# PERSONALITY DEVELOPMENT

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# Meaning, Definition and Basics of Personality

# What Is Personality and Why Does It Matter?

Almost every day we describe and assess the personalities of the people around us. "he/she has such a great personality," you might say about a friend. "He gets his personality from his dad," a mother might say about her son. While we spend a lot of time talking about personality, many people are not quite sure exactly how and what personality psychology is really a12`qll about.

Let's take a closer look at exactly what psychologists mean when they talk about personality, how they study human personality, and some of the key theories of personality.

# Definitions

While there are many theories of personality, the first step is to understand exactly what is meant by the term *personality.* The word personality itself stems from the Latin word *persona*, which referred to a theatrical mask worn by performers in order to either project different roles or disguise their identities.

A brief definition would be that personality is made up of the characteristic patterns of thoughts, feelings, and behaviors that make a person unique.

In addition to this, personality arises from within the individual and remains fairly consistent throughout life.

How would you define personality? The following are just a few of the definitions that have been put forth by some different psychologists:

* "That which permits a prediction of what a person will do in a given situation." -Raymond B. Cattell, 1950
* "The dynamic organization within the individual of those psychophysical systems that determine his characteristic behavior and thought." -Gordon W. Allport, 1961
* "The distinctive patterns of behavior (including thoughts and well as 'affects,' that is, feelings, and emotions and actions) that characterize each individual enduringly." -Walter Mischel, 1999
* "Personality refers to individuals' characteristic patterns of thought, emotion, and behavior, together with the psychological mechanisms -- hidden or not -- behind those patterns." -Funder, 2001
* "Although no single definition is acceptable to all personality theorists, we can say that personality is a pattern of relatively permanent traits and unique characteristics that give both consistency and individuality to a person's behavior." -Feist and Feist, 2009.

Environmental factors that can play a role in the development and expression of personality include things like parenting and culture.

How children are raised can depend on the individual personalities and parenting styles of caregivers as well as the norms and expectations of different cultures.

# Components

So what exactly makes up a personality? As described in the definitions above, you would expect that traits and patterns of thought and emotion play important roles. Some of the other fundamental characteristics of personality include:

* **Consistency:** There is generally a recognizable order and regularity to behaviors. Essentially, people act in the same ways or similar ways in a variety of situations.
* **Psychological and physiological:** Personality is a psychological construct, but research suggests that it is also influenced by biological processes and needs.
* **It impacts behaviors and actions:** Personality does not just influence how we move and respond in our environment; it also *causes* us to act in certain ways.
* **Multiple expressions:** Personality is displayed in more than just behavior. It can also be seen in our thoughts, feelings, close relationships, and other social interactions.

# 2. Types of Personality

**Types of Personality**

**1.) EXTROVERT PERSONALITY**

Do you love meeting new people? Does a big social event leave you feeling energized and renewed? If you can answer yes to these questions, then there is a possibility that you might just be an extrovert.

# What exactly is an extrovert?

On the positive side, extroverts are often described as talkative, social, action-oriented, enthusiastic, friendly, and out-going. On the negative side, they are sometimes described as attention-seeking, easily distracted, and unable to spend time alone.

Some of the general characteristics associated with extroversion include:

* Numerous, broad interests
* Likes to communicate by talking
* Enjoys being at the center of attention
* Tends to act first before thinking
* Enjoys group work
* Feels isolated by too much time spent alone
* Looks to others and outside sources for ideas and inspiration
* Likes to talk about thoughts and feelings

Think you might be an extrovert? Check out our list of five of the key traits common to this type of personality.

# You Love to Talk

You don't just enjoy talking to friends, family members, and co-workers; you love to strike up conversations with total strangers. You love to meet new people and learn about their lives. Unlike introverts who tend to think before they speak, extroverts tend to speak as a way to explore and organize their thoughts and ideas.

Extroverts also tend to have a wide circle of friends. Since you are so good at meeting new people, striking up conversations, and you genuinely enjoy the company of others, it probably is no surprise that making friends comes easily.

# Socializing Helps You Feel Energized and Inspired

Do you tend to feel "charged up" and inspired after you've spent some time with other people? Extroverts tend to find such social interactions refreshing and they actually *gain energy* from such exchanges. When extroverts have to spend a lot of time alone, they often begin to feel uninspired and listless.

If given a choice between spending time alone and spending time with other people, an extrovert will almost always choose to spend time with a group.

# You Like to Solve Problems by Discussing Them

When you are facing a problem, you prefer to discuss the issues and various options with others. Talking about it helps you explore the issue in depth and figure out which option might work the best. After a

difficult day at work or school, talking about it with friends or family can help you feel less stressed out. Introverts, on the other hand, prefer to think about problems and spend time alone after a trying day.

# People Often Describe You as Friendly and Approachable

Since people with this personality type love interacting with other people so much, others tend to find extroverts likable and easy to approach. At a party, an extrovert will probably be the first one to walk up to new guests and make introductions. It is for this reason that extroverts typically find it easy to meet new people and make new friends.

# You Are Very Open and People Find It Easy to Get to Know You

While introverts are sometimes perceived as closed-off and aloof, extroverts are typically very open and willing to share their thoughts and feelings.

Because of this, other people generally find that extroverts are easier to get to know.

# 2.) INTROVERT PERSONALITY

An introvert generally prefers solitary activities to interacting with large groups of people. If you would rather work through your feelings in your diary than have a conversation, then you are an *introvert*.

*Introvert* comes from Latin *intro-*, "inward," and *vertere*, "turning." It describes a person who tends to turn inward mentally. Introverts sometimes avoid large groups of people, feeling more energized by time alone. The opposite of an introvert is an *extrovert*, who finds energy in interactions with others. *Introvert* can also be a verb, meaning literally to "fold inward," or to "turn inward," as when a child's personality seems to introvert once she starts elementary school.

# AMBIVERT PERSONALITY

An ambivert is **rather balanced for the most part,** or at least we try to be; **we seek social settings and the company of others and do so quite well.** We aren't overly loud and aggressive like the extrovert can be, but we enjoy being outgoing and do so on our own terms. **We also enjoy our solitude, but aren’t quite as extreme with it as the introvert.** We need both settings rather equally to be fully happy. As I mentioned above, we don't function too well in either direction for extensive amounts of time. When this happens, we are a mess. Again, **we need balance.**

**The Myers-Briggs Personality Type Indicator** is a self-report inventory designed to identify a person's personality type, strengths, and preferences. The questionnaire was developed by Isabel Myers and her mother Katherine Briggs based on their work with Carl Jung's theory of personality types.

# High-Level Description of the Sixteen Personality Types Myers-Briggs Type Indicator

**ISTJ - (introversion, sensing, thinking, judgment) The Duty Fulfiller**

* + **Introversion (I):** How you direct your energy and relate to the world around you. ISTJs prefer spending time alone or with small groups of close friends.
	+ **Sensing (S):** How you take in information from the environment. ISTJs prefer to focus on the details rather than thinking about abstract information.
	+ **Thinking (T):** How you make decisions. ISTJs make decisions based on logic and objective data rather than personal feelings.
	+ **Judging (J):** How you orient yourself to the outside world. ISTJs are planners; they like to carefully plan things out well in advance.

Serious and quiet, interested in security and peaceful living. Extremely thorough, responsible, and dependable. Well-developed powers of concentration. Usually interested in supporting and promoting traditions and establishments. Well-organized and hard working, they work steadily towards identified goals. They can usually accomplish any task once they have set their mind to it.

# ISTP - introverted, sensing, thinking, perceiving) The Mechanic

* + **Introversion (I):** How you direct your energy and relate to the world around you. ISTPs tend to be quiet and reserved.
	+ **Sensing (S):** How you take in information from the environment. ISTPs prefer concrete information rather than abstract or theoretical concepts.
	+ **Thinking (T):** How you make decisions. ISTPs make decisions based upon logic rather than subjective emotions.
	+ **Perceiving (P):** How you orient yourself to the outside world. ISTPs prefer not to plan things out in advance and like to keep their options open.

Quiet and reserved, interested in how and why things work. Excellent skills with mechanical things. Risk- takers who they live for the moment. Usually interested in and talented at extreme sports. Uncomplicated in their desires. Loyal to their peers and to their internal value systems, but not overly concerned with respecting laws and rules if they get in the way of getting something done. Detached and analytical, they excel at finding solutions to practical problems.

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# ISFJ - (introverted, sensing, feeling, judging) The Nurturer

* + **Introversion (I):** ISFJs are introverted and tend to be quiet and reserved.
	+ **Sensing (S):** ISFJs prefer concrete information rather than abstract theories.
	+ **Feeling (F):** ISFJs place a greater emphasis on personal considerations rather than objective information.
	+ **Judging (J):** ISFJs are planners and tend to be very well-organized

Quiet, kind, and conscientious. Can be depended on to follow through. Usually puts the needs of others above their own needs. Stable and practical, they value security and traditions. Well-developed sense of space and function. Rich inner world of observations about people. Extremely perceptive of other's feelings. Interested in serving others.

# ISFP – Introversion Sensing Feeling Perceiving The Artist

* + **Introversion (I):** ISFPs are introverted. They tend to be reserved and quiet, especially around people they do not know well. They prefer spending time with a close group of family and friends.
	+ **Sensing (S):** ISFPs like to focus on the details. They spend more time thinking about the here and now rather than worrying about the future. They also prefer concrete information to abstract theories.
	+ **Feeling (F):** ISFPs care more about personal concerns rather than objective, logical information.
	+ **Perceiving (P):** ISFPs like to keep their options open, so they often delay making decisions in order to see if things might change or if new options come up.

Quiet, serious, sensitive and kind. Do not like conflict, and not likely to do things which may generate conflict. Loyal and faithful. Extremely well-developed senses, and aesthetic appreciation for beauty. Not interested in leading or controlling others. Flexible and open-minded. Likely to be original and creative. Enjoy the present moment.

# INFJ - (introverted, intuitive, feeling, judging) The Protector

* + **Introversion (I):** INFJs tend to be reserved, quiet and have a small circle of close friends.
	+ **Intuition (N):** INFJs prefer abstract concepts and tend to focus on the big picture rather than concrete details.
	+ **Feeling (F):** INFJs place a greater emphasis on personal concerns than objective facts when making decisions.
	+ **Judging (J):** INFJs like to exert control by planning, organizing and making decisions as early as possible.

Quietly forceful, original, and sensitive. Tend to stick to things until they are done. Extremely intuitive about people, and concerned for their feelings. Well-developed value systems which they strictly adhere to. Well-respected for their perserverence in doing the right thing. Likely to be individualistic, rather than leading or following.

# INFP - (introversion, intuition, feeling, perception) The Idealist

* + **Introversion (I):** How do you relate to the world and focus your energy?
	+ **Intuition (N):** How do you perceive information?
	+ **Feeling (F):** How do you make decisions?
	+ **Perceiving (P):** How to you orient yourself to the outside world?

Quiet, reflective, and idealistic. Interested in serving humanity. Well-developed value system, which they strive to live in accordance with. Extremely loyal. Adaptable and laid-back unless a strongly-held value is threatened. Usually talented writers. Mentally quick, and able to see possibilities. Interested in understanding and helping people.

# INTJ - (introverted, intuitive, thinking, judging) The Scientist

* + **Introversion (I):** INTJs tend to be introverted and prefer to work alone.
	+ **Intuition (N):** INTJs look at the big picture and like to focus on abstract information rather than concrete details.
	+ **Thinking (T):** INTJs place greater emphasis on logic and objective information rather than subjective emotions.
	+ **Judging (J):** INTJs like their world to feel controlled and ordered so they prefer to make plans well in advance

Independent, original, analytical, and determined. Have an exceptional ability to turn theories into solid plans of action. Highly value knowledge, competence, and structure. Driven to derive meaning from their visions. Long-range thinkers. Have very high standards for their performance, and the performance of others. Natural leaders, but will follow if they trust existing leaders.

# INTP - The Thinker

* + **Introversion (I):** INTPs prefer to socialize with a small group of close friends.
	+ **Intuition (N):** INTPs tend to think about the big picture, rather than focusing on every tiny detail.
	+ **Thinking (T):** INTPs are logical and base decisions on objective information rather than subjective feelings.
	+ **Perceiving (P):** INTPs like to keep their options open and feel limited by structure and planning.

Logical, original, creative thinkers. Can become very excited about theories and ideas. Exceptionally capable and driven to turn theories into clear understandings. Highly value knowledge, competence and logic. Quiet and reserved, hard to get to know well. Individualistic, having no interest in leading or following others.

# ESTP - The Doer

* + **Extroversion (E):** ESTPs are outgoing and enjoy spending time with a wide circle of friends and acquaintances.
	+ **Sensing (S):** ESTPs are interested in the here-and-now and are more likely to focus on details than taking a broader view of things.
	+ **Thinking (T):** ESTPs are logical. When making decisions, they place a higher value on objectivity rather than personal feelings.
	+ **Perceiving (P):** ESTPs don't like to be pinned down by excessive planning. Instead, they like to improvise and keep their options open.

Friendly, adaptable, action-oriented. "Doers" who are focused on immediate results. Living in the here- and-now, they're risk-takers who live fast-paced lifestyles. Impatient with long explanations. Extremely loyal to their peers, but not usually respectful of laws and rules if they get in the way of getting things done. Great people skills.

# ESTJ - The Guardian

* + **Extraversion:** ESTJs are outgoing and enjoy leading and supervising other people.
	+ **Sensing:** ESTJs enjoy concrete facts as opposed to abstract information.
	+ **Thinking:** ESTJs rely on objective information and logic to make decision rather than personal feelings.
	+ **Judging:** ESTJs like control and order, so they like to plan things well in advance.

Practical, traditional, and organized. Likely to be athletic. Not interested in theory or abstraction unless they see the practical application. Have clear visions of the way things should be. Loyal and hard-

# ENFP - The Inspirer

* + **Extraversion:** ENFPs love to interact with lots of people. Socializing helps them to feel energized and renewed.
	+ **Intuition:** ENFPs generally focus on the world of possibilities. They are good at abstract thinking and prefer not to concentrate on the tiny details. They are inventive and focused on the future.
	+ **Feeling:** When making decisions, ENFPs place a greater value on feelings and values rather than on logic and objective criteria. They tend to follow their heart, empathize with others, and let their emotions guide their decisions.
	+ **Perceiving:** ENFPs are flexible and like to keep their options open. They can be spontaneous and are highly adaptable to change. They also dislike routine and may have problems with disorganization and procrastination.

working. Like to be in charge. Exceptionally capable in organizing and running activities. "Good citizens" who value security and peaceful living.

# ESFP - The Performer

* + **Extraversion:** ESFPs enjoy interacting with other people and feel energized after they spend time socializing.
	+ **Sensing:** ESFPs prefer to focus on the here-and-now rather than thinking about the distant future. They also prefer learning about concrete facts rather than theoretical ideas.
	+ **Feeling:** ESFPs place a greater emphasis personal feelings rather than logic and facts when making decisions.
	+ **Perceiving:** ESFPs don't spend a lot of time planning and organizing. Instead, they like to keep

their options open.

People-oriented and fun-loving, they make things more fun for others by their enjoyment. Living for the moment, they love new experiences. They dislike theory and impersonal analysis. Interested in serving others. Likely to be the center of attention in social situations. Well-developed common sense and practical ability.

# ESFJ - The Caregiver

* + **Extraversion:** ESFJs gain energy from interacting with other people. They are typically described as outgoing and gregarious.
	+ **Sensing:** ESFJs are more focused on the present than on the future. They are interested in concrete, immediate details rather than abstract or theoretical information.
	+ **Feeling:** ESFJs tend to make decisions based on personal feeling, emotions, and concern for others. They tend to think more about the personal impact of a decision rather than considering objective criteria.
	+ **Judging:** ESFJs are organized and like to plan things out in advance. Planning helps people with this personality type feel more in control of the world around them.

Warm-hearted, popular, and conscientious. Tend to put the needs of others over their own needs. Feel strong sense of responsibility and duty. Value traditions and security. Interested in serving others. Need positive reinforcement to feel good about themselves. Well-developed sense of space and function.

Enthusiastic, idealistic, and creative. Able to do almost anything that interests them. Great people skills. Need to live life in accordance with their inner values. Excited by new ideas, but bored with details. Open-minded and flexible, with a broad range of interests and abilities.

# ENFJ - The Giver

* + **Extraversion:** ENFJs have an outgoing personality and enjoy spending time with other people. Being in social settings helps them feel energized.
	+ **Intuition:** ENFJs like to think about the future rather than the present. They may often become so focused on the larger goal that they lose sight of the immediate details.
	+ **Feeling:** ENFJs place a stronger emphasis on personal, subject considerations rather than objective criteria when making decisions. How a decision will impact others is often a primary concern.
	+ **Judging:** ENFJs are organized and enjoy structure and careful planning. Sticking to a predictable schedule helps ENFJs feel in control of the world around them.

Popular and sensitive, with outstanding people skills. Externally focused, with real concern for how others think and feel. Usually dislike being alone. They see everything from the human angle, and dislike impersonal analysis. Very effective at managing people issues, and leading group discussions. Interested in serving others, and probably place the needs of others over their own needs.

# ENTP - The Visionary

* + **Extraverted:** ENTPs enjoy interacting with a wide variety of people. They are great conversationalists and love to engage other people in debates.
	+ **Intuitive:** ENTPs are more focused on the future rather than on immediate details. They may start projects and never finish them because they are so focused on the big picture rather than the present needs.
	+ **Thinking:** ENTPs are logical and objective. When making decisions, they place a greater weight on rational evidence instead of subjective, emotional information.
	+ **Perceiving:** ENTPs tend to reserve judgment. Instead of making a decision or committing to a course of action, they would prefer to wait and see what happens.

Creative, resourceful, and intellectually quick. Good at a broad range of things. Enjoy debating issues, and may be into "one-up-manship". They get very excited about new ideas and projects, but may neglect the more routine aspects of life. Generally outspoken and assertive. They enjoy people and are stimulating company. Excellent ability to understand concepts and apply logic to find solutions.

# ENTJ - The Executive

* + **Extroverted:** People with this personality type enjoy spending time with other people. They have strong verbal skills and interacting with others helps them feel energized.
	+ **Intuitive:** ENTJ prefer to think about the future rather than focus on the here-and-now. They usually find abstract and theoretical information more interesting that concrete details.
	+ **Thinking:** When making decisions, ENTJs place a greater emphasis on objective and logical information. Personal feeling and the emotions of others tend not to factor much into their choices.
	+ **Judging:** ENTJs are planners. Making decisions and having a schedule or course of action planned out gives them a sense of predictability and control.

Assertive and outspoken - they are driven to lead. Excellent ability to understand difficult organizational problems and create solid solutions. Intelligent and well-informed, they usually excel at public speaking. They value knowledge and competence, and usually have little patience with inefficiency or disorganization.

# Models of Self Introspection: Johari Window, SWOT Analysis

# Understanding the Johari Window model

## A Johari window is a psychological tool created by Joseph Luft and Harry Ingham in 1955. It’s a

***simple and useful tool for understanding and training:***

* self-awareness
* personal development
* improving communications
* interpersonal relationships
* group dynamics
* team development; and
* inter group relationships

It is one of the few tools out there that has an emphasis on “soft skills” such as behaviour, empathy, co- operation, inter group development and interpersonal development. It's a great model to use because of its simplicity and also because it can be applied in a variety of situations and environments.



In this example we are going to talk about how the Johari window works with an individual within a team. In this instance there are two factors at work within the Johari window. The first factor is what you know about yourself. The second factor relates to what other people know about you.

The model works using four area quadrants. Anything you know about yourself and are willing to share is part of your open area. Individuals can build trust between themselves by disclosing information to others and learning about others from the information they in turn disclose about themselves.

Any aspect that you do not know about yourself, but others within the group have become aware of, is in your blind area. With the help of feedback from others you can become aware of some of your positive and negative traits as perceived by others and overcome some of the personal issues that may be inhibiting your personal or group dynamics within the team.

There are also aspects about yourself that you are aware of but might not want others to know, this quadrant is known as your hidden area. This leaves just one area and is the area that is unknown to you or anyone else – the unknown area.

The balance between the four quadrants can change. You might want to tell someone an aspect of your life that you had previously kept hidden. For example, maybe you are not comfortable contributing ideas in large groups. This would increase your open area and decrease your hidden area.

It is also possible to increase your open area by asking for feedback from people. When feedb5ack is given honestly to you it can reduce the size of your blind area. Maybe you interrupt people before they have finished making their point which can cause frustration. Alternatively people may always want to talk to you because you are a good listener. Sometimes you don't realise these aspects of your character until it is pointed out.

By working with others it is possible for you to discover aspects that neither of you may never have appreciated before.

# Some examples of unknown factors can be as follows:

* an ability that is under-estimated or un-tried through lack of opportunity, encouragement, confidence or training
* a natural ability or aptitude that a person doesn't realise they possess
* a fear or aversion that a person does not know they have
* an unknown illness
* repressed or subconscious feeling
* conditioned behaviour or attitudes from childhood

For example in an educational setting, a student's contact with a tutor, may help them understand how their experiences both in and outside of school can have an impact on their learning. This discovery about themself would reduce the size of their unknown area.

From a practical point of view in implementing the Johari window you need to look at two steps.

# Step one:

The place to start in the Johari window is in the open area. Make some notes about yourself. Complete the **Self Awareness Diagnostic**. What are your strengths and your weaknesses? What are you comfortable with and willing to share with others? Try and be honest and clear about what you know about yourself already.

**Step two:** Involve other people and ask for feedback about yourself. Be prepared to seriously consider it. That doesn't mean that you have to do everything that's suggested, but you should at least listen and think about it. Then give the person who provided the feedback some acknowledgement or thanks for making the effort. Depending on how confident you are you might prefer to do this as either a group exercise or on a one to one basis. Remember that giving effective feedback is a skill and some people may be better at it than others. When receiving feedback, be respectful, listen and reflect on what has been said. It may be on receiving feedback you may want to explore it further that can lead to discovery about yourself.

# The Johari window as a tool does have its drawbacks:

* Some things are perhaps better not communicated with others.

People may pass on the information they received further than you desire or use it in a negative way.

* Some people or cultures have a very open and accepting approach to feedback and some do not. People can take personal feedback offensively so it's important when facilitating to exercise caution and start gradually.

There are many ways to use the Johari model in learning and development. It very much depends on what you want to achieve in your training or development activities? What are your intended outputs and how will you measure that they have been achieved? How can the Johari Window theory and principles are used to assist this.

Johari is a very elegant and potent model, and as with other powerful ideas, simply helping people to understand is the most effective way to optimise the value to people. When people really understand it in their own terms, it empowers them to use the thinking in their own way, and to incorporate the underlying principles into their future thinking and behaviour.

The Self Awareness Diagnostic is a great accompaniment to the Johari window model. It helps people to explore the qualities that make them who they are. The simple online questionnaire provides instant feedback to the participant that they can positively use in understanding their personal strengths and weaknesses, what belongs in their open space. It can also objectively help the participant to start to process some of those attributes that reside in their blind spot and can encourage discussion amongst the group without being confrontational or causing contention.

What is unique about the Self Awareness Diagnostic is it explores not only an individual's ‘soft skills' and working style preferences but also how participants like to learn; their learning styles. In an education or business environment this can be a great enabler for a teacher or trainer to ensure all the members of the group are motivated and able to achieve their full potential.

**SWOT Analysis**

You are most likely to succeed in life if you use your talents to their fullest extent. Similarly, you'll suffer fewer problems if you know what your weaknesses are, and if you manage these weaknesses so that they don't matter in the work you do.

* What do you do better than anyone else?
* What personal resources can you access?
* What do other people (and your boss, in particular) see as your strengths?
* Which of your achievements are you most proud of?
* What values do you believe in that others fail to exhibit?
* Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?

Consider this from your own perspective, and from the point of view of the people around you. And don't be modest or shy – be as objective as you can. Knowing and using your strengths can make you happier and more fulfilled at work. And if you still have any difficulty identifying your strengths, write down a list of your personal characteristics. Some of these will hopefully be strengths!

**Tip:**

Think about your strengths in relation to the people around you. For example, if you're a great mathematician and the people around you are also great at math, then this is not likely to be a strength in your current role – it may be a necessity.

**Weaknesses**

* What tasks do you usually avoid because you don't feel confident doing them?
* What will the people around you see as your weaknesses?
* Are you completely confident in your education and skills training? If not, where are you weakest?
* What are your negative work habits (for example, are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?
* Do you have personality traits that hold you back in your field? For instance, if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness.

Again, consider this from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't see? Do co-workers consistently outperform you in key areas? Be realistic – it's best to face any unpleasant truths as soon as possible.

 **Weaknesses**

* I have a strong, compulsive need to do things quickly and remove them from my "to do" list, and sometimes the quality of my work suffers as a result.
* This same need to get things done also causes me stress when I have too many tasks.
* I get nervous when presenting ideas to clients, and this fear of public speaking often takes the passion out of my presentations.

**Opportunities**

* What new technology can help you? Or can you get help from others or from people via the Internet?
* Is your industry growing? If so, how can you take advantage of the current market?
* Do you have a network of strategic contacts to help you, or offer good advice?
* What trends (management or otherwise) do you see in your company, and how can you take advantage of them?
* Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?
* Is there a need in your company or industry that no one is filling?
* Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?

You might find useful opportunities in the following:

* Networking events, educational classes, or conferences.
* A colleague going on an extended leave. Could you take on some of this person's projects to gain experience?
* A new role or project that forces you to learn new skills, like public speaking or international relations.
* A company expansion or acquisition. Do you have specific skills (like a second language) that could help with the process?

 **Opportunities**

* One of our major competitors has developed a reputation for treating their smaller clients poorly.
* I'm attending a major marketing conference next month. This will allow for strategic networking, and also offer some great training seminars.
* Our art director will go on maternity leave soon. Covering her duties while she's away would be a great career development opportunity for me.

 This also presents very well, but he admits that he's usually impressed by Carol's creative ideas, which he feels are far better than most of his. By working as a team, they have a chance to make their smaller clients feel even better about the service they're getting. This takes advantage of their competitor's weakness in this area.

**Threats**

* Simon, one of my colleagues, is a much stronger speaker than I am, and he's competing with me for the art director position.
* Due to recent staff shortages, I'm often overworked, and this negatively impacts my creativity.
* The current economic climate has resulted in slow growth for the marketing 0industry. Many firms have laid off staff members, and our company is considering further cutbacks.

As a result of performing this analysis, Carol takes the bold step of approaching her colleague Simon about the art director's maternity leave. Carol proposes that both she and Simon cover the job's duties, working together and each using his or her strengths. To her surprise, Simon likes the idea. He knows he

Also, importantly, look at your strengths, and ask yourself whether these open up any opportunities – and look at your weaknesses, and ask yourself whether you could open up opportunities by eliminating those weaknesses.

**Threats**

* What obstacles do you currently face at work?
* Are any of your colleagues competing with you for projects or roles?
* Is your job (or the demand for the things you do) changing?
* Does changing technology threaten your position?
* Could any of your weaknesses lead to threats?

Performing this analysis will often provide key information – it can point out what needs to be done and put problems into perspective.

**A Personal SWOT Example**

What would a personal SWOT assessment look like? Review this SWOT analysis for Carol, an advertising manager.

**Strengths**

* I'm very creative. I often impress clients with a new perspective on their brands.
* I communicate well with my clients and team.
* I have the ability to ask key questions to find just the right marketing angle.
* I'm completely committed to the success of a client's brand.

# 4. Development of Positive Personal Attitude

**Development of Positive Personal Attitude**

**Be The Best You: 7 Keys To A Positive Personality**

Personal Success balance in you life, confidence and self esteem, law of attraction, positive affirmations, positive attitude

Your *mental diet* largely determines your character and your personality and almost everything that happens to you in life.

*What is a mental diet?*

When you feed your mind with positive affirmations, information, books, conversations, audio programs, and thoughts, you develop a more positive attitude and personality.

You become more influential and persuasive. You enjoy greater confidence and self-esteem.

Those who work with computers use the expression “G.I.G.O.” or “Garbage in, Garbage out.” But the reverse is also true, “Good in, Good out.”

When you make a clear, unequivocal decision that you are going to take complete control over your mind, eliminate the negative emotions and thoughts that may have held you back in the past, and become a completely positive person, you can actually bring about your own personal transformation.

Mental fitness is like physical fitness. You develop high levels of self-esteem and a positive attitude with training and practice. Here are the seven keys to becoming a completely positive person:

1. **Positive Affirmations**

Speak to yourself positively; control your inner dialog. Use positive affirmations phrased in the positive, present, and personal tense:

*“I like myself!” “I can do it!” “I feel terrific!”*

*“I am responsible!”*

We believe that fully 95% of your emotions are determined by the way you talk to yourself as you go throughout your day. The sad fact is that if you do not deliberately and consciously talk to yourself in a positive and constructive way, you will, by default, think about things that will make you unhappy or cause you worry and anxiety.

As we said before, your mind is like a garden. If you do not deliberately plant flowers and tend carefully, weeds will grow without any encouragement at all.

1. **Positive Visualization**

Perhaps the most powerful ability that you have is the ability to visualize and see your goals as already accomplished. Create a clear, exciting picture of your goal and your ideal life, and replay this picture in your mind over and over.

All improvement in your life begins with an improvement in your mental pictures. As you “see” yourself on the inside, you will “be” on the outside.

1. **Positive People**

Your choice of the people with whom you live, work, and associate will have more of an impact on your emotions and your success that any other factor. Decide today to associate with winners, with positive people, with people who are happy and optimistic and who are going somewhere with their lives.

Avoid negative people at all costs. Negative people are the primary source of most of life's unhappiness.

Resolve that from today onward, you are not going to have stressful or negative people in your life.

1. **Positive Mental Food**

Just as your body is healthy to the degree to which you eat healthy, nutritious foods, your mind is healthy to the degree to which you feed it with “mental protein” rather than “mental candy.” Read books, magazines, and articles that are educational, inspirational, or motivational.

Feed your mind with information and ideas that are uplifting and that make you feel happy and more confident about yourself and your world.

Listen to positive, constructive CDs and audio programs in your car and on your MP3 player or iPod. Feed your mind continually with positive messages that help you think and act better and make you more capable and competent in your field. Watch positive and educational DVDs, educational television programs, online courses, and other uplifting material that increases your knowledge and makes you feel good about yourself and your life.

1. **Positive Training And Development**

Almost everyone in our society starts off with limited resources, sometimes with no money at all. Virtually all fortunes begin with the sale of personal services of some kind. All the people who are at the top today were once at the bottom, and sometimes they fell to the bottom several times.

The miracle of lifelong learning and personal improvement is what takes you from rags to riches, from poverty to affluence, and from underachievement to success and financial independence.

As Jim Rohn said, ”Formal education will make you a living; self-education will make you a fortune.” When you dedicate yourself to learning and growing and becoming better and more effective in your thoughts and actions, you take complete control of your life and dramatically increase the speed at which you move upward to greater heights.

1. **Positive Health Habits**

Take excellent care of your physical health and wellness. Resolve today that you are going to live to be eighty, ninety, or one hundred years old and still be dancing in the evenings. Eat healthy foods, natural and nutritious, and eat them sparingly and in proper balance. A nutritional diet will have an immediate, positive effect on your thoughts and feelings.

Resolve to get regular exercise, at least two hundred minutes of motion per week, walking, running, swimming, bicycling, or working out on equipment in the gym. When you exercise on a regular basis, you feel happier and healthier and experience lower levels of stress and fatigue than a person who sits on the couch and watches television all evening.

Especially, get ample rest and relaxation. You need to recharge your batteries on a regular basis, especially when you are going through periods of stress or difficulty.

Vince Lombardi once said, “Fatigue makes cowards of us all.”

Some of the factors that predispose us to negative emotions of all kinds are poor health habits, sleep deprivation, lack of exercise, and nonstop work. Seek balance in your life.

1. **Positive Expectations**

Practicing the Law of Attraction is one of the most powerful techniques you can use to become a positive person and to ensure positive outcomes and better results in your life. Your expectations become your own self-fulfilling prophesies.

Whatever you expect, with confidence, seems to come into your life. Since you can control your expectations, you should always expect the best.

Expect to be successful.

Expect to be popular when you meet new people. Expect to achieve great goals and create a wonderful life for yourself. When you constantly expect good things to happen, you will seldom be disappointed