought or action within a defined framework.



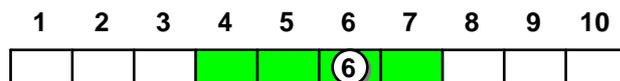
# Individual Characteristics

Andrea Sample

## Cooperative / Competitive

Andrea Sample expresses himself as a mildly competitive person who strives for success while preserving accord within the group. For the most part, he will balance his own achievements with the need to maintain helpful relationships with others. Although he is somewhat ambitious and may enjoy being a front runner, his will-to-win almost never interferes with corporate goals.

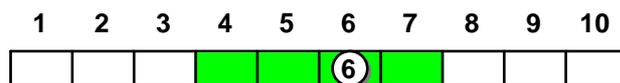
**COACH'S TIP:** You might consider a detailed discussion of personality profiles to make Mr. Sample more aware of his competitive and cooperative traits and how these compare with the general population and those of his team. Given his good blend of these traits, he may only need temporary support if particular projects require either a high level of collaboration or single-minded determination to win.



## Submissive / Assertive

Andrea Sample is both self-assured and tactful. Although he tends to promote his own views, he will yield to others when that is the best course. Business problems sometimes require him to stand his ground and he will usually do so.

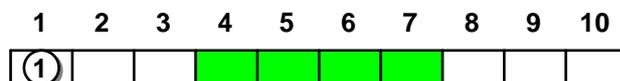
**COACH'S TIP:** While Mr. Sample may be sufficiently democratic in his views, if a particular assignment calls for extreme tact, you may want to focus on the value of his moderately compliant nature. Similarly, if a project calls for strong leadership, you could consider advanced assertiveness training to strengthen his confidence in resolving conflict.



## Spontaneous / Conscientious

Andrea Sample is likely to be most comfortable in an unstructured environment. Flexible and responsive to change, he should be creative in crisis management but he may not cope as well with mundane tasks. He tends to prefer unorthodox work habits.

**COACH'S TIP:** Because Mr. Sample is exceptionally spontaneous, you may find that he is tempted to disregard corporate policies or procedures. If this behavior becomes counter-productive, you could offer self-help materials on impulse control. Similarly, if you perceive that his unorthodox work habits are tending to sloppiness, you might conclude that training in planning and time management would be beneficial.



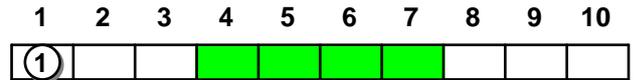
# Individual Characteristics

Andrea Sample

## Innovative / Conventional

Andrea Sample is extremely innovative and flexible, believing that rules can be interpreted loosely. He will seek new solutions to problems rather than following traditional methods. While this can be a good approach to many problems, it may detract from his leadership ability if he appears overly casual about guidelines or regulations.

**COACH'S TIP:** If Mr. Sample works in a highly structured environment, you may want to reinforce the value of due process and the importance of company procedures and policies. Alternatively, if Mr. Sample is in a fast-paced, ever-changing job with few guidelines, you may only need to act as a sounding board for his new ideas.



## Reactive / Organized

As a creative, intuitive person, Andrea Sample probably prefers to react to events rather than to plan for them. While this attitude may yield original, even profitable solutions, it might also result in overlooked details, missed deadlines, or incomplete records. He likes to focus on the overall picture and, if possible, leave technicalities to someone else.

**COACH'S TIP:** If Mr. Sample's above-average reactivity could lead to problems, you might advise a course in situational management. Also, journal-keeping and basic time management might increase his organizational skills. Alternatively, if Mr. Sample's role demands an extreme level of reactivity, you may want to encourage this trait with brainstorming, open discussion, and other creativity exercises.



# Individual Characteristics

Andrea Sample

## Introvert / Extrovert

While Andrea Sample enjoys meeting people and being with a group, he does not draw attention to himself and may have a slight preference for working on his own. He shows moderate levels of enthusiasm and liveliness and he can contribute easily to social interaction. For the most part, he will balance his need for companionship with the need to work alone.

COACH'S TIP: Mr. Sample's people skills are likely to be good enough for most interactions but, if he will have to deal with frequent and possibly emotionally-charged meetings, you could consider activities such as public-speaking (which develops social and verbal skills) or even a short course in facilitation. Alternatively, if he has many repetitious or mundane tasks requiring solitary effort, you could build on his mild preference to work alone.



## Self-Sufficient / Group-Oriented

Andrea Sample is self-sufficient enough to work alone, but he can also function well in a lively environment. When he sets his own goals for accomplishment, he will probably be more motivated to reach corporate objectives, especially if these achievements are recognized by the group.

COACH'S TIP: If Mr. Sample usually works with others in an open plan setting, you may find that his average appreciation of teamwork can be readily increased by studying group dynamics and role recognition. Also, adding working lunches and informal meetings to his schedule could enhance his people skills. On the other hand, he may need your support if he has an excessive number of monotonous and/or exacting tasks to be performed in isolation.



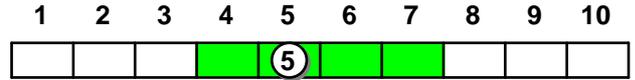
# Individual Characteristics

Andrea Sample

## Reserved / Outgoing

Being nearly equally reserved and outgoing, Andrea Sample does not need constant social contact but he does enjoy working with others. He will deal well with routine tasks but will want some variety in his work. Reasonably traditional in outlook, he will readily maintain confidentiality and standard etiquette with other employees.

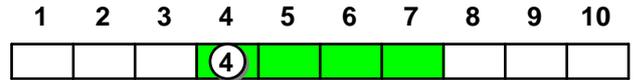
COACH'S TIP: If more forceful leadership is called for, you might want to advise an Outward Bound type of endurance course. Alternatively, if many of Mr. Sample's assignments require restraint and formality, you can readily build on his inclination to be reserved.



## Emotional / Stable

Although inclined to be apprehensive, Andrea Sample only rarely loses his emotional stability. He is wary of other's motives, however, and would likely react appropriately to anyone who tried to take advantage of him. His instincts are good in most situations and he probably copes well with most on-the-job problems.

COACH'S TIP: If Mr. Sample appears to be struggling to maintain his demeanor, you might consider stress management and relaxation exercises to ease tension.



## Restless / Poised

Generally composed, Andrea Sample may be upset by prolonged stress or exceedingly demanding tasks. If involved in a personal dispute, he could find it difficult to remain objective. While these adverse situations may not occur frequently, he should be prepared for them and he will strive to remain rational.

COACH'S TIP: If Mr. Sample seeks your assistance, you might want to suggest courses in stress and anger management. Relaxation techniques, such as breathing exercises which can be done on the job, might also be beneficial.



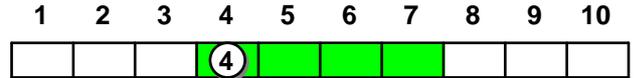
# Individual Characteristics

Andrea Sample

## Excitable / Relaxed

Occasionally excitable and anxious, Andrea Sample will handle most business problems without losing his composure. If others interfere with his work and things are not going well, he might worry and complain but he will strive to recover his equanimity. Although he may be skeptical at first, he will usually trust and accept people at face value.

COACH'S TIP: If Mr. Sample's job requires him to be exceptionally relaxed, you might consider enhancing his coping skills with advanced relaxation techniques, stress management, and trust exercises.



## Social Desirability

Mr. Sample describes himself as aware of social rules and expectations, although not always conforming to them. He has presented a frank and fair picture of himself in this assessment.



# Approach To Work

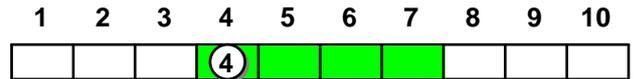
Andrea Sample

This section of the Prevue Corporate Coach Report provides information on your response to a number of work related subjects or situations. Each of the Approach to Work scales is derived from one or a composite of the personality scales reviewed in the Total Person and Individual Characteristics sections of this report. The information in this section should provide a better understanding of your natural approach to several significant work situations or requirements that are experienced in various types of employment.

## Focus On Work

WORKS TO LIVE (1) VS. LIVES TO WORK (10):- The Focus on Work scale provides information on the importance of work to Mr. Sample.

Some see work as a means to an end while others define themselves by their work. Andrea Sample's career is a means to an end, not a defining characteristic of his life. If there is a conflict between home and work, his personal life will often take priority. Home, family and leisure activities are important to him and probably help him to deal with a greater variety of business problems.



## Approach to New Ventures

CAUTIOUS (1) VS. OPTIMISTIC (10):- This scale distinguishes those who approach new ventures or issues with caution from those who approach new ventures with optimism.

Andrea Sample is a well-grounded individual who is inclined to hold some pessimistic views. Although he could be uneasy about voicing negative opinion, he would not hide his concerns. Given his regard for consequences, he will proceed cautiously with new and potentially risky ventures. He recognizes that there are dangers in the business world but it is largely an exciting, rather than hostile, place for him.



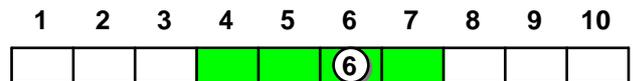
# Approach To Work

Andrea Sample

## Leadership Style

DEMOCRATIC (1) VS. COMMANDING (10):- Leadership Style is measured from 1 for those who prefer a nurturing style of leadership to 10 for those who are naturally inclined to a more demanding Leadership Style.

Andrea Sample is a well-balanced leader with a slight inclination to be explicit and directive. In a crisis, he can take command and make certain that the team knows what must be done and when. On the other hand, when a gentle approach is needed, he will excel as the "guide on the side" with a completely democratic style.



## Preference for Change

LIKES ROUTINE (1) VS. LIKES CHANGE (10):- This scale identifies where Mr. Sample fits in the continuum between a structured environment with a fixed routine and a dynamic fast changing working environment.

Andrea Sample truly enjoys change and values innovation so that he can look for new ways to deal with routine work. He likes to take control of events and will react proactively to new trends. He tends to seek change for its inherent excitement, rather than because it is necessary.



## Approach to Conflict

FORCEFUL (1) VS. ACCOMMODATING (10):- This scale distinguishes those who are forceful in their approach to conflict from those who avoid conflict by being accommodating.

Andrea Sample balances soft skills with a direct approach to conflict. Because he is sure of himself, he is efficient in debate and confrontation and will only occasionally be worn down by the impact of others. In highly-charged, emotional situations, he should be able to switch easily to a moderate, accommodating style of conflict resolution.



# Approach To Work

Andrea Sample

## Compensation Preference

**FIXED SALARY (1) VS. COMMISSION/BONUS (10):-** The Compensation Preference scale identifies whether Andrea Sample is more motivated to work by a secure salary or by performance based remuneration.

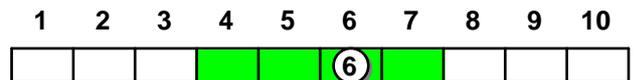
Andrea Sample prefers striving for profit-sharing or performance-based remuneration rather than being on salary. He enjoys taking chances and likes the excitement of incentive-based bonus. Given a compensation package largely or exclusively salary, he will need support to see the value in this. Keep in mind that he will find ways to get around obstacles, even if that requires bending the rules. He does not always count the costs and can be a demanding leader.



## Approach to Self Promotion

**RELUCTANT (1) vs. ASSURED (10):-** People who score 1 on this scale are reluctant to put themselves forward while those who score 10 are extremely assured.

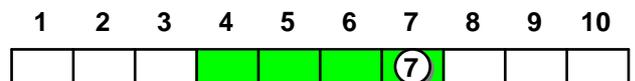
Often willing to present his own ideas or products, Andrea Sample is generally successful at selling himself. When he is reluctant to put himself forward, this hesitation comes not from lack of commitment but more likely from concern about his audience. Thorough preparation and, if necessary, rehearsal would build his confidence and help him to do his best work.



## Approach to Risk Taking

**CAREFUL (1) vs. DARING (10):-** This Approach to Risk scale is measured from 1 for avoidance of risky behavior to 10 for willingness to engage in risk.

Andrea Sample may prefer rather swift and irregular solutions, but he will always curb this tendency if circumstances demand sound planning. He is slightly inclined to operate on the premise that "the end justifies the means," but he rarely behaves recklessly. Generally, he will avoid reflexive decisions and will want to balance risks with benefits. Clients will approve his willingness to make quick decisions and his ad hoc approach to problem-solving.



# Approach To Work

Andrea Sample

## Approach to Listening

CONTROLLING (1) VS. SYMPATHETIC (10):- The Approach to Listening scale is measured from 1 for a person who tends to dominate a conversation to 10 for a person who is an exceptionally sympathetic listener.

Andrea Sample tends to be enthusiastic about his own ideas but he still leaves room for others to express theirs. Being outspoken and self-confident, he will invite debate and probe for complete understanding of other points of view. In short, Mr. Sample is a good listener who may only require some skill enhancement to be really effective at obtaining and analyzing other people's ideas. He could be encouraged to recognize that others' hesitancy to speak out usually indicate shyness, not lack of commitment.



# Validity

Andrea Sample

The rules for identifying patterns of responses in the Personality Section of the Prevue Assessment which might be "invalid" include systematic, but non-meaningful response patterns, omissions and excessive use of the "B" answer option. Systematic, but non-meaningful response patterns occur when the distribution of the responses differ from the norm and are considered unusual. The omission rule occurs if more than three responses are omitted in a given scale, making the results appear more average than they are. The "B" answer rule is affected by the total number of "B" responses selected. The candidate had the choice of an "A", "B", or "C" response for every question in the Personality Section of the Prevue Assessment. The second option, the "B" choice, is always an unsure or in-between answer.

The total number of "B" responses chosen for this report was: 11

This number of "B" choices is within acceptable levels and the results of the Personality Section of this report had meaningful response patterns. Therefore the data presented in this Prevue Corporate Coach report can be considered accurate and reliable.