



prevueTM
corporate coach

Daugharty Group Inc.

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Coach's Copy

Jack Campbell

UNDERSTANDING THIS REPORT

The Purpose of This Report

The Prevue Corporate Coach Report provides information that will assist a Coach in understanding Jack Campbell's unique profile. It can also provide Mr. Campbell with a better understanding of himself. The report provides insight into Jack Campbell's personality profile and important work related characteristics. It is intended to assist the coaching or mentoring relationship by providing a starting point for meaningful discussion about Mr. Campbell's values, needs and objectives. Further, the report should assist the Coach to ask pertinent questions and provide relative feedback and ideas that are tailored for Jack Campbell.

Where Does The Information in This Report Come From?

The information in this report is derived from Jack Campbell's responses to the Prevue Assessment. The Prevue Assessment is a psychometric test battery developed in the early 1990's by Prevue HR Systems Inc. under the direction of Dr. David Bartram, one of the world's leading psychometricians. The Prevue Assessment is the cornerstone of a number of established and respected employment and vocational assessment products including the Prevue Assessment system and the Career Mapper Assessment. Those products have been used to assess more than two million people in North America alone. For more information about the Prevue Assessment, see www.prevueassessments.com.

Recommendation

Both the Coach and the Coaching Candidate should read their copies of this Assessment carefully. We generally recommend the Candidate be encouraged to have his Assessment reviewed by a spouse or personal friend. Candidates are often surprised to find the Assessment presents such an accurate profile.

Total Person Description

Jack Campbell

Mr. Campbell has a very strong preference for working with things, such as tools or machinery. His next choice is working with information, collecting or analyzing data. He has little interest in working with people. In the context of computer tasks, he is better motivated to do impersonal, data-related work rather than word processing or digital art.

Mr. Campbell is intensely competitive and requires a high level of individual recognition. While he can enjoy team work, especially if he is the leader, he may have difficulty in situations that demand close cooperation. He handles most confrontation easily and enjoys making decisions. He is assertive and usually direct in saying what he thinks but Jack Campbell will compromise to maintain harmony in the workplace.

Jack Campbell is consistent with his approach to problem solving, tending to stay with proven practices and procedures unless there is a compelling reason to change. He recognizes the value of planning, and generally display adequate time management skills. At the same time, he can react to unexpected changes easily. This is a very strong combination for most businesses because it means reliable performance with the flexibility to meet sudden changes in the marketplace.

While Jack Campbell can work with others, he generally prefers to work alone. For highest productivity, he should work in an orderly fashion in a quiet environment. He is not bored by routine tasks but he prefers some variety. In a group situation, Mr. Campbell will work unobtrusively, without drawing attention to himself. With familiar people, he will be conversational and outgoing, but he will rarely seek to be the center of attention.

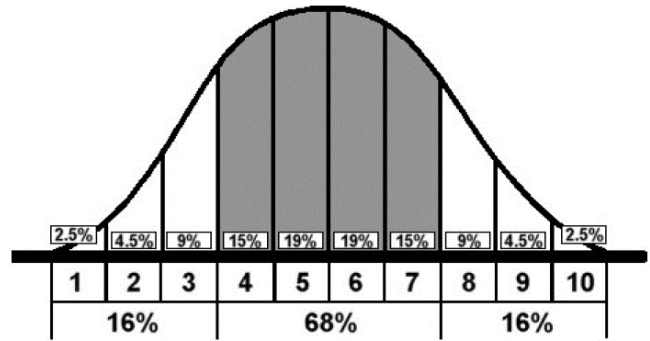
Jack Campbell is sensitive to the emotions of others and himself, but this is kept in perspective. Certainly, inappropriate criticism can upset his equilibrium, but he is not bothered by the normal give and take of human relations. He is generally calm and, while aware of stress, he does not let it stop him from achieving his goals. Mr. Campbell exemplifies an effective combination of emotional awareness without excessive vulnerability. He tolerates stress without being indifferent to it. Whether he is required to give a fast response to a crisis or methodical attention to a routine task, Mr. Campbell will work well under most pressures.

The components of this Total Person Description are graphically displayed on the next page.

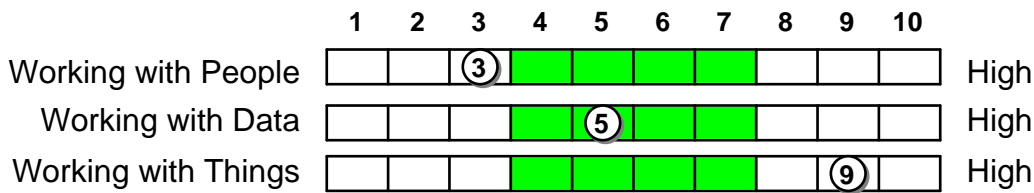
Total Person Description

Jack Campbell

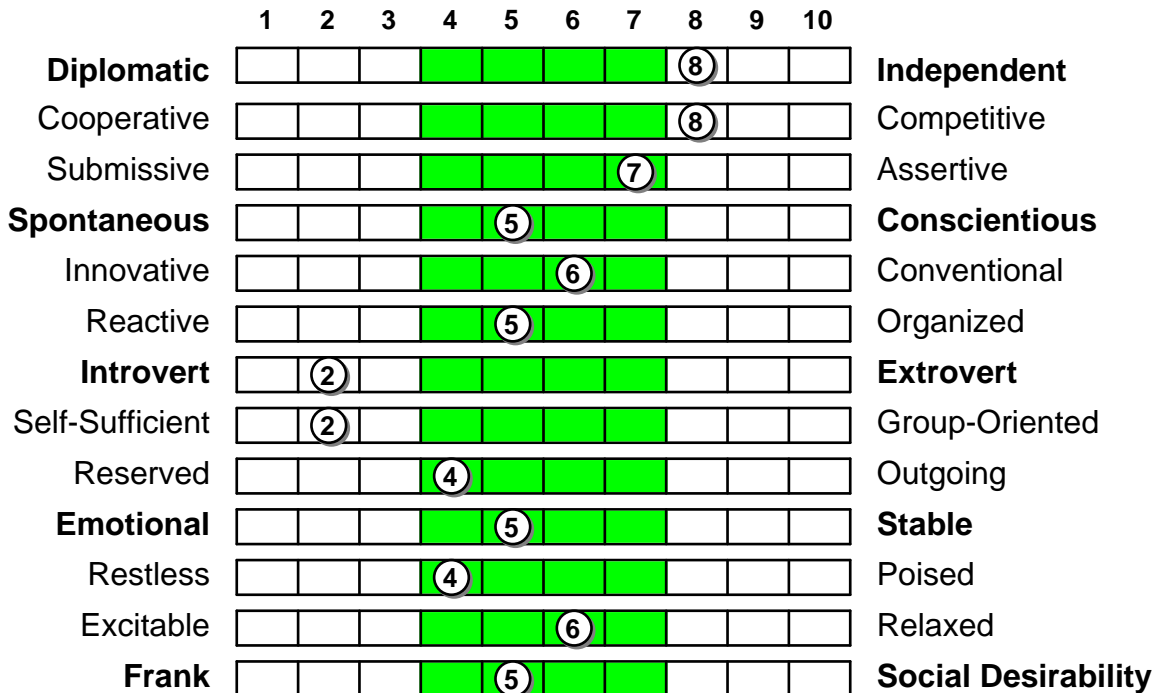
The assessment scores collected from a large sample of the population, when graphed, produce a bell shaped curve as shown in the diagram to the right. The bell curve can be divided into ten equally wide dimensions called standard tenths or stens. The 1 to 10 scoring scale is used throughout the Prevue Corporate Coach Assessment. Approximately 16% of the population will have sten scores in the 1-3 ranges and 16% in the 8-10 ranges. The other 68% will score in the middle ranges 4-7.



Motivation/Interests



Personality



Each of the personality and interest dimensions displayed above are examined in more detail in the next section of the report that describes Jack Campbell's Individual Characteristics.

Individual Characteristics

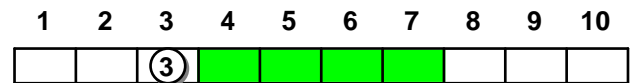
Jack Campbell

This section of the report provides more detailed information on each of the interests and personality dimensions shown on the preceding graph. First is a review of Mr. Campbell's responses to three recognized interest scales, working with people, working with data and working with things. This is followed by an examination of twelve personality dimensions which are based on four established major personality scales, independence, conscientiousness, extroversion and stability (ICES). These major scales provide a measure of the overall structure of personality. Each of the major scales is supported by two related minor scales that provide a richer description of personality. The examination of the personality scales is followed by a social desirability scale which checks for consistency in the responses to the questions in the personality section. For more information on the origin and development of the interests and personality scales, see www.prevueassessments.com.

Working With People

Jack Campbell likes work with infrequent contact with people. With his low preference for personal connection, he is well suited to solitary work and tasks that offer only remote social contact. If key tasks require face-to-face contact with people, greater interest in others would increase his job satisfaction.

COACH'S TIP: You may want to explore how Jack Campbell perceives work. He might view social contact at work as frivolous while solitary effort is serious business. If so, coaching could help him to appreciate personal contact as a vital part of his job. You could also model social interest to encourage this in Mr. Campbell. Similarly, you could advise study of group dynamics and body language. In addition, he might benefit from discussion groups, workshops or any other structured activities that bring him face-to-face with others.



Working With Data

Jack Campbell has an average interest in working with data. He will put sufficient effort into organizing his schedule, doing paperwork, and preparing reports. Although not over-enthused about numbers, statistics, or accounts, he will keep a balanced view of business reports.

COACH'S TIP: If Mr. Campbell's job demands zeal for working with data, you may want to encourage him to develop his interest in information by taking courses in logic, data management, or decision support strategy. On the other hand, you may decide that he only requires clear guidelines to keep data management at an appropriate level of priority.



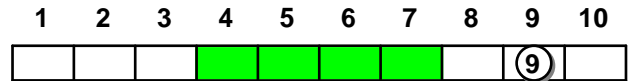
Individual Characteristics

Jack Campbell

Working With Things

Jack Campbell is remarkably interested in work that involves inanimate objects such as machinery, electronic devices, tools, and equipment. He will likely take a hands-on approach to designing, managing or working with things. With his outstanding preference for work with objects, he will doubtlessly apply himself whole-heartedly to new technology.

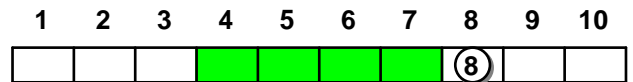
COACH'S TIP: Although Mr. Campbell's interest in working with tools and equipment is advantageous in many situations, other people may not be as enthusiastic as he is. You might want to ensure that he does not distance himself from his peers by using tools in place of communication. Conversely, he may well be the resident "techie" for his group and the one others turn to when their equipment fails.



Diplomatic / Independent

Jack Campbell tends to act independently. He has a strong determination to win and to reach goals, and he is often ready to argue for his point of view. He can be skeptical of debate because his convictions are firm. Subordinates may view him as hard-headed but he still believes in team effort and will not knowingly alienate others. Although he is ambitious, he can be considerate of others and is therefore entirely competent if he applies the right trait at the right time.

COACH'S TIP: Because Mr. Campbell can be hard-driving and determined, you may want to focus on specific abilities such as listening skills and goal setting to ensure the most effective use of his will to win. He may particularly need support if he leads a team of a highly competitive subordinates. If so, you may want to encourage him to develop his diplomatic skills.



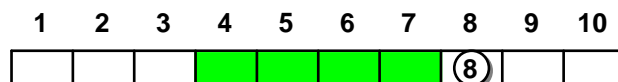
Individual Characteristics

Jack Campbell

Cooperative / Competitive

Jack Campbell expresses himself as a hard-driving competitor with a strong, individual need to win. He may be less concerned to win as part of a team but he still maintains largely helpful relationships with others.

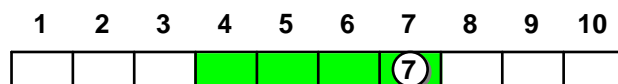
COACH'S TIP: If Mr. Campbell perceives himself as competing with subordinates, you might consider training that preserves his need-to-succeed while encouraging him to be more cooperative. Corporate goals should be his goals. In addition, if warranted, you could work on his soft skills to improve listening and negotiating techniques, as well as goal setting for the group rather than the individual. On the other hand, if a single-minded, cutthroat approach is required for success, you might want to offer advanced assertiveness training to take his strong competitive drive to an even higher level.



Submissive / Assertive

Jack Campbell is both self-assured and tactful. He can yield to others when that is the best course, but his inclination is to promote his own views. For most assignments, these are good qualities for teamwork.

COACH'S TIP: While Mr. Campbell may be sufficiently democratic in his views, if a particular assignment calls for extreme tact, you may want to focus on the value of his reasonably compliant nature. Similarly, if a project calls for strong leadership, you could consider advanced assertiveness training to build on his inherent self-confidence.



Spontaneous / Conscientious

Jack Campbell is resourceful and generally keeps within company guidelines. He might work in a meticulous, detailed way, but will prefer adapting to change and "thinking on his feet." Being quite conscientious, he might hesitate to be creative in solving business problems but he is basically spontaneous and will react quickly enough to unusual demands.

COACH'S TIP: You may find that Mr. Campbell only needs subtle prompting to do the right things in the right way at the right time.



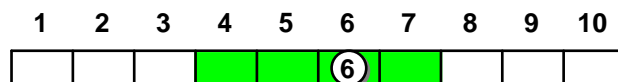
Individual Characteristics

Jack Campbell

Innovative / Conventional

Jack Campbell has a slightly above-average preference for conventionality, but he is flexible enough to deal with change and innovation. Occasionally, he might be tempted to interpret rules loosely to meet a deadline or solve a problem with personnel. He probably works best with a definite plan in a structured environment.

COACH'S TIP: You may find that reinforcing Mr. Campbell's good organizational skills is worthwhile, especially if his job requires meticulous attention to detail. On the other hand, if more innovation is called for, Mr. Campbell could experiment with a flexible time management plan to give himself more leeway to deal with disruptions or he might benefit from exercises in lateral thinking.



Reactive / Organized

Although Jack Campbell values organization and structure, he generally copes well with change and disruption. Most often he can find the right balance between administrative tasks and professional objectives. While he may prefer to think things through before responding to unforeseen events, he will not drag his feet when a quick reaction is necessary.

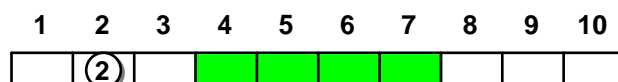
COACH'S TIP: If Mr. Campbell's job warrants very fast reactions, you might emphasize flexibility and help him to set priorities so that he can respond even more speedily. Also, if he has key tasks which require intense attention to technicalities, you may want to encourage him to develop his existing organizational skills to a greater level.



Introvert / Extrovert

Jack Campbell probably prefers to associate with fewer people in a quiet, calm environment. In most groups, he tends to be an observer rather than the center of attention. His noticeable introversion could be a positive factor for teamwork, especially if the group is relatively small.

COACH'S TIP: If Mr. Campbell's work will require frequent or emotionally-charged meetings with others, you could consider activities that develop social and verbal skills. For example, a public speaking course might be helpful, as would joining business-related social or sports groups.



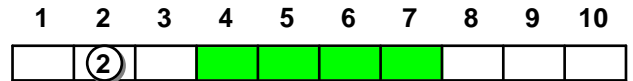
Individual Characteristics

Jack Campbell

Self-Sufficient / Group-Oriented

Jack Campbell is noticeably self-sufficient with minimal need for company. He may tend to avoid social activities and busy environments and he is likely to be most at ease in his own company, where he can reflect and control the stimuli that reach him. He is well-adapted to work for prolonged periods of time without direct contact with other people.

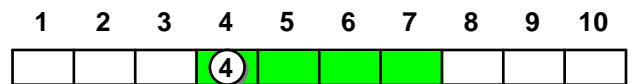
COACH'S TIP: If Mr. Campbell's key role demands interaction with others, you might consider courses in group dynamics, leadership, and facilitation. He could also be encouraged to join business-related organizations to expose him to a variety of group activities. However, if Mr. Campbell has the option to make the most of his marked self-sufficiency and work largely on his own, he is unlikely to require coaching in this regard.



Reserved / Outgoing

Fairly quiet and reserved, Jack Campbell does not need constant social contact but he can enjoy working with others. While he will be more comfortable with routine tasks, he will like the challenge of occasional ad hoc assignments, especially if these involve people he knows well.

COACH'S TIP: Consider focussing on motivation to help Mr. Campbell to develop a more dynamic approach to work. If you think that he needs to "take the spotlight" more often, consider that a public speaking course would develop his nominal tendency to be outgoing. Furthermore, adding professional social events such as working lunches and informal meetings to his schedule will encourage him to be less reserved. If more forceful leadership is called for, you might want to advise an Outward Bound type of endurance course.



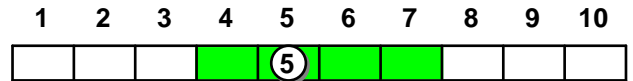
Individual Characteristics

Jack Campbell

Emotional / Stable

Although slightly inclined to be apprehensive, Jack Campbell almost always keeps his emotional stability. He is wary of other's motives, however, and would likely react appropriately to anyone who tried to take advantage of him. His instincts are good in most situations and he probably copes well with most on-the-job problems.

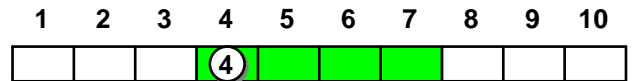
COACH'S TIP: If Mr. Campbell appears to be having any difficulty maintaining his demeanor, you might consider stress management and relaxation exercises to ease tension. You may also want to encourage him to take a more emphatic approach when necessary.



Restless / Poised

Generally composed, Jack Campbell may be upset by prolonged stress or exceedingly demanding tasks. If involved in a personal dispute, he could find it difficult to remain objective. While these adverse situations may not occur frequently, he should be prepared for them and he will strive to remain rational.

COACH'S TIP: If Mr. Campbell seeks your assistance, you might want to suggest courses in stress and anger management. Relaxation techniques, such as breathing exercises which can be done on the job, might also be beneficial.



Excitable / Relaxed

Moderately sensitive to stress, Jack Campbell will be collected and patient in most situations. He will tend to accept people at face value but he will also maintain an appropriate level of skepticism.

COACH'S TIP: If Mr. Campbell's job requires him to be exceptionally relaxed, you might consider enhancing his already sound coping skills with advanced relaxation techniques, stress management, and trust exercises.

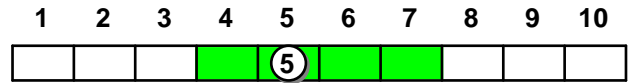


Individual Characteristics

Jack Campbell

Social Desirability

Mr. Campbell describes himself as aware of social rules and expectations, although not always conforming to them. He has presented a frank and fair picture of himself in this assessment.



Approach To Work

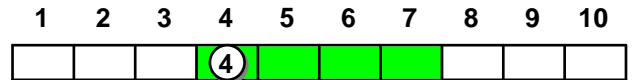
Jack Campbell

This section of the Prevue Corporate Coach Report provides information on your response to a number of work related subjects or situations. Each of the Approach to Work scales is derived from one or a composite of the personality scales reviewed in the Total Person and Individual Characteristics sections of this report. The information in this section should provide a better understanding of your natural approach to several significant work situations or requirements that are experienced in various types of employment.

Focus On Work

WORKS TO LIVE (1) VS. LIVES TO WORK (10):- The Focus on Work scale provides information on the importance of work to Mr. Campbell.

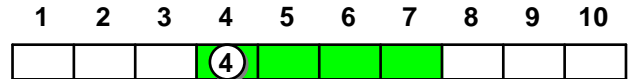
Some see work as a means to an end while others define themselves by their work. Jack Campbell's career is a means to an end, not a defining characteristic of his life. If there is a conflict between home and work, his personal life will often take priority. Home, family and leisure activities are important to him and probably help him to deal with a greater variety of business problems.



Approach to New Ventures

CAUTIOUS (1) VS. OPTIMISTIC (10):- This scale distinguishes those who approach new ventures or issues with caution from those who approach new ventures with optimism.

Jack Campbell is a well-grounded individual who is somewhat given to pessimism. Although he might be uneasy about voicing negative opinion, he would not keep silent about his concerns and will encourage the team to proceed cautiously with new and potentially risky ventures. He recognizes that there are dangers in the business world but it is largely an exciting, rather than hostile, place for him.



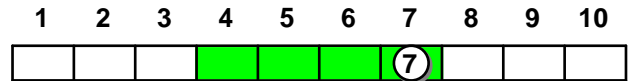
Approach To Work

Jack Campbell

Leadership Style

DEMOCRATIC (1) VS. COMMANDING (10):- Leadership Style is measured from 1 for those who prefer a nurturing style of leadership to 10 for those who are naturally inclined to a more demanding Leadership Style.

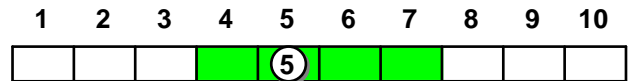
Jack Campbell has a nearly balanced approach to leadership with a moderate inclination to be explicit and directive. In a crisis, he can take command and make certain that the team knows what must be done and when. On the other hand, when a gentle approach is needed, he will function as the "guide on the side" with a more democratic style.



Preference for Change

LIKES ROUTINE (1) VS. LIKES CHANGE (10):- This scale identifies where Mr. Campbell fits in the continuum between a structured environment with a fixed routine and a dynamic fast changing working environment.

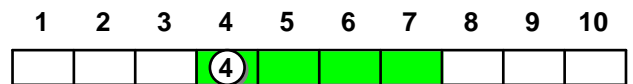
Jack Campbell prefers tried and tested methods, but he recognizes change is sometimes required and he usually reacts well to rational shifts in personnel or corporate structure. Whenever possible he adapts standard policy for new agenda. If and when there is a clear requirement for it, he will invent new policy. In short, he will not seek change for change's sake or because it is exciting, but rather because it provides a better solution.



Approach to Conflict

FORCEFUL (1) VS. ACCOMMODATING (10):- This scale distinguishes those who are forceful in their approach to conflict from those who avoid conflict by being accommodating.

While Jack Campbell does not lack soft skills, he prefers a direct, even somewhat forceful, approach to conflict. Because he is sure of himself, he is efficient in debate and confrontation and will only occasionally be worn down by the impact of others. In highly-charged, emotional situations, he should be able to switch to a more moderate, accommodating style of conflict resolution.



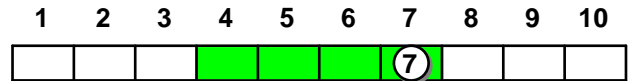
Approach To Work

Jack Campbell

Compensation Preference

FIXED SALARY (1) VS. COMMISSION/BONUS (10):- The Compensation Preference scale identifies whether Jack Campbell is more motivated to work by a secure salary or by performance based remuneration.

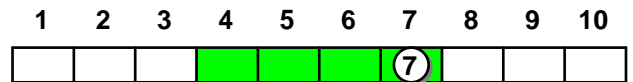
Jack Campbell enjoys gambling on performance goals, but he also wants some regular income. A modest salary with a good bonus or commission plan should suit him well. If most of his compensation is steady income rather than profit-sharing or performance-based earnings, he will need some support to accept this. While enjoying the excitement of incentive-based earnings, he will not risk things of real importance. He likes the challenge of new ventures as long as he can think things through and be ready for potential problems.



Approach to Self Promotion

RELUCTANT (1) vs. ASSURED (10):- People who score 1 on this scale are reluctant to put themselves forward while those who score 10 are extremely assured.

Nearly always willing to present his own ideas or products, Jack Campbell is generally successful at selling himself. If he is hesitant to put himself forward, this pause comes not from lack of commitment but more likely from concern about his audience. Thorough preparation and, if necessary, rehearsal would build his confidence and help him to do his best work.



Approach to Risk Taking

CAREFUL (1) vs. DARING (10):- This Approach to Risk scale is measured from 1 for avoidance of risky behavior to 10 for willingness to engage in risk.

Although not given to risky behavior or quick decisions, Jack Campbell will act appropriately in a crisis. He will scrupulously avoid unnecessary risk, particularly if it could lead to accidents, damage or loss. He prefers to refrain from ad hoc solutions but, if matters are pressing, he can react swiftly, even impulsively. Those who value steadiness will like his typically mindful approach. Others, who want quick answers and fast actions, will find his performance satisfactory.



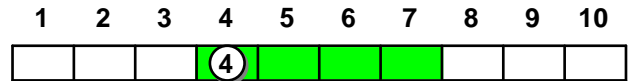
Approach To Work

Jack Campbell

Approach to Listening

CONTROLLING (1) VS. SYMPATHETIC (10):- The Approach to Listening scale is measured from 1 for a person who tends to dominate a conversation to 10 for a person who is an exceptionally sympathetic listener.

Jack Campbell tends to be enthusiastic about his own ideas and sometimes leaves little opportunity for others to express theirs. Being outspoken and self-confident, he may well talk for others if they hesitate to speak. Similarly, if peers or subordinates are strident, he may only hear the tone of their words and could miss their meaning. He could be encouraged to develop his active listening skills such as paraphrasing, questioning, and neutral repetition. Setting specific goals to promote more dialogue would increase the involvement and contributions of others.



Validity

Jack Campbell

The rules for identifying patterns of responses in the Personality Section of the Prevue Assessment which might be "invalid" include systematic, but non-meaningful response patterns, omissions and excessive use of the "B" answer option. Systematic, but non-meaningful response patterns occur when the distribution of the responses differ from the norm and are considered unusual. The omission rule occurs if more than three responses are omitted in a given scale, making the results appear more average than they are. The "B" answer rule is affected by the total number of "B" responses selected. The candidate had the choice of an "A", "B", or "C" response for every question in the Personality Section of the Prevue Assessment. The second option, the "B" choice, is always an unsure or in-between answer.

The total number of "B" responses chosen for this report was: 8

This number of "B" choices is within acceptable levels and the results of the Personality Section of this report had meaningful response patterns. Therefore the data presented in this Prevue Corporate Coach report can be considered accurate and reliable.