



PERSONAL REPORT

Jerry Macnamara

Company: NFFS Inc.
Completed: November 14, 2013
Requested By: Marti McCoy

Berke Assessment

2964 Peachtree Road
Suite 540
Atlanta, Georgia 30305
(404) 262-7009
www.BerkeAssessment.com

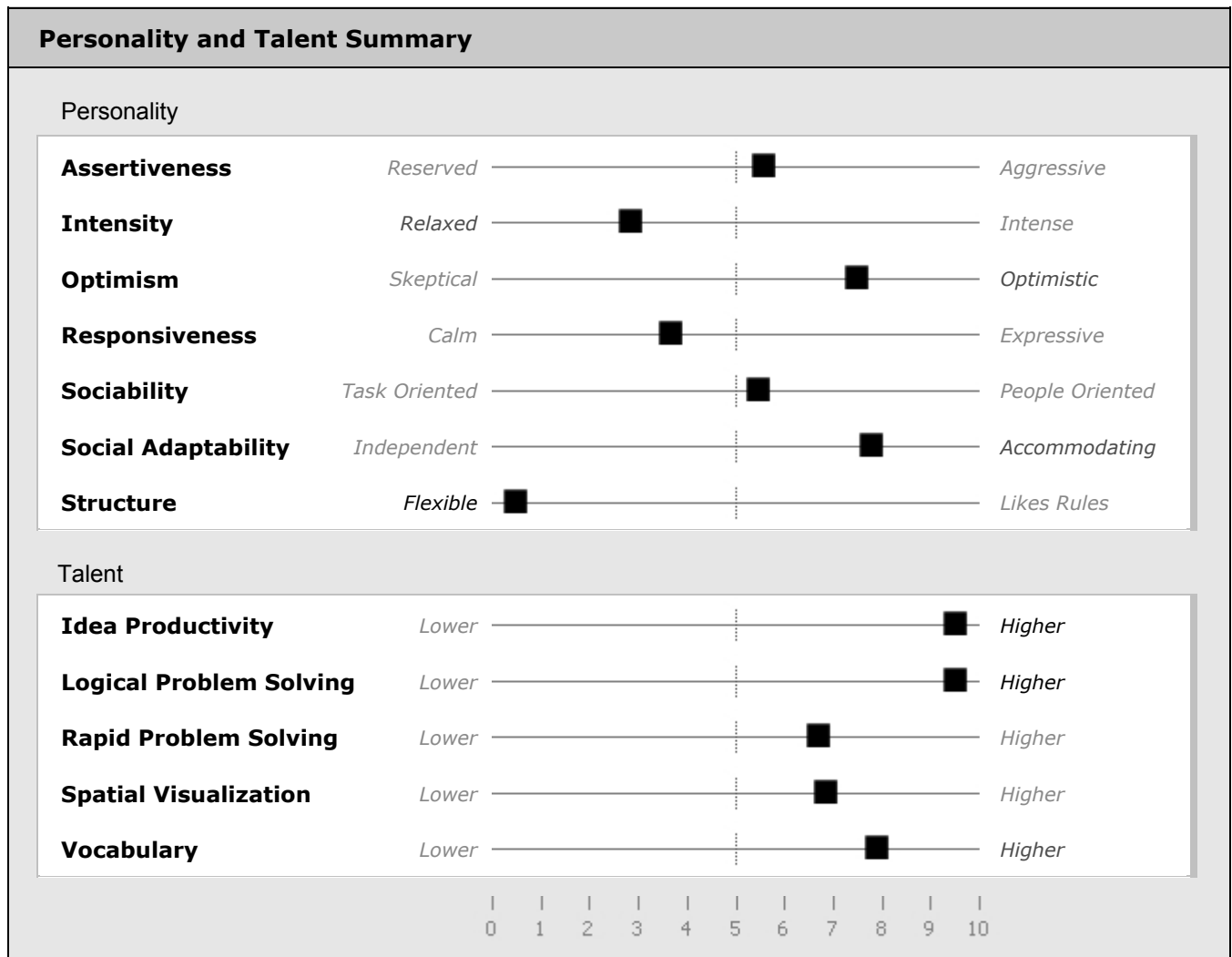
The information provided by Berke is based solely on the data developed from the Berke Assessment. The information contained in this report and all other information available about any person should be considered as a whole. The Berke should never be used as the sole basis for making a hiring, developmental or promotional decision. This report is intended to be used in accordance with all applicable laws, compliance with which is the responsibility of the employer, rather than Berke Group, LLC.

Introduction

This report describes Mr. Macnamara's unique combination of personality traits and natural abilities. All traits have beneficial aspects, regardless of intensity, so there are no good or bad combinations of traits.

Summary

The chart below shows Mr. Macnamara's personality and talent traits as compared to the general adult working population. Each measurement's distance from the center of the chart describes the intensity of the trait.



Detail Review

Personality Traits

Personality traits describe the choices a person typically makes when relating to others and to the world around him or her. Each measurement's distance from the center of the chart describes the intensity of the trait.

Assertiveness



Mr. Macnamara is self assured and assertive, and he seeks to achieve goals. While he is results-oriented, he is not forceful or controlling. He is able to move forward independently and determine his own methods for getting results.

Intensity



When dealing with difficulties at work, Mr. Macnamara prefers to maintain positive relationships. He tends to avoid conflict and strives to identify mutually agreeable solutions. He will, however, persist until the problems are resolved.

Optimism



Mr. Macnamara is outwardly friendly and wants to be on good terms with nearly everyone. He maintains a generally positive sense of the future, and likes to see the positive in others as well as in future situations. He will sometimes maintain this positive view even when the objective situation does not warrant it.

Responsiveness



Mr. Macnamara is steady and even-tempered, and he strives to avoid highly excitable or reactionary behavior. He is able to respond to legitimate time and social demands and distractions, but he normally prefers to work at his own pace and to manage his priorities independently.

Sociability



Mr. Macnamara is more sociable than introverted, and he prefers job situations that involve recurring people contact rather than extended periods of solitude. He will take appropriate initiative to provide people with the information they need to help him achieve his goals. He can be flexible in handling unstructured interactions and in deviating from established routines and familiar contacts.

Social Adaptability



He will be seen as quite adaptable to the needs and expectations of other people. He will not compromise his basic beliefs or standards, but he will go out of his way to avoid unnecessary confrontation.

Structure



Mr. Macnamara prefers limited structure in a job, and he may resist tight controls and rigid rules to follow. He enjoys managing his time and identifying priorities independently. He is most gratified when he has the latitude to act autonomously.

Talent Traits

Talent traits describe a person's hardwired or natural abilities. Talents determine what is easiest and most natural for a person to do. Each measurement's distance from the center of the chart describes the intensity of the trait.

Idea Productivity



Mr. Macnamara produces new ideas at a very rapid rate. This rate of idea flow should benefit him in face-to-face persuasion or sales as well as in holding the interest of listeners in presentations. He should be aware that other people do not typically produce ideas at this rate and that he may need to delay his responses at times to give others a chance to speak.

Logical Problem Solving



Mr. Macnamara is a strong logical problem solver. He can deal with complex problems involving many different issues and questions of strategy by methodically pulling them apart and dealing with them in a step-by-step manner.

Rapid Problem Solving




Mr. Macnamara is able to solve problems rapidly and can deal easily with many issues in succession. He likes to tackle new challenges.

Spatial Visualization



Mr. Macnamara can think about and manipulate three dimensions in his mind. He can deal relatively easily with such structural tasks as building things, manufacturing things, working with structural plans and blueprints, and solving mathematical, technical or scientific problems.

Vocabulary

Lower  Higher

Mr. Macnamara is in the high range of general vocabulary. He has the word resources to communicate and express himself at a high level. He has a grasp of subtlety and nuance, which can be very positive impact on in his ability to express himself.

Descriptive Review

Mr. Macnamara's traits do not exist in isolation of each other; each trait impacts the others. This section provides an integrated view of Mr. Macnamara.

Mr. Macnamara will actively pursue his goals and work well with others. He operates at a fairly brisk pace and will want to have the ability to establish his own methods and procedures to process his work. He is most aggressive when solving problems and finding workable solutions. He will be straightforward and self-assured but not abrasive or overly forceful in his interpersonal relationships. He solves problems very quickly, but maintains good behavioral control and self-discipline. He is able to keep his focus on specific objectives and is not easily rushed or distracted by outside influences.

He will be accommodating and has a natural tendency to adjust in order to avoid social conflicts or antagonisms. He has a limited need for tight structure in his job. He works well with open-ended assignments with few guidelines and little supervision. He prefers to be evaluated based on outcomes rather than adherence to set rules. He is not motivated by a strong need for social dominance or control, but he likes to make a constructive impact.

Mr. Macnamara has the ability to work with people and demonstrates confident behavior. He typically balances extroversion and introversion, but he understands the value of developing favorable work relationships and will initiate contact with others. He maintains a positive, forward-looking attitude in most circumstances. He prefers to deal with difficulties by seeking mutually agreeable solutions. He prefers a reasonable approach to overcoming obstacles, and he will persist until there is resolution. He has a gut sense of how other people will react to a variety of situations, a talent that is useful when working with others in a one-on-one environment.

His ability to establish rapport with others, to rapidly produce new ideas, and his willingness to take action enable him to effectively persuade others. In persuasive situations, he will push all parties to commit to a course of action and he will want to use his own methods to do so. He solves problems quickly in a fast-paced environment. However, he likes to work through complex business problems carefully.

Definitions Guide

Personality Traits

Assertiveness: A natural tendency to take initiative in order to control or influence a situation.

- Higher: Individuals higher in assertiveness are typically determined, persistent, and direct. They're willing to move forward, take action, and solve problems. At extremes, they may be confrontational, stubborn, or disagreeable.
- Lower: Individuals lower in assertiveness seek to achieve goals through cooperation and good planning. They are conservative in their actions and tend to move more slowly into action. When faced with an obstacle they tend to stop and reassess their options moving forward again. They are typically receptive to the actions of others.

Intensity: A natural tendency to react strongly, immediately and intensely, especially when frustrated or when events do not unfold as planned.

- Higher: When frustrated, individuals higher in emotional intensity tend to respond with a high level of emotional vigor. Whether or not this frustration or vigor is displayed outwardly depends on a person's level of responsiveness.
- Lower: Individuals lower in emotional intensity tend to react less strongly when frustrated. They tend to seek a more reasoned or logical approach to resolution.

Optimism: A natural tendency to think positively about the future, no matter what is happening.

- Higher: Individuals higher in optimism tend to feel cheerful and upbeat most of the time and may ignore negative information.
- Lower: Individuals lower in optimism tend to be more skeptical. They look more actively for potential problems and worry about what could go wrong.

Responsiveness: A natural tendency to react spontaneously and to express emotions outwardly.

- Higher: Individuals higher in responsiveness are fast-paced, excitable and impatient. They prefer an exciting, hectic, fast-paced work environment and like a lot of things happening at once. When responding to external events they tend to express themselves outwardly rather than holding in their feelings.
- Lower: Individuals lower in responsiveness are steady, calm, and patient. They like to work at a slower, composed pace to accommodate their reaction time and tend to internalize their feelings and opinions.

Social Adaptability: A natural tendency to adapt to other people's feelings in order to avoid unpleasant consequences.

- Higher: Individuals higher in social adaptability are very concerned about other people's thoughts and feelings when deciding what to do or say. They tend to be diplomatic and tactful and want to be on positive terms with most people.
- Lower: Individuals lower in social adaptability are independent-minded and are less concerned about the impact of one's behavior on others. They do not readily take other people's thoughts and feelings into account when making a decision.

Sociability: A natural tendency to actively and consistently seek out new people to interact with.

- Higher – Individuals higher in sociability are driven to interact with others. They prefer not to work alone for extended periods of time and actively seek new relationships. They tend to have a wide circle of contacts and acquaintances and are socially confident..
- Lower – Individuals lower in sociability are more introspective and enjoy working with things and ideas. They can interact with others, but must work at it, and may find long periods of social interaction stressful. Low sociability usually does not usually indicate unfriendliness, but a preference for fewer social contacts and less tendency to actively seek new relationships.

Personality Traits (continued)

Structure: A natural tendency to seek order, certainty and correctness.

- Higher: Individuals higher in structure prefer order and certainty. They tend to follow rules and established procedures and are uncomfortable with uncertainty and ambiguity. They may also be accurate and thorough.
- Lower: Individuals lower in structure have a greater tolerance for ambiguity. They tend to be more concerned with outcomes than following rules and established procedures.

Talent Traits

Idea Productivity: A natural ability to produce ideas rapidly one after another.

- Higher: Individuals higher in idea productivity excel in brain-storming and can use their talent to persuade others.
- Lower: Individuals lower in idea productivity can more easily concentrate on tasks for longer periods of time.

Logical Problem-Solving: The ability to think through large, complicated problems in a step-by-step way.

- Higher: Individuals higher in logical problem-solving utilize a methodical, process-oriented approach to solving problems. This talent helps them with strategic thinking and the organization of ideas, and enables them to easily communicate solutions to others.
- Lower: Individuals lower in logical problem-solving tend to not enjoy solving large, complicated problems.

Rapid Fire Problem-Solving: The ability to deal quickly with many problems, one after another.

- Higher: Individuals higher in rapid fire problem-solving tend to “just know” the answers, but not necessarily how to explain them to others. This talent helps with quick, seat-of-the-pants problem-solving situations.
- Lower: Individuals lower in rapid-fire problem-solving find it stressful to work in an environment full of problems.

Spatial Visualization: A natural ability to hold, manipulate and think about three or more dimensions in one’s mind.

- Higher: Individuals higher in spatial visualization can easily picture three or more dimensions in their minds. This means that they deal relatively easily with such spatial problems and tasks as mathematics, statistics, science, medicine, art, engineering or any task that involves systems with many different independently functioning parts.
- Lower: Individuals lower in spatial visualization generally have a more difficult time picturing three dimensions in their minds and so will utilize more inefficient strategies when working on spatial problems.

Vocabulary: A measure of how easily and quickly a person picks up and learns new concepts and ideas.

- Higher: Individuals higher in vocabulary tend to learn quickly and easily from their environments. They deal more easily with new material, new ideas and new concepts.
- Lower: Individuals lower in vocabulary tend learn more slowly and typically take more time when thinking about and communicating their experiences.