



# People Analytics

*with Hogan Personality Data*

PRESENTED TO

sample **ADCo**

POWERED BY

**K** | **KAISER**  
leadership solutions

## This is an actual client report, with names and identifying information removed to protect anonymity.

For context, the participants are all from the same global powerhouse advertising and PR firm. They are professionals from around the world who are one step below the executive leadership team (CEO -2) and participated in a program designed to improve the leadership of the various regions and market niches they represent.

This sample report shows how we analyze Hogan data for a population of leaders.

The deck includes boilerplate set-up for explaining the Hogan assessments, what they measure, and custom charts based on the group data.

Each data slide includes interpretation (in the notes feature) for the facilitator/presenter.

The structure is intended to walk participants through the data so they have a grounded understanding of where the interpretation comes from. This sets the stage for a group conversation around the themes on the last slide.

The notes on the last slide help the presenter to boil it all down to a couple over-riding themes, to share with the group at the right point in the dialogue with them to effectively bring it all together and set up the question: So what? Now what?

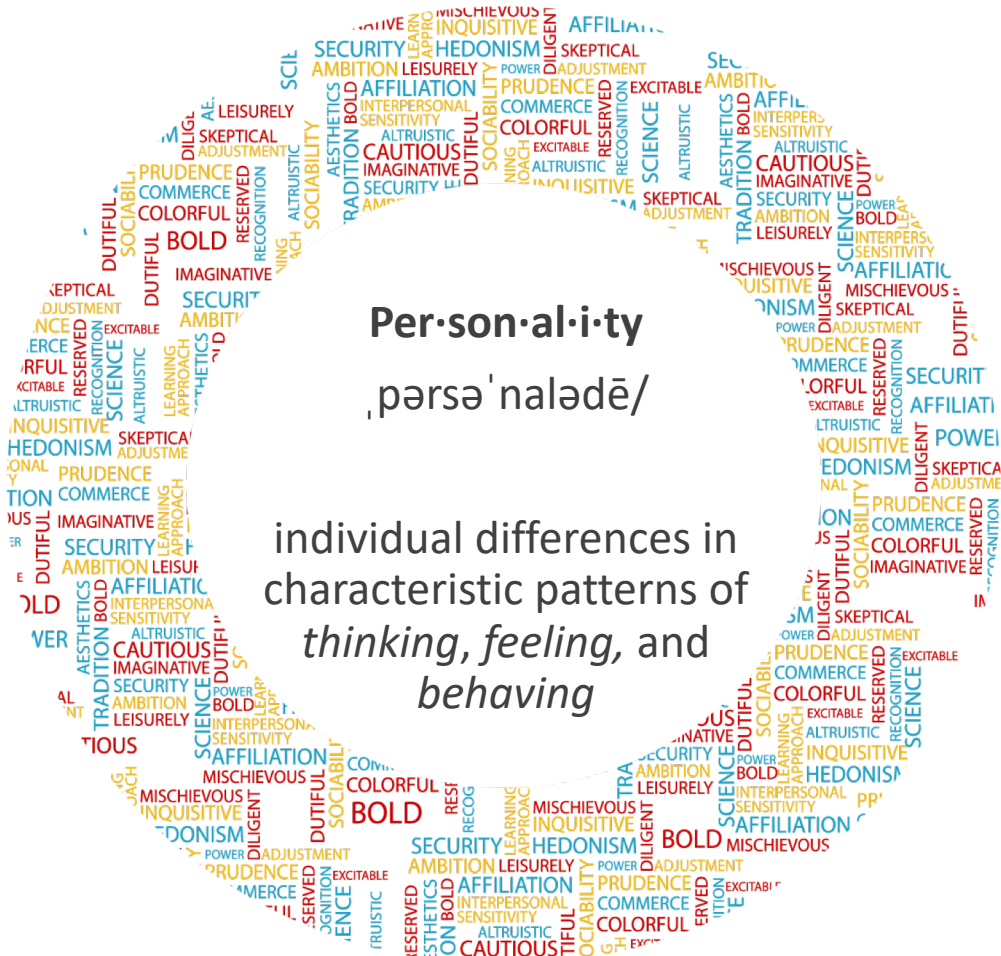
The session should end with a group discussion about “What are we going to commit to doing differently build on our collective strengths, manage our risks, and establish the leadership culture our business needs to be successful and that we want to be a part of?”

sample **ADCo**

## LeaderLab Program

**36** total participants

data collected Q1 2019





**HPI** | HOGAN  
PERSONALITY  
INVENTORY

The “Bright Side” of personality

How you are seen by others day-to-day

Common tendencies that help and hinder performance

**YOUR TYPICAL APPROACH  
TO WORK**

**HDS** | HOGAN  
DEVELOPMENT  
SURVEY

The “Dark Side” of personality

Derailers that disrupt relationships and corrupt judgment

Troubling tendencies triggered by pressure or complacency

**WHAT CAN GET  
IN YOUR WAY**

**MVPI** | MOTIVES, VALUES,  
PREFERENCES  
INVENTORY

The “Inside” of personality

Your values, interests, and preferences

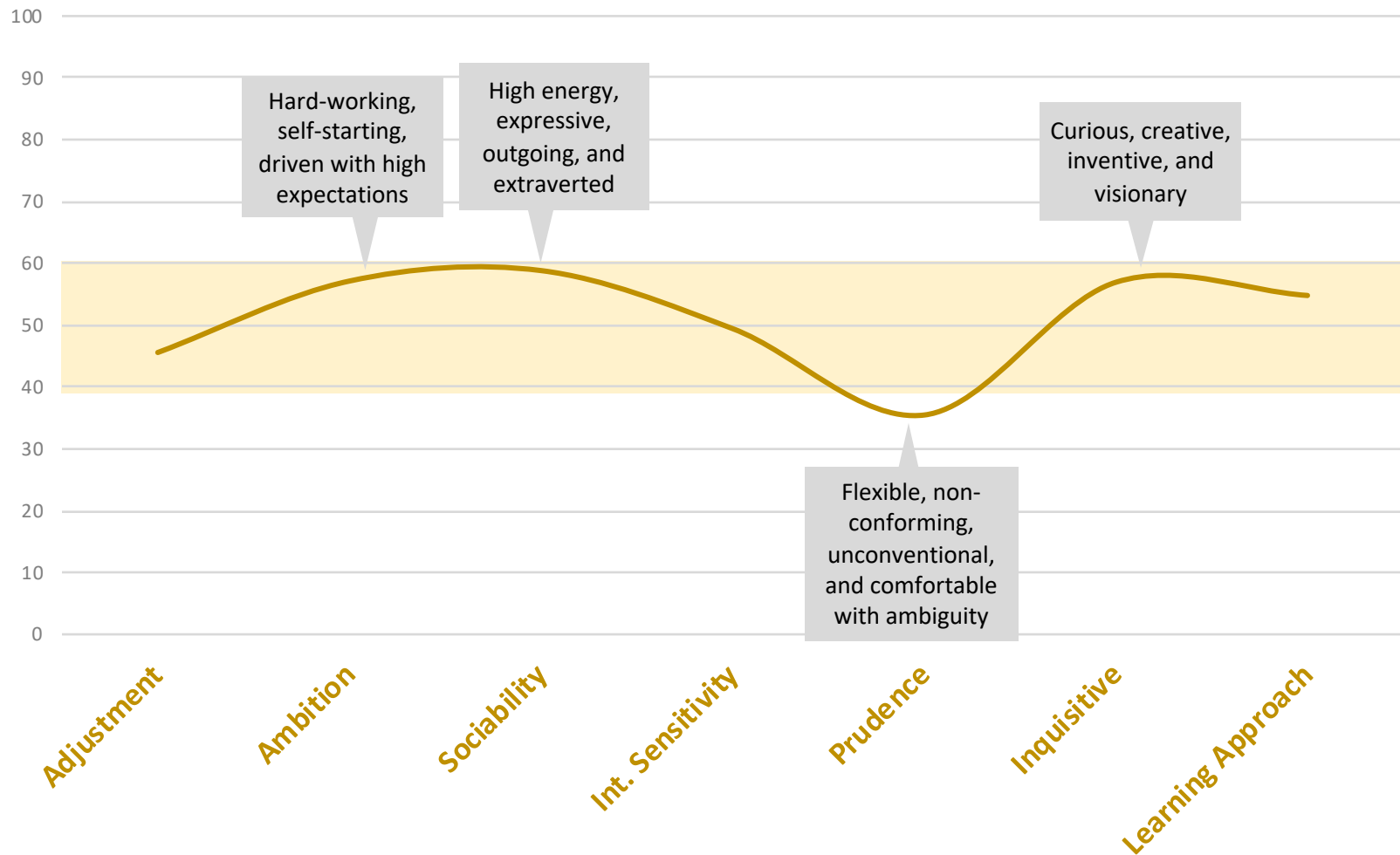
Motivational drivers that guide attention, decisions, and behavior

**WHAT YOU WANT**

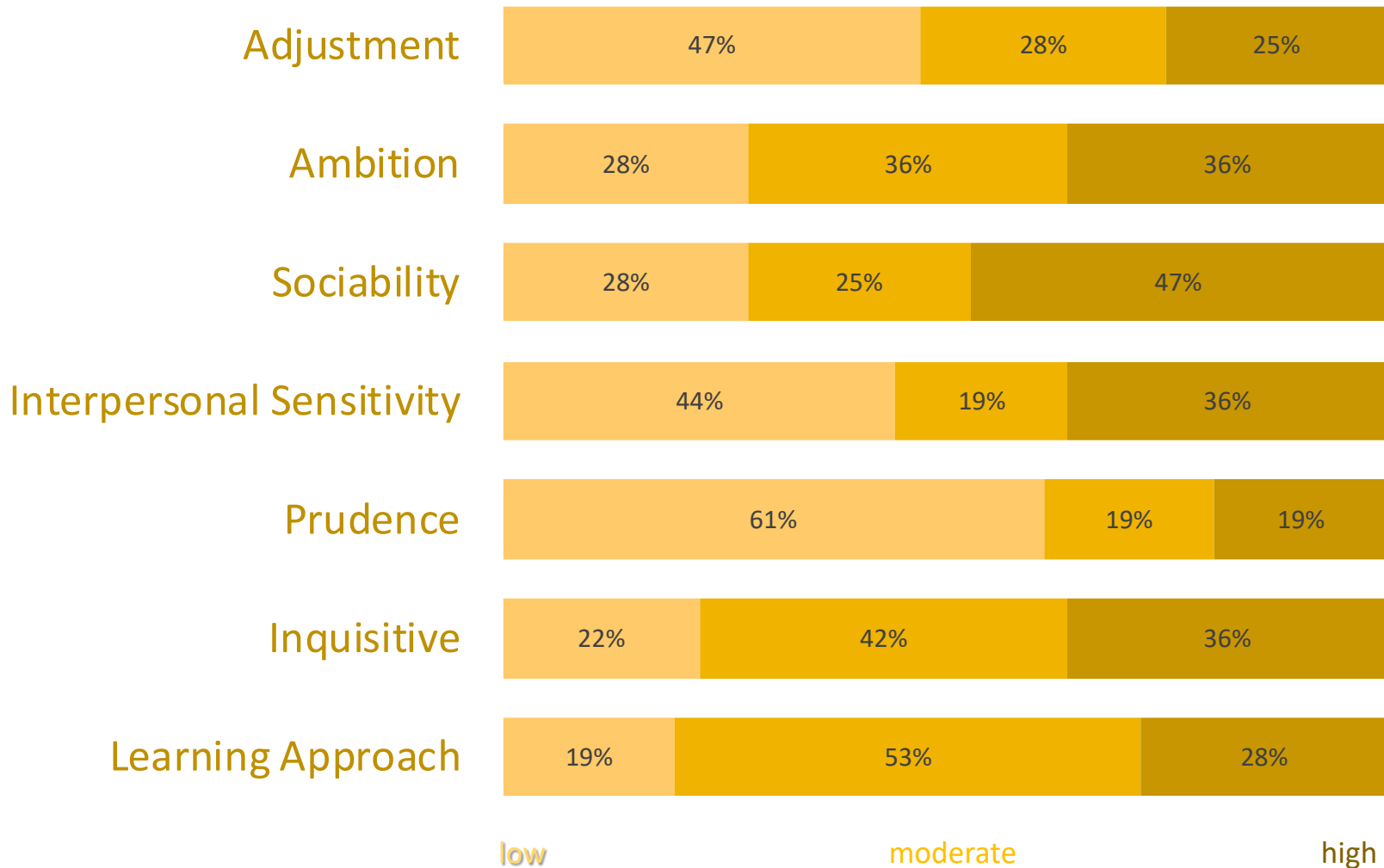
**Bright side** | “typical” day-to-day approach

<b>Adjustment</b>	Calm and composed under pressure
<b>Ambition</b>	Leader-like; competitive and driven
<b>Sociability</b>	Outgoing and seeks social interactions
<b>Interpersonal Sensitivity</b>	Diplomatic, tactful and considerate
<b>Prudence</b>	Detail-oriented, self-disciplined and rule-abiding
<b>Inquisitive</b>	Creative, forward-thinking, focused on the big picture
<b>Learning Approach</b>	Enjoy ideas and staying up-to-date professionally

## Average scores

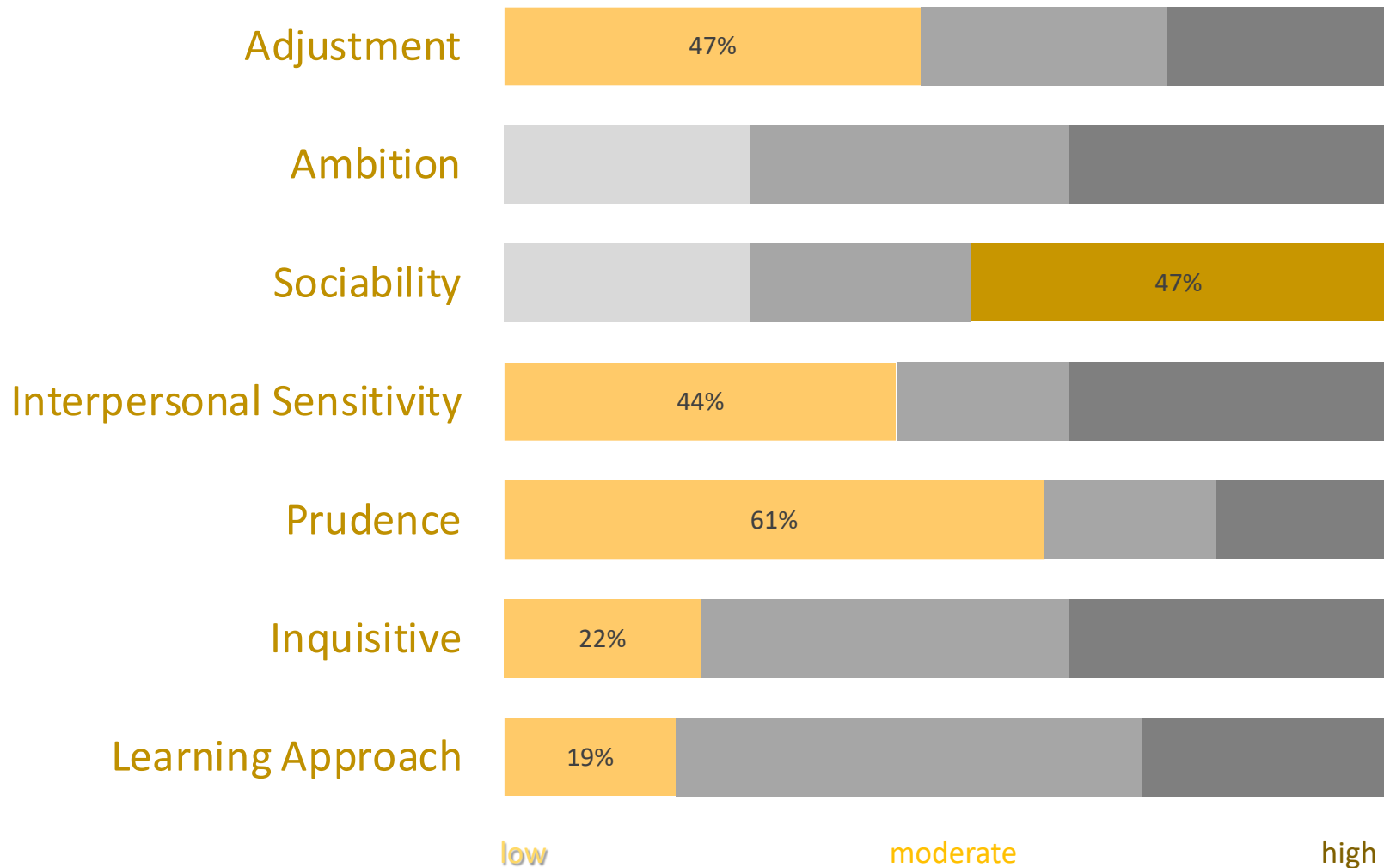


## Proportion scoring at different levels





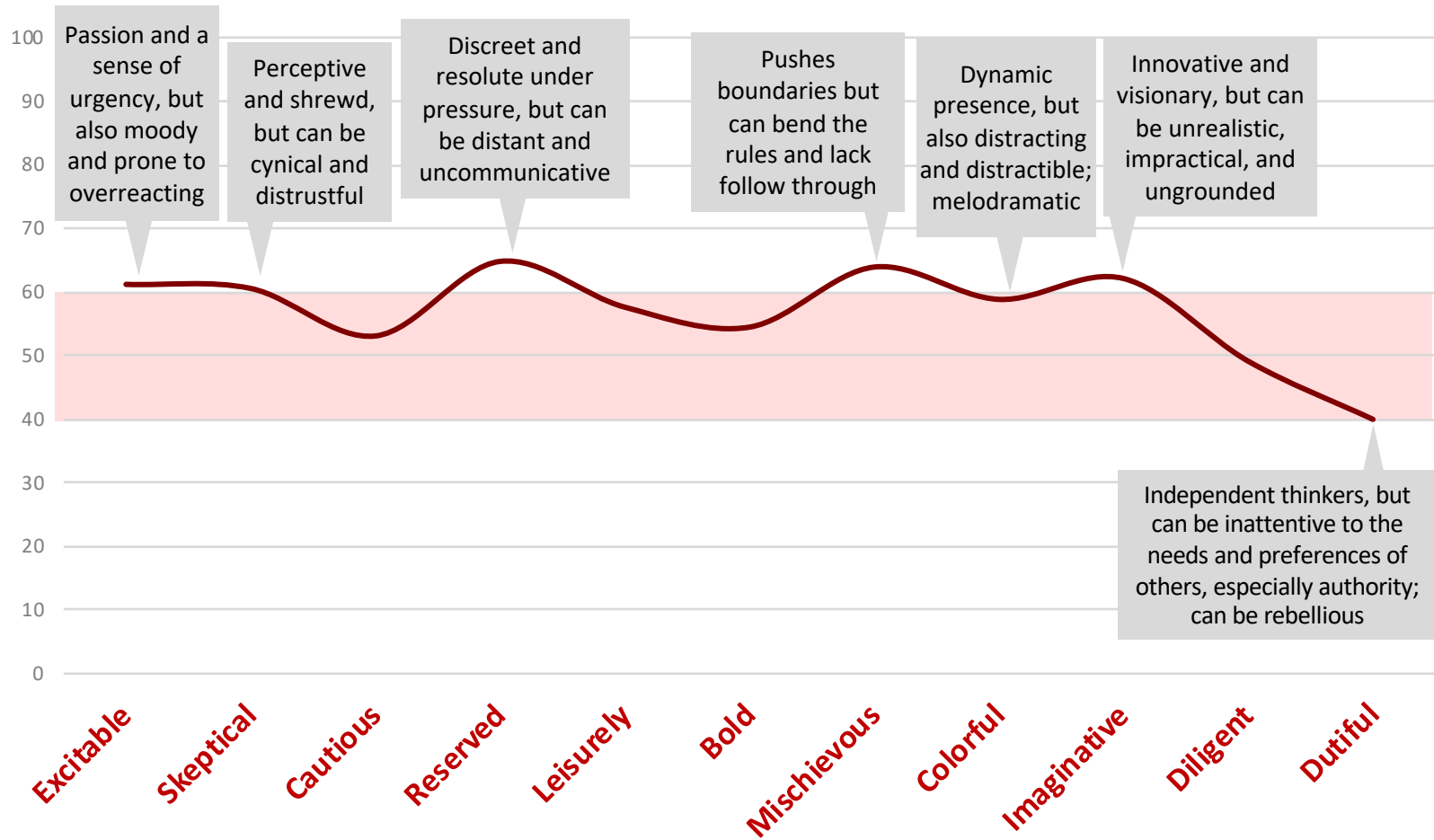
Proportion scoring at different levels



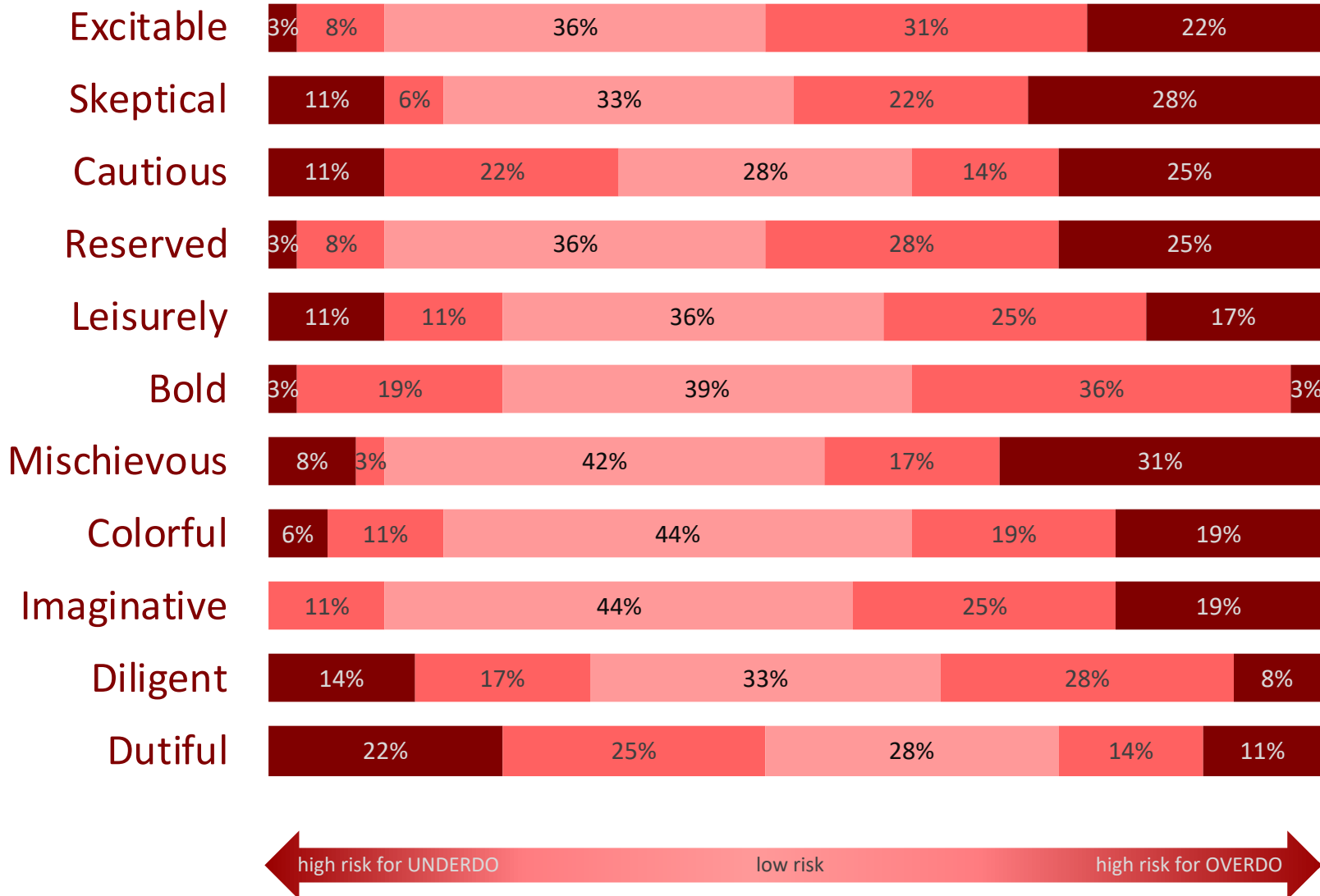
## Dark Side | when strengths become “derailers”

<b>Excitable</b>	Enthusiastic and passionate	Moody, prone to overreacting
<b>Skeptical</b>	Perceptive and shrewd	Cynical and mistrustful
<b>Cautious</b>	Thorough and deliberate	Overly concerned about mistakes
<b>Reserved</b>	Independent, business-like	Disconnected and uncommunicative
<b>Leisurely</b>	Relaxed and easygoing	Passive-resistant, indirect
<b>Bold</b>	Confident and assertive	Hubris, overestimates abilities
<b>Mischievous</b>	Flexible; takes calculated risks	Impulsive; breaks rules
<b>Colorful</b>	Captivating presence	Melodramatic, attention-seeking
<b>Imaginative</b>	Original; “out-of-the-box” thinker	Eccentric; different to be different
<b>Diligent</b>	Detail-oriented and hardworking	Perfectionistic, micromanaging
<b>Dutiful</b>	Supportive and loyal	Deferential, especially to superiors

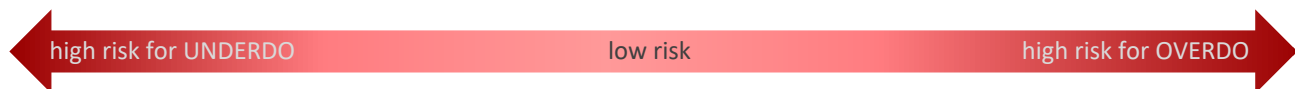
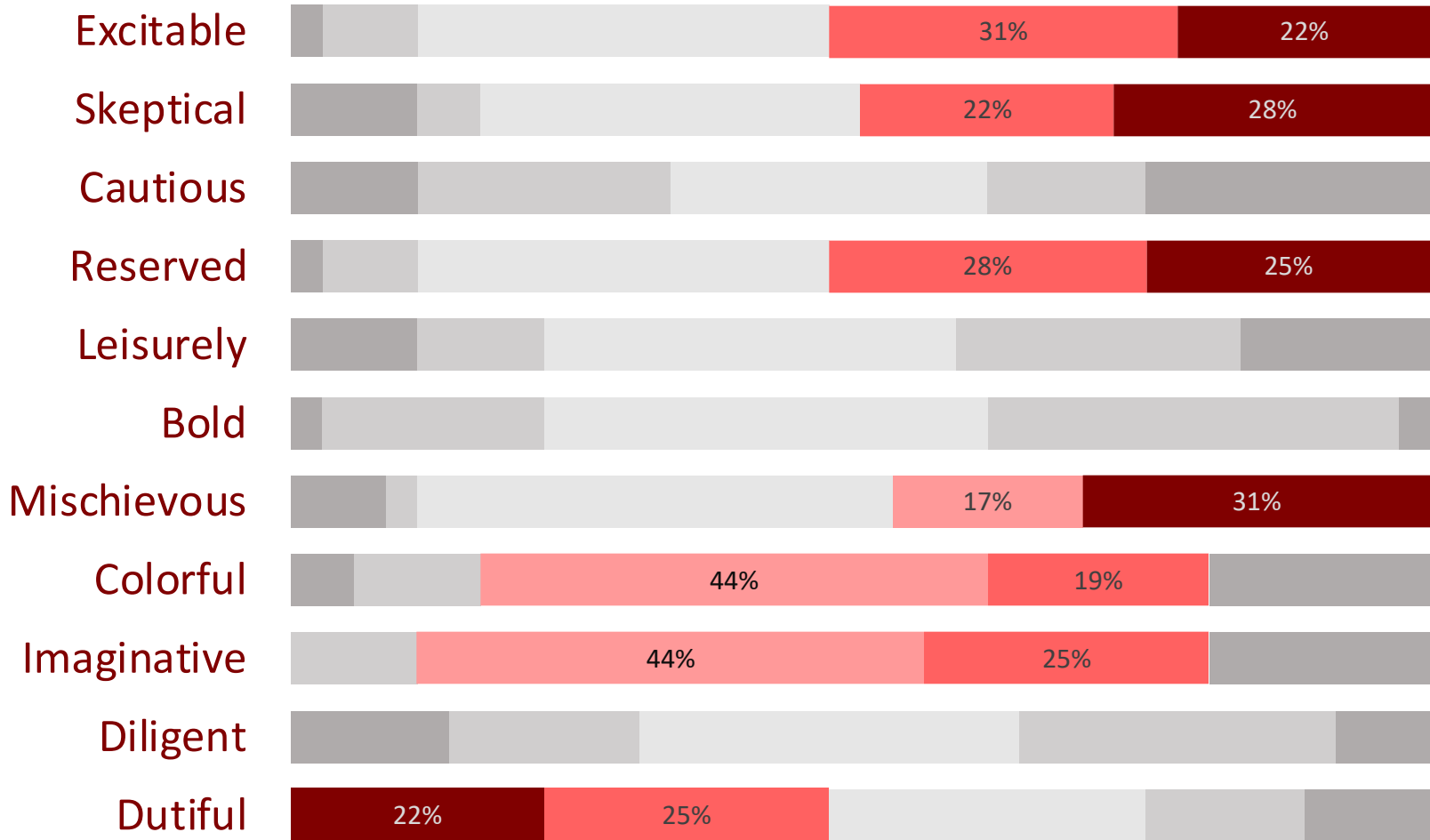
## Average scores



## Proportion scoring at different levels



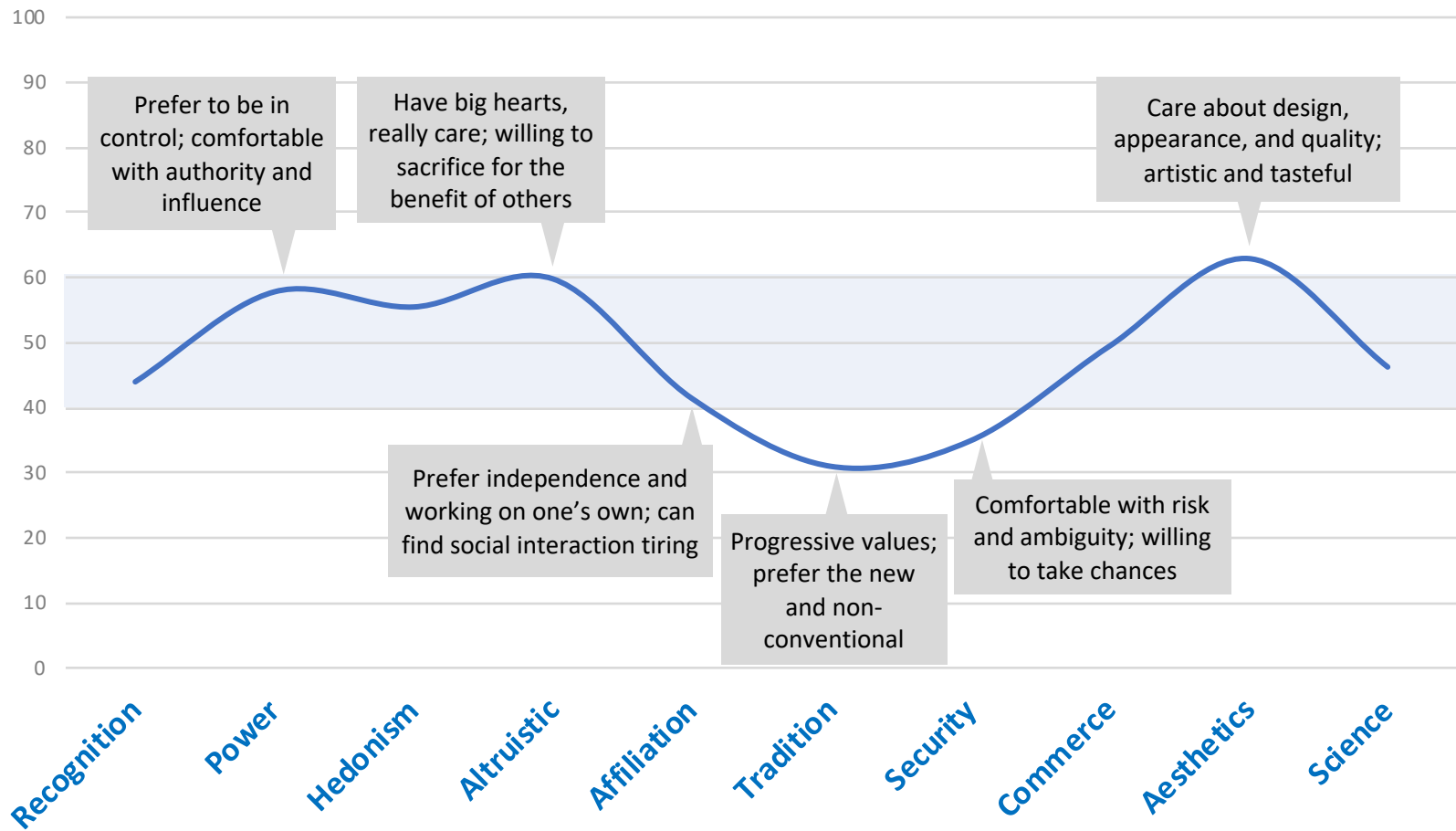
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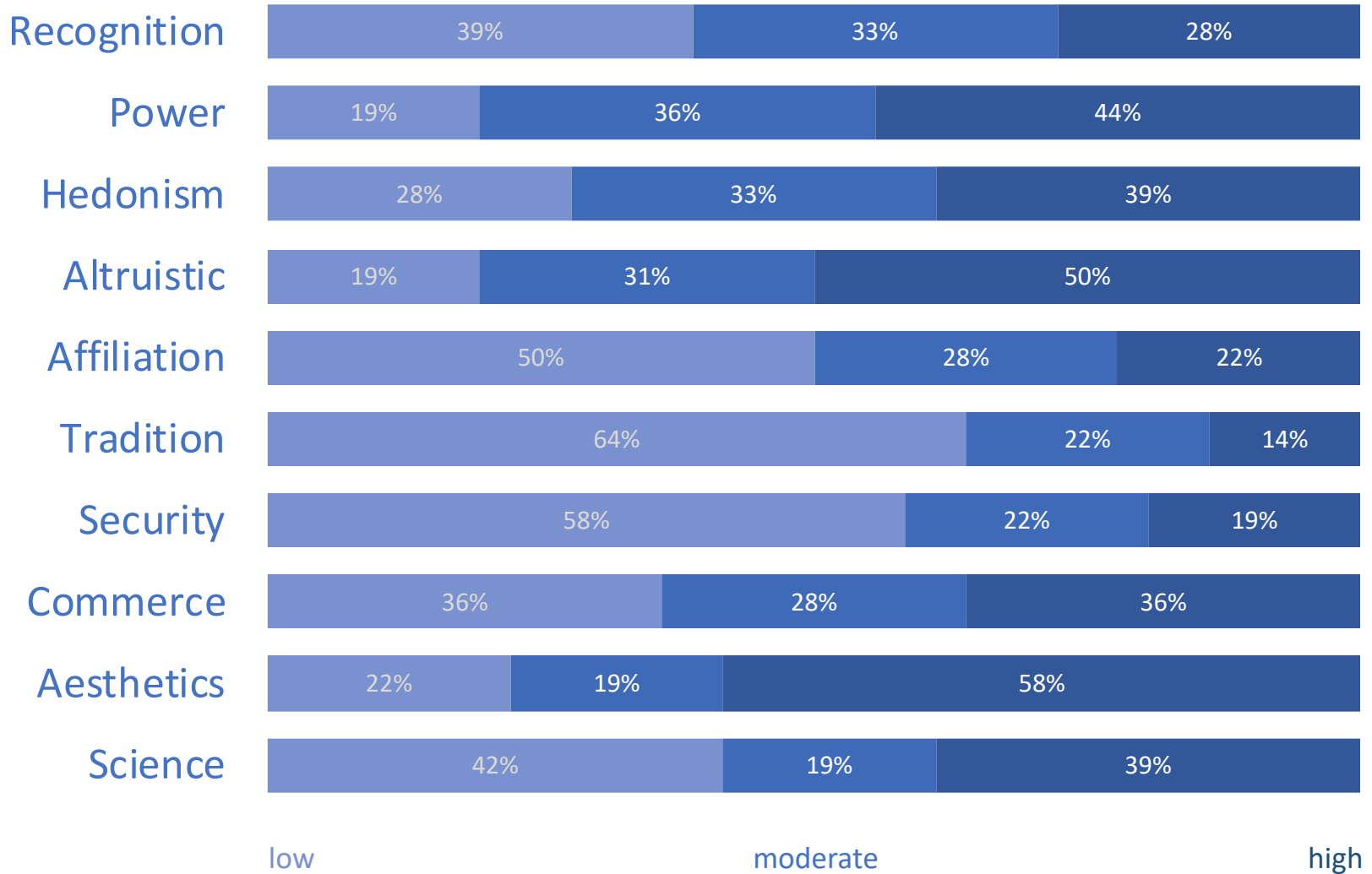
## Inside | motivational “drivers”

<b>Recognition</b>	Need for attention and visibility
<b>Power</b>	Wanting to be in control and calling the shots
<b>Hedonism</b>	Need for fun, having a good time
<b>Altruistic</b>	Desire to help other people
<b>Affiliation</b>	Enjoy social interaction and being around people
<b>Tradition</b>	Following convention and well-established principles
<b>Security</b>	Preference for predictability, safety, and order
<b>Commerce</b>	Interest in business opportunities and earning money
<b>Aesthetics</b>	Concern about design, quality, and appearance
<b>Science</b>	Analytical, data-driven, appreciation for technology

## Average scores

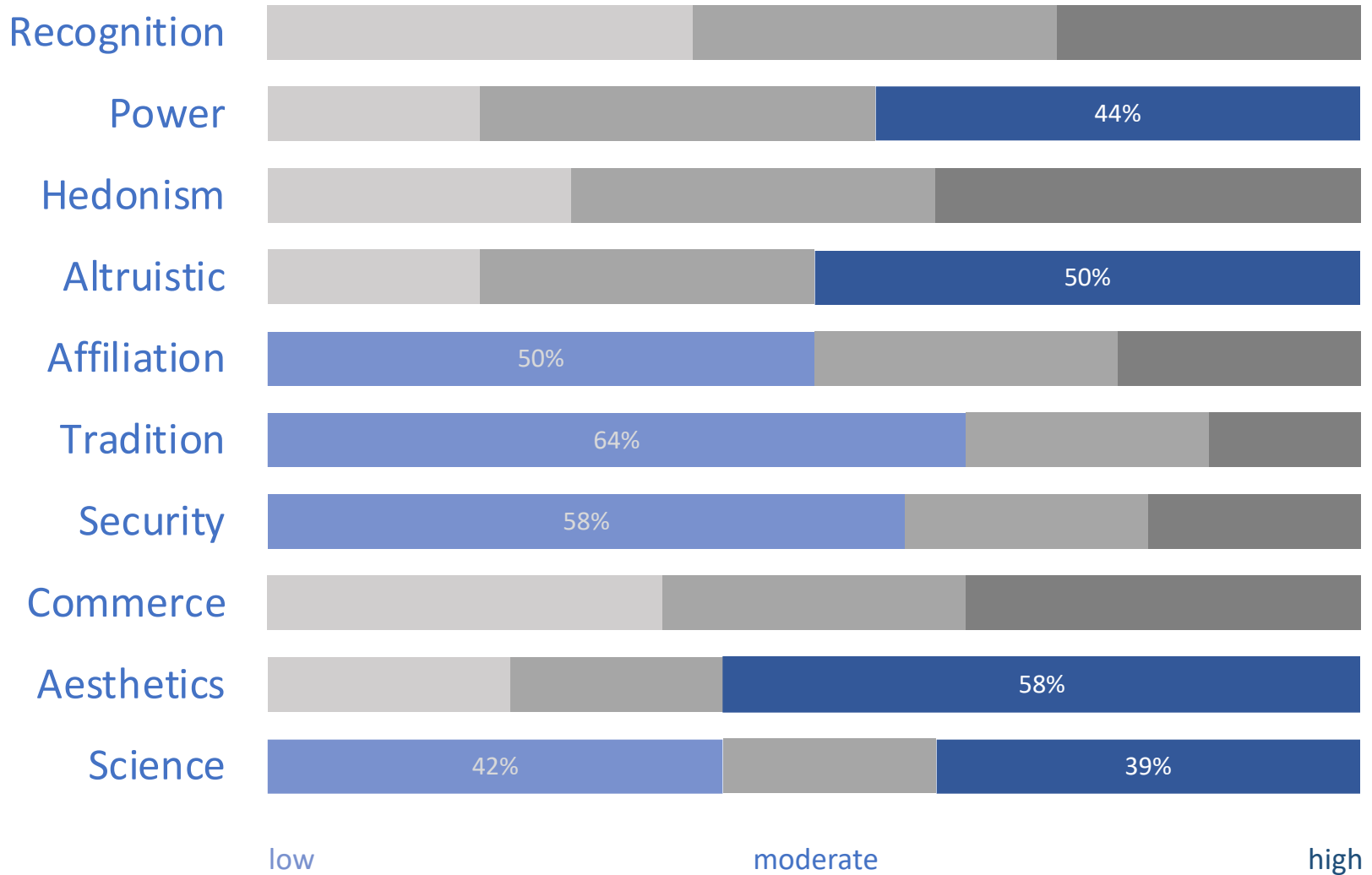


## Proportion scoring at different levels





## Proportion scoring at different levels



# Themes

## Day-to-Day

- Flexible, non-conforming, unconventional, and comfortable with ambiguity (low Prudence)
- Curious, creative, inventive, and visionary (high Inquisitive)
- High energy, expressive, outgoing, and extraverted (high Sociability)
- Hard-working, self-starting, driven with high expectations (high Ambition)
- Many are concerned about doing well, but can be hard on themselves and stress-prone (low Adjustment)
- Many are direct, critical thinkers but may seem harsh and inconsiderate (low Interpersonal Sensitivity)

## Derailers

Several risks of overdoing derailing behaviors, where “strengths become weaknesses” under pressure:

- Passion and a sense of urgency, but also moody and prone to overreacting (high Excitable)
- Perceptive and shrewd, but can be cynical and distrustful (high Skeptical)
- Discreet and resolute under pressure, but can be distant and uncommunicative (high Reserved)
- Pushes boundaries but can be impulsive, bend the rules, and lack follow through (high Mischievous)
- Dynamic presence, but also distracting and distractible, melodramatic and attention-seeking (high Colorful)
- Innovative and visionary, but can be unrealistic, impractical, and ungrounded (high Imaginative)
- Independent thinkers, but can be inattentive to the needs of others, especially authority (high Dutiful)

## Drivers

- Strongest motivational theme: forward-thinking, artistic expression with a willingness to push the boundaries and take risks to upend convention with creativity and innovation (low Tradition, Security, high Aesthetics)
- Prefer to be in control; comfortable with authority and influence (high Power)
- Most are caring and want to help others, but also prefer to work independently and find social interaction exhausting (high Altruistic, low Affiliation)
- Likely conflict about the priority and value of data vs experience, logic vs intuition (a split on low and high Science)