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Class:- BAJMC- III Year

Subject: - Personality development

Personality development

UNIT – I	Attitude and personality development Meaning of attitude, Positive and negative attitude, differences between negative and positive attitudes
UNIT – II	Skill of personality Development: Concept and need of personality development skill , Types of personality development, skill for Rapport development , skills for successful interview, skill of social media management and personality development
UNIT – III	Purpose of personality assessment, Methods of personality assessment, Types of psychological test for personality assessment



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Unit –I

Attitude and personality development

Meaning of attitude:

An attitude is a positive, negative, or mixed evaluation of an object that is expressed at some level of intensity. It usually implies feelings that are either positive or negative. Attitudes are our established ways of responding to people and situations that we have learned based on the beliefs, values and assumptions we hold and our life experiences. Our attitude towards a person or event is displaced through our behaviour as a result of interaction with that person. A person's attitude represents how he or she feels about something or their state of mind.

Positive and negative attitude :

POSITIVE ATTITUDE: A positive attitude helps you to cope more easily with the daily affairs of life. It brings optimism into your life and makes it easier to avoid worry and negative thinking.

It will bring constructive changes into your life and make you happier, brighter and more successful. People with positive attitudes have certain personality traits that are easy to recognize. They are caring, confident, patient, and humble. They have high expectations of themselves and others. They anticipate positive outcomes. A person with a positive attitude is like a fruit of all seasons. He is always welcome. 1 The Benefits of a Positive Attitude: These are many and easy to see. But what is easy to see is also easy to miss. To mention a few, a positive attitude increases productivity• fosters teamwork• solves problems• improves quality• makes for congenial atmosphere• breeds loyalty• increases profits• fosters better relationships with employers, employees, and customers• reduces stress• helps a person become a contributing member of society and an asset to their country• makes for a pleasing personality•

NEGATIVE ATTITUDE: People with negative attitudes will blame the whole world, their parents, teachers, spouse, the economy and the government for their failures. Some people criticize no matter what. It does not matter which side you are on, they are always on the other side. They have made a career out of criticizing. They are "career critics." They



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criticize as if they will win a prize at a contest. They will find fault with every person and every situation. You will find people like this in every home, family, office. They go around finding fault and telling everybody how bad things are and blaming the whole world for their problems. All that they are doing is causing more tension for themselves and for others around them. They spread negative messages like a plague and create an environment conducive to negative results. Some people always look at the negative side. Who are pessimists? Pessimists are unhappy when they have no troubles to speak, feel bad when they feel good, for fear they will feel worse when they feel better, spend most of their life at complaint counters, always turn out the lights to see how dark it is, are always looking for cracks in the mirror of life, stop sleeping in bed when they hear that more people die in bed than anywhere else, cannot enjoy their health because they think they may be sick tomorrow, not only expect the worst but make the worst of whatever happen, don't see the doughnut, only the hole, believe that the sun shines only to cast shadows, forget their blessings and count their troubles, know that hard work never hurts anyone but believe "why take a chance?"

Ways to develop positive attitude :

Focus must be changed and Looking for the Positive

Doing It Now must be a habit.

Involving in continuous Education Program

Positive Self-Esteem should be build

Must stay away from Negative Influences

DIFFERENCES BETWEEN NEGATIVE AND POSITIVE ATTITUDES

Negative attitude

Positive attitude

1 They are always part of the problem

They are always part of the answer

2 They always has an excuse

They always has a program



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3 Sees a problem for every answers

Sees an answer for every problem

4 Says "It may be possible but it is too difficult" possible"

Says "It may be difficult but it is

5 Says "It was not my fault

Says "I was wrong"

6 Always apart from the team

Always a part of the team.

7 Sees only problems

Sees all possibilities

8 Says "Life is hard" experiences"

Says "Life is filled with

9 Thinks "People are worst"

Thinks "Good people are there"

10 Always hates the work place

Always work with lovely people

11 They are mostly losers

They are mostly winners

12 Always looks on the negative side

Always looks on the positive side

13 They are always angry, frustrated and stressed. lovable

They are always happier, polite and

14. Always says "Impossible"

Always says "Possible"

15. Says "I can't do"

Says "I can do"



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UNIT II

Skill of personality Development:

Concept and need of personality development skill :

- Building one's support system
- Finding and utilizing opportunities and resources,
- Improving communication and social networking,
- Exercising and maintaining healthy and productive ways of being and living,
- Developing and enhancing one's self-discipline,
- Building on one's strengths,
- Developing and implementing effective career strategies,
- Managing one's time and working smarter,
- Accepting and tolerating differences, promoting and empowering one's creativity and inventiveness,
- Exploring and investigating new ideas, communicating effectively,
- Improving one's sense of humor, loving, supporting and caring for others, accepting and tolerating differences,
- Appreciating other people's ideas,
- Keeping good relationships and generally enjoying life.

Types of personality development :

skill for Rapport development

Rapport is the positive, meaningful relationship built between people. Once two or more individuals gain mutual trust, rapport begins to develop. Sometimes this rapport can happen naturally through similar behaviors and interests.

There are four elements to keep in mind when developing positive relationships with others:

- Empathy
- Authenticity
- Similarity
- Shared Experiences

Skill to develop Rapport :



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Understand your self
Active listening
Use positive listening
Ask good question

skills for successful interview:

Continue reading to learn the following interviewing skills (detailed instructions below):

Before the interview:

- Self-preparation
- Research
- Mastering your emotions
- Logistical planning

During the interview:

- Communication
- Introducing yourself
- Presenting your qualifications
- Listening
- Asking questions

After the interview:

- Following up with your interviewer
- Reflecting on your interview and refining your methods

skill of social media management and personality development

1. Analytics ·
 2. Communication ·
 3. Creativity ·
 4. Customer service ·
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5. Writing ·

6. Visual design

· 7. Planning

· 8. Problem-solving.





UNIT –III

Purpose of personality assessment:

Personality tests are designed to systematically elicit information about a person's motivations, preferences, interests, emotional make-up, and style of interacting with people and situations. Personality measures can be in the form of interviews, in-basket exercises, observer ratings, or self-report inventories (i.e., questionnaires). Personality is described using a combination of traits or dimensions. Therefore, it is ill-advised to use a measure that taps only one specific dimension (e.g., conscientiousness). Rather, job performance outcomes are usually best predicted by a combination of personality scales. For example, people high in integrity may follow the rules and be easy to supervise but they may not be good at providing customer service because they are not outgoing, patient, and friendly. The personality traits most frequently assessed in work situations include:

- (1) Extroversion,
 - (2) Emotional Stability,
 - (3) Agreeableness,
 - (4) Conscientiousness, and
 - (5) Openness to Experience.
- These five personality traits are often referred to collectively as the Big Five or the Five-Factor Model. While these are the most commonly measured traits, the specific factors most predictive of job performance will depend on the job in question.

Methods of personality assessment:

Observation methods :

Observation is a direct method where the person is directly observed in different situations. It is obvious that if I want to know about the personality of an individual, I would be able to know it if I observe that person in various situations. However, this method has practical difficulty as it is not feasible to move around and constantly observe the person in different situations. Nevertheless, direct observation as a method offers a rich source of information about the individual.

The interview

In an interview the individual under assessment must be given considerable latitude in “telling his story.” Interviews have both verbal and nonverbal (e.g., gestural) components. The aim of the interview is to gather information, and the adequacy of the data gathered depends in large part on the questions asked by the interviewer. In an employment



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interview the focus of the interviewer is generally on the job candidate's work experiences, general and specific attitudes, and occupational goals. In a diagnostic medical or psychiatric interview considerable attention would be paid to the patient's physical health and to any symptoms of behavioral disorder that may have occurred over the years.

Types of psychological test for personality assessment :

Personality Inventories :

Personality inventories are questionnaires or scales that consist of questions/statements and the individual or test taker needs to answer these in a specific standardized format. Thus, these are called paper-and-pencil tests. It can also be in the form of computerized test. Inventories are the most widely used method of personality assessment. It is also called self reports as the individual himself/herself reports/answers the questions unlike in direct observation where the researcher observes the individual and gathers the data/report. Unlike interview where the person can give the interviewer elaborate answers and detail descriptions, personality inventories have a standardized list of items/ questions and requires answers only in a particular format such as, 'agree', 'disagree', or 'yes', 'no'. Thus, there are no open ended questions here as in interview.

Projective Techniques :Projective measures of personality are widely used personality assessment tools. Unlike the self-report measures where the individual is provided with structured test stimuli, in projective tests the individual has to respond to unstructured or ambiguous stimuli. The basic assumption behind using unstructured test stimuli in projective tests are that the individual projects his/her latent or unconscious feelings, needs, emotions, motives etc. on to the ambiguous stimulus. The responses of the individual in the form of projection reflect the nature of his/her personality. Projective techniques are based on the psychoanalytic viewpoint of personality which says that the real nature of personality lies deep in the unconscious. Hence responses to the questions asked in the inventories or the interview may not reflect the true personality characteristics of the individual. According to the projective techniques, direct methods are not capable to assess one's personality and it can be revealed only through indirect methods. Further, when the person is on guard and knows what is being asked, social desirability may operate, and sometimes, the person may not even be aware of his true personality to answer correctly. Hence, indirect measures like projective techniques are more effective in assessing the real personality of the individual.