

Module – I – Personality

Personality means the constitution of mental as well as the physical health of an individual. Personality may be defined as the characteristic pattern of behaviour that determines an individual's adjustment to the environment or situation.

In modern organisations, personality attributes of a manager are considered important, since they affect the entire behavioural pattern of the person. In common parlance, personality refers to the impression, which an individual forms on others through his personal attributes making attractive or unattractive view.

It is a fact that psychological factors of an individual are rarely known to others. An individual's personality is not a superficial fact or occurrence that can be easily understood, merely on his personal appearance. Personality is the whole aspect of an individual from general point of view. It includes a person's physical, psychological and emotional aspects.

Personality – Concept

Personality means the constitution of mental as well as the physical health of an individual.

In his medical text book, "Principles and Practice of Medicine," Davidson states about personality, which is socially acquired after having a genetic basis, over the course of time. The individual arrives at an adult psychological stage after passing successively through a series of maturational stages.

According to McClelland, "Personality is the most adequate conceptualisation of an individual's behaviour with all its details, which the scientist can provide in a moment."

Big Five Dimensions of Personality

Openness

This trait features characteristics such as imagination and insight.¹ People who are high in this trait also tend to have a broad range of interests. They are curious about the world and other people and eager to learn new things and enjoy new experiences.

People who are high in this trait tend to be more adventurous and creative. People low in this trait are often much more traditional and may struggle with abstract thinking.

HIGH	LOW
Very creative	Dislikes change

Open to trying new things	Does not enjoy new things
Focused on tackling new challenges	Resists new ideas
Happy to think about abstract concepts	Not very imaginative
	Dislikes abstract or theoretical concepts

Conscientiousness

Standard features of this dimension include high levels of thoughtfulness, good impulse control, and goal-directed behaviors. Highly conscientious people tend to be organized and mindful of details. They plan ahead, think about how their behavior affects others, and are mindful of deadlines.

HIGH	LOW
Spends time preparing	Dislikes structure and schedules
Finishes important tasks right away	Makes messes and doesn't take care of things
Pays attention to detail	Fails to return things or put them back where they belong
Enjoys having a set schedule	Procrastinates important tasks
	Fails to complete necessary or assigned tasks

Extraversion

Extraversion (or extroversion) is characterized by excitability, sociability, talkativeness, assertiveness, and high amounts of emotional expressiveness.¹ People who are high in extraversion are outgoing and tend to gain energy in social situations. Being around other people helps them feel energized and excited.

People who are low in extraversion (or introverted) tend to be more reserved and have less energy to expend in social settings. Social events can feel draining and introverts often require a period of solitude and quiet in order to "recharge."

HIGH	LOW
Enjoys being the center of attention	Prefers solitude
Likes to start conversations	Feels exhausted when having to socialize a lot
Enjoys meeting new people	Finds it difficult to start conversations
Has a wide social circle of friends and acquaintances	Dislikes making small talk
Finds it easy to make new friends	Carefully thinks things through before speaking
Feels energized when around other people	Dislikes being the center of attention
Say things before thinking about them	

Agreeableness

This personality dimension includes attributes such as trust, altruism, kindness, affection, and other prosocial behaviors. People who are high in agreeableness tend to be more cooperative while those low in this trait tend to be more competitive and sometimes even manipulative.

HIGH	LOW
Has a great deal of interest in other people	Takes little interest in others
Cares about others	Doesn't care about how other people feel
Feels empathy and concern for other people	Has little interest in other people's problems
Enjoys helping and contributing to the happiness of other people	Insults and belittles others
Assists others who are in need of help	Manipulates others to get what they want

Neuroticism

Neuroticism is a trait characterized by sadness, moodiness, and emotional instability. Individuals who are high in this trait tend to experience mood swings, anxiety, irritability, and sadness. Those low in this trait tend to be more stable and emotionally resilient.

HIGH	LOW
Experiences a lot of stress	Emotionally stable
Worries about many different things	Deals well with stress
Gets upset easily	Rarely feels sad or depressed
Experiences dramatic shifts in mood	Doesn't worry much
Feels anxious	Is very relaxed
Struggles to bounce back after stressful events	

Sigmund Freud Theory of Personality

According to Sigmund Freud, human personality is complex and has more than a single component. In his famous psychoanalytic theory, Freud states that personality is composed of three elements known as the id, the ego, and the superego. These elements work together to create complex human behaviors.¹

Each component adds its own unique contribution to personality and the three interact in ways that have a powerful influence on an individual. Each element of personality emerges at different points in life.

The Id

- According to Freud, the id is the source of all psychic energy, making it the primary component of personality.
- The id is the only component of personality that is present from birth.
- This aspect of personality is entirely unconscious and includes instinctive and primitive behaviors.

The id is driven by the pleasure principle, which strives for immediate gratification of all desires, wants, and needs. If these needs are not satisfied immediately, the result is a state anxiety or tension. For example, an increase in hunger or thirst should produce an immediate attempt to eat or drink.

The id is very important early in life because it ensures that an infant's needs are met. If the infant is hungry or uncomfortable, they will cry until the demands of the id are satisfied. Young infants are ruled entirely by the id, there is no reasoning with them when these needs demand satisfaction.

The Ego

- According to Freud, The ego develops from the id and ensures that the impulses of the id can be expressed in a manner acceptable in the real world.
- The ego functions in the conscious, preconscious, and unconscious mind.
- The ego is the component of personality that is responsible for dealing with reality

The ego operates based on the reality principle, which strives to satisfy the id's desires in realistic and socially appropriate ways. The reality principle weighs the costs and benefits of an action before deciding to act upon or abandon impulses.

In many cases, the id's impulses can be satisfied through a process of delayed gratification—the ego will eventually allow the behavior, but only in the appropriate time and place.

The Superego

The last component of personality to develop is the superego.

- According to Freud, the superego begins to emerge at around age five.
- The superego holds the internalized moral standards and ideals that we acquire from our parents and society (our sense of right and wrong).
- The superego provides guidelines for making judgments.

The superego has two parts:

- The conscience includes information about things that are viewed as bad by parents and society. These behaviors are often forbidden and lead to bad consequences, punishments, or feelings of guilt and remorse.
- The ego ideal includes the rules and standards for behaviors that the ego aspires to.

The superego tries to perfect and civilize our behavior. It works to suppress all unacceptable urges of the id and struggles to make the ego act upon idealistic standards rather than upon realistic principles. The superego is present in the conscious, preconscious, and unconscious.

Erik Erikson's Theory of Personality

Erik Erikson was an ego psychologist who developed one of the most popular and influential theories of development. While his theory was impacted by psychoanalyst Sigmund Freud's work, Erikson's theory centered on psychosocial development rather than psychosexual development.

The stages that make up his theory are as follows:

Stage 1: Trust vs. Mistrust

Stage 2: Autonomy vs. Shame and Doubt

Stage 3: Initiative vs. Guilt

Stage 4: Industry vs. Inferiority

Stage 5: Identity vs. Confusion

Stage 6: Intimacy vs. Isolation

Stage 7: Generativity vs. Stagnation

Stage 8: Integrity vs. Despair

Stage 1: Trust vs. Mistrust

The first stage of Erikson's theory of psychosocial development occurs between birth and 1 year of age and is the most fundamental stage in life. Because an infant is utterly dependent, developing trust is based on the dependability and quality of the child's caregivers.

At this point in development, the child is utterly dependent upon adult caregivers for everything they need to survive including food, love, warmth, safety, and nurturing. If a caregiver fails to provide adequate care and love, the child will come to feel that they cannot trust or depend upon the adults in their life.

Stage 2: Autonomy vs. Shame and Doubt

The second stage of Erikson's theory of psychosocial development takes place during early childhood and is focused on children developing a greater sense of personal control.

At this point in development, children are just starting to gain a little independence. They are starting to perform basic actions on their own and making simple decisions about what they prefer. By allowing kids to make choices and gain control, parents and caregivers can help children develop a sense of autonomy.

Stage 3: Initiative vs. Guilt

The third stage of psychosocial development takes place during the preschool years. At this point in psychosocial development, children begin to assert their power and control over the world through directing play and other social interactions.

Children who are successful at this stage feel capable and able to lead others. Those who fail to acquire these skills are left with a sense of guilt, self-doubt, and lack of initiative.

Stage 4: Industry vs. Inferiority

The fourth psychosocial stage takes place during the early school years from approximately ages 5 to 11. Through social interactions, children begin to develop a sense of pride in their accomplishments and abilities.

Children need to cope with new social and academic demands. Success leads to a sense of competence, while failure results in feelings of inferiority.

Stage 5: Identity vs. Confusion

The fifth psychosocial stage takes place during the often turbulent teenage years. This stage plays an essential role in developing a sense of personal identity which will continue to influence behavior and development for the rest of a person's life. Teens need to develop a sense of self and personal identity. Success leads to an ability to stay true to yourself, while failure leads to role confusion and a weak sense of self.

During adolescence, children explore their independence and develop a sense of self. Those who receive proper encouragement and reinforcement through personal exploration will emerge from this stage with a strong sense of self and feelings of independence and control. Those who remain unsure of their beliefs and desires will feel insecure and confused about themselves and the future.

Stage 6: Intimacy vs. Isolation

Young adults need to form intimate, loving relationships with other people. Success leads to strong relationships, while failure results in loneliness and isolation. This stage covers the period of early adulthood when people are exploring personal relationships.

Erikson believed it was vital that people develop close, committed relationships with other people. Those who are successful at this step will form relationships that are enduring and secure.

Stage 7: Generativity vs. Stagnation

Adults need to create or nurture things that will outlast them, often by having children or creating a positive change that benefits other people. Success leads to feelings of usefulness and accomplishment, while failure results in shallow involvement in the world.

During adulthood, we continue to build our lives, focusing on our career and family. Those who are successful during this phase will feel that they are contributing to the world by being active in their home and community. Those who fail to attain this skill will feel unproductive and uninvolved in the world.

Stage 8: Integrity vs. Despair

The final psychosocial stage occurs during old age and is focused on reflecting back on life.

At this point in development, people look back on the events of their lives and determine if they are happy with the life that they lived or if they regret the things they did or didn't do.

Erikson's theory differed from many others because it addressed development throughout the entire lifespan, including old age. Older adults need to look back on life and feel a sense of fulfillment. Success at this stage leads to feelings of wisdom, while failure results in regret, bitterness, and despair.

At this stage, people reflect back on the events of their lives and take stock. Those who look back on a life they feel was well-lived will feel satisfied and ready to face the end of their lives with a sense of peace. Those who look back and only feel

regret will instead feel fearful that their lives will end without accomplishing the things they feel they should have.

Significance/Importance of Personality Development

- Ensures Continuous Improvement/Growth
- Helps in Better Management
- Builds Balance in Life
- Ensures Excellence in one's Field
- Improved Confidence
- Creates Positivity
- Reduces Stress
- Make New Friends
- Makes You Presentable

Success and concept of success

Success is the state or condition of meeting a defined range of expectations. It may be viewed as the opposite of failure. The criteria for success depend on context, and may be relative to a particular observer or belief system. One person might consider a success what another person considers a failure, particularly in cases of direct competition or a zero-sum game. Similarly, the degree of success or failure in a situation may be differently viewed by distinct observers or participants, such that a situation that one considers to be a success, another might consider to be a failure, a qualified success or a neutral situation.

"Success is peace of mind that is the direct result of self-satisfaction in knowing you did your best to become the best that you are capable of becoming."

"Success is the achievement of a desired goal, such as for obtaining name and fame or wealth or a higher degree, for which a person has tried his level best."

The Definition of Success in Different Areas of Life

Consider if each of the parts that make up well-being below is necessary for you to feel successful.

- **Emotional success** (i.e., feeling good)
- **Social success** (i.e., feeling connected)
- **Occupational success** (i.e., feeling fulfilled by your work)
- **Financial success** (i.e., being able to afford the things you need)
- **Community success** (i.e., the well-being of your friends, family, and larger community)

Concept of Failure:

Failure is defined as a lack of success or the inability to meet an expectation.

The concept of failure is not as the failure itself. It relates on how you deal with a failure. Everyone in his/her life have to deal with one or more failures in various fields! The point is not what happens, is what you do with what's happened!

It equips you with:

- strength to achieve even more on what you are doing,
- Determination to keep on doing something,
- Focus on what's needs to be done, and
- Clarity,

The Major Obstacles to Success

- Lack of Vision
- Lack of Focus
- Lack of Willpower
- Trying to Please Everyone
- Fear of Failure
- The Average Mentality
- The Pursuit of Perfection
- Ego
- Family Responsibility
- Lack of Training

Overcome from Hurdles

- Don't complain
- Stay positive.
- Be realistic.
- Emotional side
- Figure out what's holding you back.
- Think about your history with this obstacle.
- Find similarities to previous obstacles.
- Determine what you control.
 - ✓ You can control your attitude.
 - ✓ You can control how much effort you put in.
 - ✓ You can control your decision when an opportunity is offered to you.
 - ✓ You can control your diet, exercise, and sleep schedule, which can improve your mood and alertness.
- Analyze interpersonal issues.
- Break your goals into smaller chunks

- Consider creative solutions.
- Keep an active plan.
- Track your progress.
- Seek advice and support.

Factors responsible for success

- | | |
|--------------------|--------------------------|
| ➤ Education | Skill |
| ➤ Contact | Money |
| ➤ Good work habits | Positive mental attitude |
| ➤ Positive image | Creativity |
| ➤ Character | |

Causes of Failure

- **Unfavorable Hereditary Background**
- **Lack of a Well Defined Purpose in Life**
- Lack of Ambition to Aim Above Mediocrity
- **Insufficient Education**
- **Lack of Self-Discipline**
- **Ill Health**
- **Unfavorable Environmental Influences During Childhood**
- **Procrastination**
- Lack of Persistence
- **Negative Personality**
- Lack of Controlled Sexual Urge
- Uncontrolled Desire for 'Something for Nothing'
- **Lack of a Well Defined Power of Decision**
- One or More of the Six Basic Fears
- Wrong Selection of a Mate in Marriage
- Over-Caution
- Wrong Selection of Associates in Business
- **Superstition & Prejudice**
- Wrong Selection of a Vocation
- **Lack of Concentration of Effort**
- The Habit of Indiscriminate Spending
- **Lack of Enthusiasm**
- Intolerance
- Intemperance
- **Inability to Cooperate With Others**
- **Possession of Power Not Acquired Through Self-Effort**
- Intentional Dishonesty
- Egotism & Vanity

- **Guessing Instead of Thinking**
- Lack of Capital

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. You can use these four areas as a framework to identify what could help or hinder your personal development.

Role of SWOT Analysis in Personal Development

Though SWOT analysis is used primarily for business and marketing purposes, it can also help individuals assess their strengths, weaknesses, opportunities and threats. Personal development is essential for an individual to look more appealing to employers, plus it also increases self-confidence, self-esteem, and self-image.

People often fail to analyze themselves and as a result, end up making bad decisions, but many apply SWOT analysis effectively with professional tactics to stand out in a sea of candidates. Self-analysis can get complicated but can play a significant role in personal progress. To be successful in today's competitive world, it's essential for one to be able to identify his or her strengths and weaknesses, as well as the opportunities and threats that are presented to him/her.