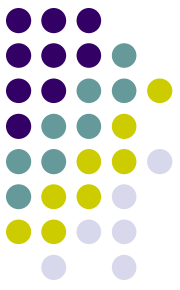


# Chapter 3

## Personality in Business





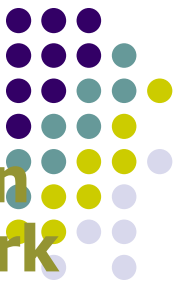
## **E.Hilgard**

Personality is a collective characteristic of a person. and the expression of behavior. This points to individuality in adapting to the environment. including characteristics that affect contact with others. Feelings of self-esteem Abilities and motivation, emotional reactions, and character traits accumulated from life experiences.

## **Zimbardo and Ruch**

Personality is the sum of the psychological characteristics of each person. It affects the expression of a person's various behaviors. The whole part is an external feature that is easy to notice, and a subtle internal behavior. As a result, individuals express themselves differently in different situations and moments.

# Importance of personality



**1. Personality influences performance Personality in terms of motivation has a very high influence on work**



**A person is highly motivated to achieve**

It will be a motivating force for trying hard, working for success, having patience, struggle, and perseverance.

Use your talents, investments, and efforts. Interested in learning about everything related to work development and progress.

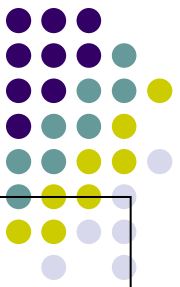


**Individuals have low motivation to achieve**

I will invest less.  
To achieve the goal of the work.  
Less. This makes work inefficient.



## 2. The personality determines the direction of operation



A person has a high level of creativity.  
Invent novelties and implement different strategies.  
For marketing and advertising purposes.  
Competition and work to maintain or continue to progress.

### Enterprising personality



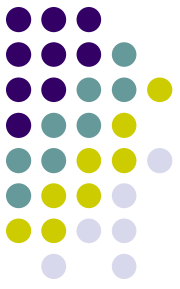
Willing to invest and take risks  
Dare to face failure  
It may turn their lives upside down.

### Highly thoughtful personality



Don't invest in uncertainty. Slow-paced work, but I feel stable.

### 3. Personality affects credibility



It helps to build credibility in the feelings of those involved.

#### Reliable Individuals



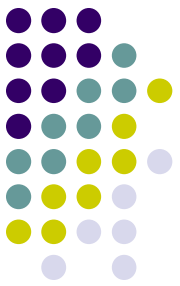
Keep your word Stable  
temperament Be rational  
Put yourself in the right place  
according to the season.  
Be considerate, think of his heart,  
our heart. will be a recognized  
leader. Nice friendly. and  
create a sense of trust for  
customers.

#### Lack of credibility



There are often problems with  
obstacles in work, and others  
may not trust them. I don't  
trust, I don't believe, I don't  
accept it. I don't work with you.  
It can damage the work because it  
cannot work smoothly with  
others.

## 4. Personality affects relationships with business partners and with customers



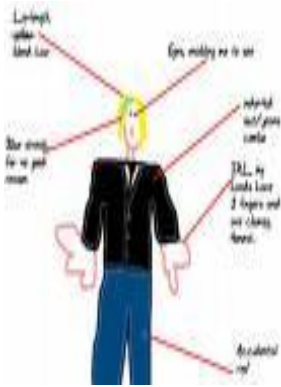
Some aspects of a person's personality traits.

It contributes to strengthening the relationship between the person and the person involved. A person with a characteristic who is ready to be friendly with people. Smiling and friendly. Make yourself accessible to others. and willing to interact with others. Interested in the thoughts and feelings of others. will be an auxiliary factor in coordination and operating in relation to others very well. This will result in the progress of the organization. But if there is a personality that is contrary to building relationships with others. It can have a negative impact on one's work.

# Shaping personality



Personality is a consequence of.  
Influence of genetics and environment  
Some personality traits are influenced by genetics.  
Some characteristics are influenced by the  
environment. Some characteristics in the body are  
affected by both Genetics and environment.



# Influence of genetics on physical characteristics



Physical characteristics are influenced by genetics  
Such as appearance, body structure, and proportions of organs, skin characteristics, and hair color. Eye color  
This includes some genetically acquired diseases.  
Such as baldness, color blindness, and non-stop bleeding.

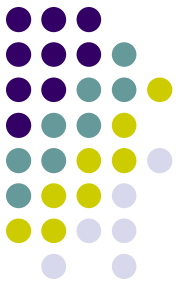
These characteristics are natural.

Difficult to change

The environment may have very little influence on these characteristics or no influence at all.



# The influence of genetics on intellectual abilities



A person's intellectual ability is actually not due to genetics alone.

The environment also plays a role:

Intelligence capacity is the sum of

Genetics and environment are combined.

Individuals who have inherited good intellectual genetics

But the environment is not good, such as upbringing. Diet, physical health, mental health Diseases

It is a deterrent to intellectual ability.

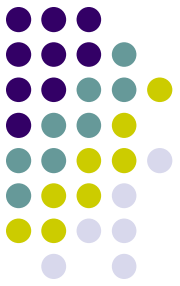
On the contrary, Some people whose genes are acquired may not be good.

But they have the right environment, such as the right food, good health, free from disease, the right upbringing, etc.

There will be opportunities to develop intellectual abilities.



# Influence Shared Experience



A shared experience is an experience that people in a society or culture have. They all receive the same thing, such as the values of society. The role of society

Gender Roles: Principles of Living in General

These shared experiences also influence other aspects of the personality.

For example, girls and boys have learned different gender roles.

In addition to having different personalities.

It also influences job choices, careers, and job skills training.

and the nature of the occupation or work that each person performs.

This includes tastes, dress, language used, and social positioning.

It can be seen that shared experiences contribute to the formation of a person's personality.

Study of a person's collective experience

For example, know what culture he grew up in, what profession he has.

Whether it is a man or a woman, it will help predict that person's personality.

# Influence of specific experiences



A specific experience is an experience that is shared by an individual in a given society. According to their own style.

For example, genetics and maturity. Influence of the environment before birth

The functional characteristics of various organs and systems in the body.

Especially related to the nervous system and sensory organs. Accidents received

Success or disappointment is unusually severe. etc.

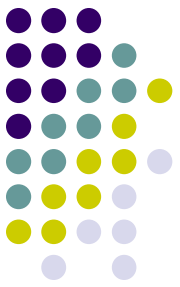
It can be seen that individuals have different specific experiences.

Even if they are members of the same family. The same society, working for the same company.

No matter how long it takes. Each person can also have a different personality.

Therefore, they should accept each other in their differences between individuals.

# The influence of the environment on personality shaping



The environment that influences a person's personality  
Both food, diseases, and experiences.  
This is very important for personality development.

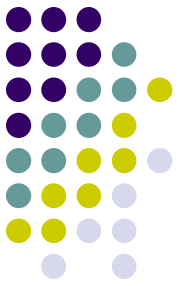


Results of psychological studies  
Identical twins were found to be  
When they are caught separately from a young age, in different environments.

It was found that each person's personality was very different from that of their twin. Therefore, it can be seen that the experiences a person has received from infancy to adulthood. The environment at home, at school, and at work. This includes the society in which the person is involved.

They work together to create a personality for a person.  
This makes the person have different characteristics from other people?

# Personality theory



## ① Psychoanalytic perspective

Sigmund Freud

Carl Jung

Alfred Adler

## ② Trait perspective

Gordon Allport

Raymond Gernard Cattell

## ③ Humanistic perspective

Carl Rogers

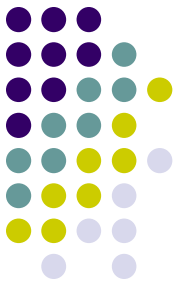
Maslow

## ④ Learning Perspective

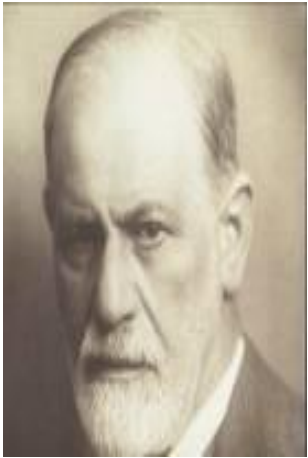
B.F. Skinner

Bandura

# ① Psychoanalytic perspective

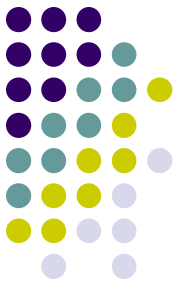


- Study the driving force for people's behavior.
- Explores the mental state of a person by focusing on the various systems that interact with each other within the human personality to explain the mental life and behavior of the person, as well as how the life force and motivation cause behavior.



# 1.1 Psycho-Analytic Theory

: Sigmund Freud



Austrian psychologist

Founder of the Psychoanalytic Society in Vienna.

It is based on medical studies and brain diseases.

and use hypnosis to treat patients.

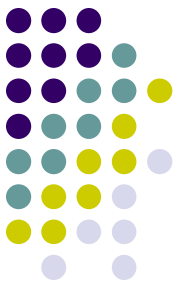
It is believed that most behaviors are determined by instinct.

The instinctive drive starts with the needs of different bodies.

This pushes people to act to satisfy their physical needs.

Then it will return to equilibrium.

When there is no response, the stimulation of the instinct will create anguish and irritability and happiness comes when impulses and demands are diminished.



Understanding the dynamics of conflict in individuals  
Freud established the structure of the personality.  
Which explains the process of conflict in the mind:  
How did it happen?  
How does it affect behavior?  
Thus, he proposed three systems of mind:

**Id Ego Superego**

to compete for psychic power.  
This power is caused by the instinctive needs of a person.



## **There are 3 characteristics of personality structure:**

### **Id**

It is an innate power.

It is based on two important biological needs.

Sexual desire (sex) and aggression.

### **Ego**

It is a power that develops from learning the world as it really is from childhood.

The ego is therefore considered a principle of reality.

It is a rational behavior that is accepted by society.

### **Superego**

It develops from the learning of individuals in that society and culture, which is a sense of virtue, goodness, and responsibility.



## 1.2 Analytic Theory : Carl Jung

Swiss psychiatrist

It is believed that each person's personality is unique.

It has been accumulating continuously since the beginning of life.

It doesn't focus on sexuality and the past that are buried like Freud.

Rather, it emphasizes the importance of experiences from people's lives.

It is seen that it contributes to the creation of people with different personalities.

Generally, there are 3 types of personality of a person.

Each one is suitable for different tasks.

## Extrovert



I like to be social, I like to stand out, and I dress well.

Reveal, like change.

I don't like monotonous things. It is easy to change one's habits or character traits to suit the situation.

Express emotions clearly.

Sensitive emotions

Suitable for public relations or liaison work.

## Introvert



Do or think by being more attached to oneself than to other people or other environments.

I don't like to stand out when I'm out of work.

I don't like change.

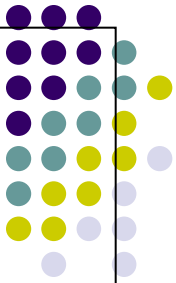
They like to do things according to the rules and stereotypes laid down.

There are certain principles.

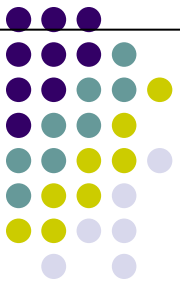
In order to control oneself,  
Suitable for system control applications

Accounting Jobs

Organizational work in the department



# Ambivert



Not inclined to a particular characteristic.  
I don't like to be too introverted and don't like to express myself too much.  
These people may do any job.  
But it is usually done on a mediocre level. Inconspicuous  
But they don't do it very well.

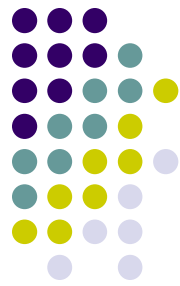
In terms of functionality.

This theory is applied to align individuals with tasks, as each personality type is often suited to different tasks and activities. And it guides some individuals to have to work that goes against their personality. They have developed themselves in some areas to work effectively.

# 1.3 Individual psychology

## : Alfred Adler

Austrian psychologist

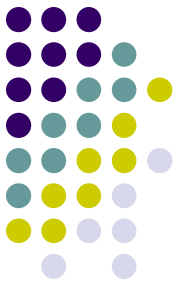


- It is believed that social influences will affect a person's personality.
- An individual's behavior depends on the social influences around them.
- Traditions, Socio-economic conditions, and upbringing.
- It emphasizes human rationality and human consciousness in decision-making, and emphasizes how the goal motivates human beings to improve themselves.
- It is believed that everyone has an inferiority complex and tries to overcome the inferiority complex by being superior. As for building a good self, we aim for perfection based on perseverance in helping others.

## ② Trait perspective



- Attempts were made to measure the components of the appearance and to link the results to psychological characteristics, the interpretation of which was based on the biases of the people studied.
- The study of the qualities and powers of the mind uses physical attributes to bridge the characteristics that underlie the explanation of each type of habit.
- Classification of individuals according to character trends
- Body shape traits are determined by genetics, causing a person to show a personality to match the figure.

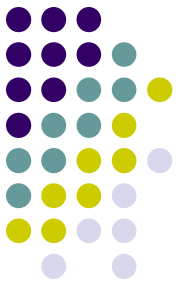


## 2.1 Trait Theory : Gordon Allport



American psychologist

- Personality is born from the combination of body and mind.
- Behaviors are driven by the character traits of a person.
- A person's personality is characterized by unity and a certain amount of stability, and this results in the manifestation of a person's various states.

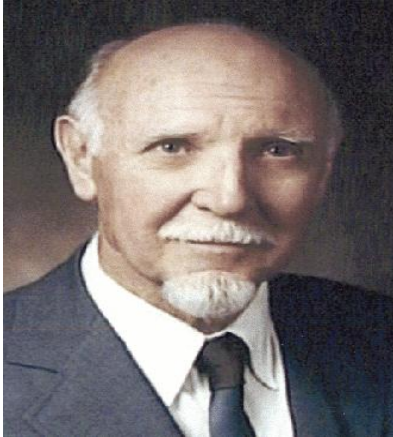
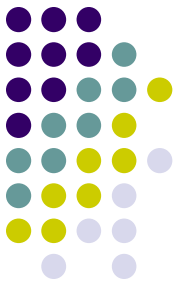


There are 3 types of personality according to character traits.



1. Common traits
2. Personal disposition traits
  - 2.1 Cardinal traits
  - 2.2 Central traits
  - 2.3 Secondary traits

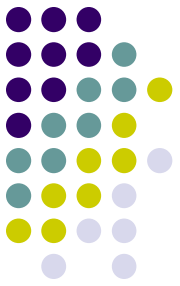
## 2.2 Structure-Based System Theory : Raymond Gernard Cattell



British psychologist

- Personality is what allows us to predict what a person will do in a given situation."
- It is believed that people have different personalities because: Trait, which is considered a character trait, is the "mental structure" that stabilizes a person's behavior.

## ③ Humanistic perspective



It is believed that humans are a type of earthly animal. There is a heart, a need for love, warmth. Understanding and unique abilities have limits.

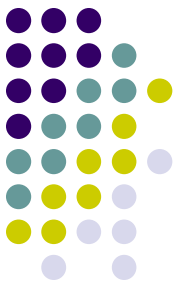
You can't conjure up anything you want.

This is a different concept from the behaviorist group that sees that:

**"Human behavior can be determined together."**

I believe that all human beings try to know and understand themselves.

and accept their own abilities.



## Ideas from this group

It has been accepted and used mainly in guidance services, and the principles have also been applied in the field of teaching and curriculum development. Emphasis is placed on students on how to seek knowledge on their own.

Freedom of speech, thought, and action.

Able to satisfy the needs and interests of teaching.

Recognize interpersonal differences

All activities are child-centered.

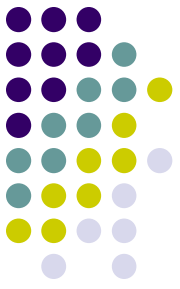
Teachers are only service providers and coordinators.

The concept of humanistic groups is an important factor determining their role.

The teacher's personality attitude to have a good relationship with the child.



## 3.1 Person-centered : Carl Ransom Rogers



American psychologist

It is believed that personality is a consequence of both physical and psychological.

Understanding personality requires understanding both parts combined.

How a person's personality manifests itself depends on their self-perception.

"Self-awareness" = thoughts or understandings about oneself.

As a result of their experience in their actions.

Or from the reaction of others to them.

"Himself" In the theory of self-perception, it can be divided into 3 types:

## Ideal self

Be the self in the idea that a person wants to be.

It often happens to people who dream of being some trait that they do not have.

Do not accept your own condition. I want to change myself.

Often secretly thinking, secretly dreaming, and having behavioral problems.

But some people make an effort to achieve their dreams.

## Perceive self

Often expressed according to self-understanding.

For example, they see themselves as people who do good work and often make efforts to do a good job.

If you see yourself as responsible, you will be stable in your duties and will not abandon your job.

## Real self

Truly understand oneself and their own characteristics and potentials, both good and bad.

Try to develop that trait and potential to the fullest.

At the same time, they often admit that there are some characteristics that are weaknesses.

Usually, a rational person brings their good traits to their own advantage and their work.

Have a good relationship with others because they accept their own negative points.

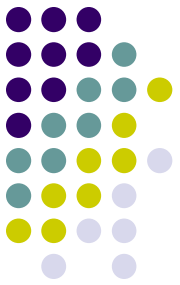
Allows you to work comfortably No need to protect yourself.

I don't get angry when someone criticizes me negatively.





## 3.2 Hierarchy of Needs : Abraham Maslow



- It is believed that human behavior arises from a motivation or stimulus that is a need. Human beings have a desire to reach the maximum of their potential, which is called Self-Actualization.
- Human beings are seen as having dignity and are ready to develop in a better direction if they are in an environment that allows them to be met with needs, which is considered a motivation for humans to show various behaviors.

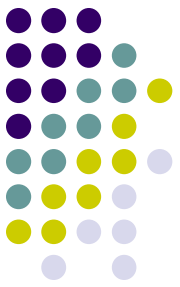
When is a person's personality developed to the 5th stage?

Or have a real need to understand yourself.

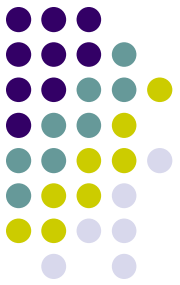
A person has the following personality traits:

- ☞ Recognize the truth correctly.
- ☞ Accept yourself, others, and the world
- ☞ Control their own thoughts and behaviors.
- ☞ Solve the problem correctly.
- ☞ Be patient and tolerant of various situations.
- ☞ Solitude and need free solitude.
- ☞ Have a stable temperament.
- ☞ Have a good human relationship with the general public.
- ☞ Be creative
- ☞ Understand the feelings and needs of others.
- ☞ Appreciate the value of goodness.

However, in order for the personality developed above to be born, a person must have a hierarchy of development from physical needs, gradually rising to the highest level.



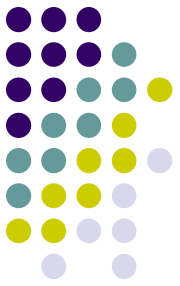
## ④ Learning Perspective



- Learning is the result of a thought process. Understanding the perception of stimuli that trigger is combined with a person's past experiences. This is a combination of the experience gained in the present and the experiences of the past to create behavior.
- 
- Various learning theories can be applied primarily to business management in various ways, such as providing suitable conditions for work. Motivation, Awareness, Reinforcement Learning Transfer



## 4.1 Operant Analysis : Burrhus Frederick Skinner



American

Personality studies can be examined.

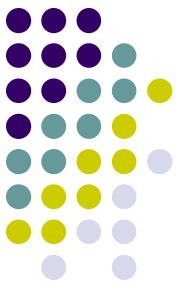
Learning History and a Special Genetic Background

Therefore, it is related to the discovery of relationships.

Between behavior and reinforcement

It is believed that learning new things involves showing the behavior of living beings caused by reinforcement

Both positive and negative.



- There are 2 types of reinforcement:

## Positive reinforcement



It is a type of action that causes satisfaction in a person. This causes more desired responses or react more intensely. Such as feeding, compliments, gifts, etc.

## Negative reinforcement



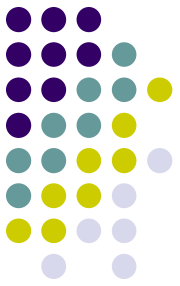
It is an attempt to elicit an increase in response. By eliminating unwanted stimuli. For example, eliminating loud noises, reducing punishments, reducing scolding.

## Punishment

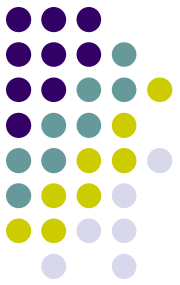


It diminishes the response. This is done by providing an immediate unwanted stimulus. After showing bad or unwanted behavior, come out. <sup>34</sup>

# Skinner's box



- Use a rat to put it in a square box, inside which there are several small beams.
- If you press the correct beam, your tongue will open, and a grain will fall into the plate prepared in the box, and you will be able to eat food "as a reward". "Punishment" or Negative reward
- In the beginning, I would run and climb to press the beam according to my fate, but when I happened to run and press one of the beams, and food fell down, I did not know what caused the food to fall at first.
- However, if this behavior is repeated and is rewarded with food, the rat learns. Therefore, my decision after learning is no longer made according to my wishes. This kind of learning is learning from the trial-and-error behavior of mice.



## “Learning from Action Conditions ”

It is to learn the relationship between actions and the consequences of actions.

Consequences of past actions

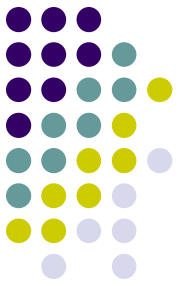
It will determine the tendency to act or stop acting in the future.

## 4.2 Social Cognitive Theory of Aggression : Albert Bandura

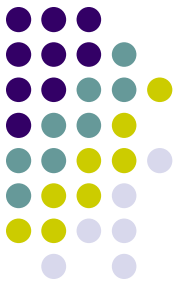


Polish nationals born in Canada

- There is a view that human behavior interacts with two main factors: personal factors and environmental influences.
- Most of our behavior is "Observational Learning" or "Modeling", which can be a symbolic subject, such as a model seen on television or in a movie, or it can be a cartoon picture in a book. In addition, verbal statements or written information can be a model.

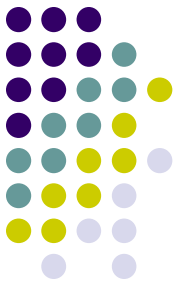


# Desirable personality at work

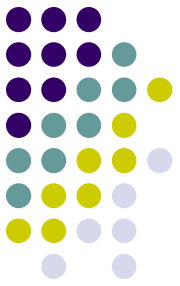


- Observant, thinker, inquirer, seeker for answers.
- Strong
- Creative originality
- Heart for work.
- Good interpersonal skills.
- Leadership characteristics
- Orderly and disciplined.
- Expressing themselves appropriately according to the appropriate time.
- Good adaptability to environmental conditions.

# Development of work personality



- **Physical personality development**
- **Intellectual personality development**
- **Emotional personality development**
- **Development of social personality**



Personality, which is a collective trait.

And it determines the direction of the person's conduct.

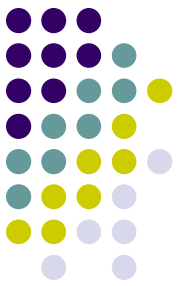
It is an important factor for the success of the event.

Personality in intelligence, analysis, rationality, creative originality, curiosity, and motivation.

It often helps to have the right direction in planning the work.

This will result in investment in operations to achieve organizational objectives. As for the external personality, in terms of self-position, dress, and gesture. Speech and colloquial language are often another image and selling point in addition to selling goods and services.

This helps build interpersonal relationships. Build credibility and motivate customers.



# Conclusion

A person's personality has its origin in genetics and environment. We humans, have different genetics and environment.

Therefore, it results in differences between individuals.

Understanding Interpersonal Differences

It may be studied from personality theory.

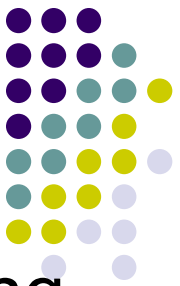
It will help workers understand themselves. Understanding

Others

Leading to improvement in self-development

and those who work together to have a desirable personality.

For efficient operations



All personality theories  
provide different benefits for use at work.  
Some theories help to achieve self-understanding.  
Some theories help lead to self-development and  
employee development.  
And some theories help to make decisions.  
In the selection of tasks and the placement of  
individuals.  
It can be seen that this psychological theory of  
personality  
It can benefit businesses in many ways.  
It depends on the choice of application.