

The Big Five Inventory (BFI)

Source: The Fetzter Institute Self Report Measures

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.

Disagree Strongly	Disagree A Little	Neither Agree Nor Disagree	Agree A Little	Agree Strongly
1	2	3	4	5

I see myself as someone who...

- | | |
|---|--|
| <input type="checkbox"/> 1. Is talkative | <input type="checkbox"/> 2. Tends to find fault with others |
| <input type="checkbox"/> 3. Does a thorough job | <input type="checkbox"/> 4. Is depressed, blue |
| <input type="checkbox"/> 5. Is original and comes up with new ideas | <input type="checkbox"/> 6. Is reserved |
| <input type="checkbox"/> 7. Is helpful and unselfish with others | <input type="checkbox"/> 8. Can be somewhat careless |
| <input type="checkbox"/> 9. Is relaxed and handles stress well | <input type="checkbox"/> 10. Is curious about many different things |
| <input type="checkbox"/> 11. Is full of energy | <input type="checkbox"/> 12. Starts quarrels with others |
| <input type="checkbox"/> 13. Is a reliable worker | <input type="checkbox"/> 14. Can be tense |
| <input type="checkbox"/> 15. Is ingenious, a deep thinker | <input type="checkbox"/> 16. Generates a lot of enthusiasm |
| <input type="checkbox"/> 17. Has a forgiving nature | <input type="checkbox"/> 18. Tends to be disorganized |
| <input type="checkbox"/> 19. Worries a lot | <input type="checkbox"/> 20. Has an active imagination |
| <input type="checkbox"/> 21. Tends to be quiet | <input type="checkbox"/> 22. Is generally trusting |
| <input type="checkbox"/> 23. Tends to be lazy | <input type="checkbox"/> 24. Is emotionally stable, not easily upset |
| <input type="checkbox"/> 25. Is inventive | <input type="checkbox"/> 26. Has an assertive personality |
| <input type="checkbox"/> 27. Can be cold and aloof | <input type="checkbox"/> 28. Perseveres until the task is finished |
| <input type="checkbox"/> 29. Can be moody | <input type="checkbox"/> 30. Values artistic, aesthetic experiences |
| <input type="checkbox"/> 31. Is sometimes shy and inhibited | <input type="checkbox"/> 32. Is considerate, kind to most everyone |
| <input type="checkbox"/> 33. Does things efficiently | <input type="checkbox"/> 34. Remains calm in tense situations |
| <input type="checkbox"/> 35. Prefers work that is routine | <input type="checkbox"/> 36. Is outgoing and sociable |
| <input type="checkbox"/> 37. Is sometimes rude to others | <input type="checkbox"/> 38. Makes plans, follows through with them |
| <input type="checkbox"/> 39. Gets nervous easily | <input type="checkbox"/> 40. Likes to reflect and play with ideas |
| <input type="checkbox"/> 41. Has few artistic interests | <input type="checkbox"/> 42. Likes to cooperate with others |
| <input type="checkbox"/> 43. Is easily distracts | <input type="checkbox"/> 44. Is sophisticated in art, music, or literature |

The Big Five Inventory (BFI) Scoring Worksheet

Source: The Fetzter Institute Self Report Measures

To calculate your "score" for each of the Big Five personality traits, transfer your 1-5 answer for each question into the corresponding blank box above the appropriate question number. For example, if you answered "Agree Strongly" to question number 1 ("...is talkative"), fill "5" in the first column of the "Extraversion" table below. Do the same for each of the 44 questions and 44 blank boxes below.

When you have completed the transfer of all numbers, sum the numbers you filled in to the left of each minus sign and deduct the numbers you filled in to the right of the minus sign. Write the result in the last empty box with the bold border. For example, under "Extraversion", sum your answers to questions 1, 11, 16, 26, and 36, and then subtract your answers to questions 6, 21, and 31 to get your Extraversion score. Finally, place a mark for each of the five personality traits in the appropriate location on the scoring chart at the bottom of the page.

Openness	5	10	15	20	25	30	40	44	-	35	41	=

Conscientiousness	3	13	28	33	38	-	8	18	23	43	=	

Extraversion	1	11	16	26	36	-	6	21	31	=	

Agreeableness	7	17	22	32	42	-	2	12	27	37	=	

Neuroticism	4	14	19	29	39	-	9	24	34	=	

Big Five Inventory Scoring Chart

Trait	Range	Minimum	Middle	Maximum
Openness	(2) to 38	(2)	18	38
Conscientiousness	(15) to 21	(15)	3	21
Extraversion	(10) to 22	(10)	6	22
Agreeableness	(15) to 21	(15)	3	21
Neuroticism	(10) to 22	(10)	6	22

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The Big Five factors of personality is a theory developed by multiple researchers and psychologists over the course of the last seventy years or so. Some of the earliest and most impactful work was done by...

- Ernest Tupes and Raymond Christal in the 1950's
- J.M Digman in 1990
- L.R. Goldberg in 1993

The Big Five has become an often-used tool by human resources departments for the hiring and placement of employees. This is because the characteristics associated with each of the personality traits provide insight into how employees might act in certain situations on the job.

The table below provides insight into what each of the personality traits means and how high and low scores for each of the five traits are most likely to be observed in individuals.

Trait	Characteristics of a high score in this trait	Characteristics of a low score in this trait	Trait Opposite
Openness	<ul style="list-style-type: none">• Original and creative• Curious, experimental• Wide range of interests	<ul style="list-style-type: none">• Conventional or traditional• Down to earth, practical• Narrow range of interests	Closed-minded
Conscientiousness	<ul style="list-style-type: none">• Reliable and careful• Well-organized• Methodic and thorough	<ul style="list-style-type: none">• Disorganized• Undependable• Impulsive, spontaneous	Indifference
Extraversion	<ul style="list-style-type: none">• Friendly and sociable• Talkative• Fun loving	<ul style="list-style-type: none">• Reserved, formal, serious• Inhibited, quiet• Self-energizing	Introversion
Agreeableness	<ul style="list-style-type: none">• Good natured and courteous• Sympathetic and forgiving• Cooperative, eager-to-please	<ul style="list-style-type: none">• Critical, skeptical• Competitive, proud• Distant, callous	Coolness
Neuroticism	<ul style="list-style-type: none">• Nervous, tense, moody• High-strung• Insecure	<ul style="list-style-type: none">• Calm and relaxed• Secure• Hardy	Calmness

For our purposes in building a personal brand, your self-assessment on the Big Five is just a first step into understanding your own relative strengths. But, it's an important first step. For example, there is little hope in building a successful personal brand around the idea of creativity if you score low on the Openness trait.

Understand that the self-assessment process we used is far from perfect. For one thing, it depends on your own feelings about yourself, rather than potentially more objective assessment by others. Second, we looked only at your absolute "score", not your position relative to others who have answered the same questions. It's entirely possible that what appears to be a very high score on a trait might be only average when compared to others. And, the definition of "others" itself might make a difference when local or company-specific cultures are different.

That said, we now have a starting point for the creation of our personal brand.



The Retail Management Formula

Leader Readiness Assessment

Name: _____ Date: _____

Elements of the Retail Leadership Profile	Description	Warning Signs	Assessment			Comments
			Weak	Avg.	Strong	
Personal Characteristics (Most inherent)	Responsibility Dependable, accountable, adapts to the environment, learns from mistakes, maximum effort	Use of passive voice, deflects accountability, no awareness of mistakes, average effort only				
	Empathy Reads body language, tact and diplomacy, desire to satisfy others, polite & friendly, collaborates well	Relates mostly to self, fails to properly anticipate impact on others, fails to smile and connect				
	Authenticity Good substance behind statements, solid point of view, can admit mistakes, sincere humility	Talks in generalities instead of specifics, unable to commit to opinion, touts self above others				
	Fortitude Tenacity to fight through obstacles, bounces back from adversity, flexibility to adapt to changes	Overly sensitive to negative feedback or results, discouraged by failures, gives up easily				
Skills (Most learnable)	Communication Verbal is clear & direct, gets to the point, strong listening ability, nonverbal is good, writes well	Rambles without making point, hard to understand, fails to answer the right question				
	Organization Manages time well, structures tasks and projects, plans effectively, controls minor details	Misses deadlines, forgets details or tasks, frequently runs out of time, doesn't identify sequential steps				
	Judgment Makes solid decisions, accurately discerns character of others, tends to be in right place at the right time	Makes questionable decisions, misses key action points, fails to size up severity of issues				
	Coaching Delegates and follows up well, assesses performance accurately, teaches, gives quality feedback	Fails to provide enough direction or support, spends too little time observing, chides without teaching				
Influencing Ability (Blend of inherent and learnable)	Wisdom Possesses relevant knowledge and wide range of experience, analyzes well, draws meaning from data	Fails to translate experiences to new situations, misses key points in data or analysis				
	Focus Prioritizes well, simplifies complex ideas, gets to the root of issues, facilitates discussions	Drifts among priorities, mixes concepts or messages, fails to understand root causes				
	Action Orientation Takes the initiative, gets stuff done, makes decisions, sets an aggressive pace for others	Waits for others to act, slow to decide, requires certainty before moving ahead				
	Vision Thinks creatively, sees beyond the status quo, pushes for change, inspires to a compelling mission	Resists change, fails to foresee likely consequences to actions, has trouble thinking out of the box				
Presence Displays confidence, is noticeable, shows obvious energy, commands attention, takes charge	Appears reserved and quiet, takes a back seat to the action, blends into the background					

The Retail Management Formula

Personal Specialties

Significant & Unique Experiences		Preferences	Reputation
Specific experience	Lessons or habits learned	Tasks and responsibilities you naturally gravitate toward	Tasks and advice for which people seek you out
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
My Specialties			
Recurring themes that cut across experiences, preferences, and reputation			

The Retail Management Formula

Personal Branding Worksheet

Personality Strengths	Leadership Profile Strengths	Personal Specialties
<p>Personal Brand Foundation</p>	<p>Commitment Statement</p> <p>When others interact with me, they can consistently expect...</p>	<p>Axiom</p>