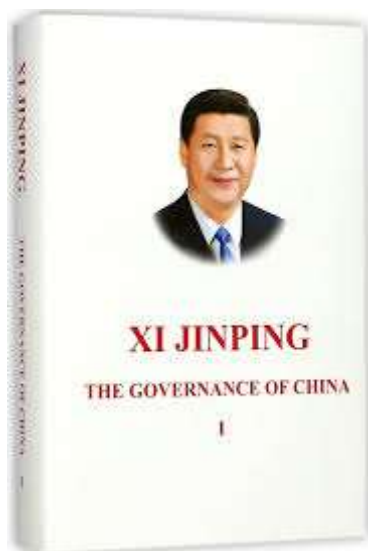




■ INSTITUTE FOR
■ MANAGEMENT-INNOVATION
■ PROF. DR. WALDEMAR PELZ



Communication for „Well-Rounded Talents“



*„Education should focus on
character building ... for a New Era“*

Character & Communication
(German View)

Agenda / Contents



- Our Institute
- “Well-Rounded Talent” (German Experience)
- Personality (Character), Values & Skills
- How to Measure Personality?
- What Is Your Personality?
- Your Values?
- Your Skills?
- Personality and Communication
- Group Work (Transfer)
- Conclusions

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- 40
- 250
- 100,000

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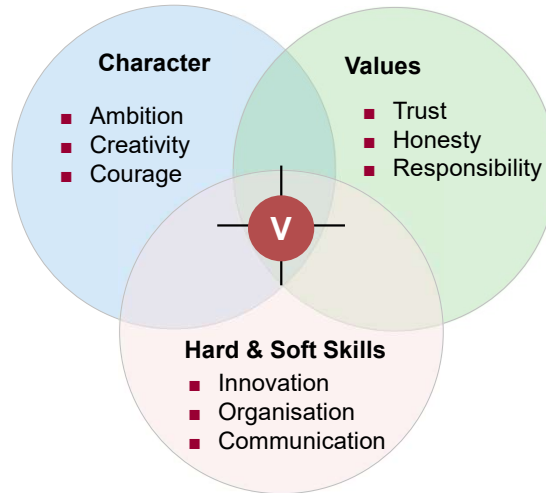
No. 5

What is Personality?

- **Personality** or **Character Traits** (Identity – Who am I?)
 - ▶ Examples: optimism, passion, energy, willpower, intelligence
 - ▶ Feature: mostly innate, hard to change
- Not to be confused with values and skills.*
- **Values** (Compass)
 - ▶ Examples: honesty, integrity, reliability, sensual pleasure, work, money
 - ▶ Feature: learned, contextual, hard to change, guides behaviour
 - **Skills** (Required for Results)
 - ▶ Examples: resolve conflicts, set goals, persuade others, give feedback, organize
 - ▶ Feature: learned through practice and experience (learning by doing) – 10,000 (“*practice makes perfect*”)

No. 6

Well Rounded Talent – German View



Please note: "You can't manage what you don't measure."

How to Measure Personality?

Personality Tests		Successful Communication Leadership
Big Five	MBTI	
Extraversion – Introversion	Extraversion (E) – Introversion (I)	Empathy Empathy
Openness – Closedness	Sensing (S) – Intuition (N)	Credibility Identification
Conscientiousness – Carelessness	Thinking (T) – Feeling (F)	Reasoning Inspiration
Agreeableness - Antagonism	Judging (J) – Perceiving (P)	Story Telling Consideration
Neuroticism – Emotional Stability	ENFP · ESFJ · INTJ ... 16	Objectivity Identification



U.S. National Research Council: Lack of Validity (r , β)

Work-Related Personality Test (WPT) back

link: inmi.de/wpt

This validated test, based on a sample of more than 30,000 participants, shows your personality profile in comparison with all other participants. The test consists of 40 questions and takes approximately 10 to 15 minutes to complete.

Instructions: To what extent do you agree or disagree with the following statements?
The response scale ranges from 1 = "strongly disagree" to 5 = "strongly agree."

Prof. Dr. Waldemar Pelz
Institute for Management Innovation

I consciously focus my energy on clearly formulated goals. 1

strongly disagree disagree neutral agree strongly agree

Every two to three years I learn new skills of which I had no previous mastery. 2

strongly disagree disagree neutral agree strongly agree

No. 9

Work-Related **Personality** Test (WPT)

Take the test: inmi.de/wpt

1. Effective **creativity** (focusing on creative solutions)
2. Purposeful **learning** (eager to learn what really matters)
3. Optimistic **ambition** (striving for convincing results)
4. Co-operative **fairness** (contributing to team spirit)
5. **Sincere** trust (striving for trustful relationships)
6. Co-operative **responsibility** (contributing to common goals)
7. Courageous **enthusiasm** (overcoming obstacles to success)
8. Focused **role model** (giving direction to others)
9. Resilient **stamina** (coping effectively with setbacks)
10. **Willpower** (turning objectives into results)

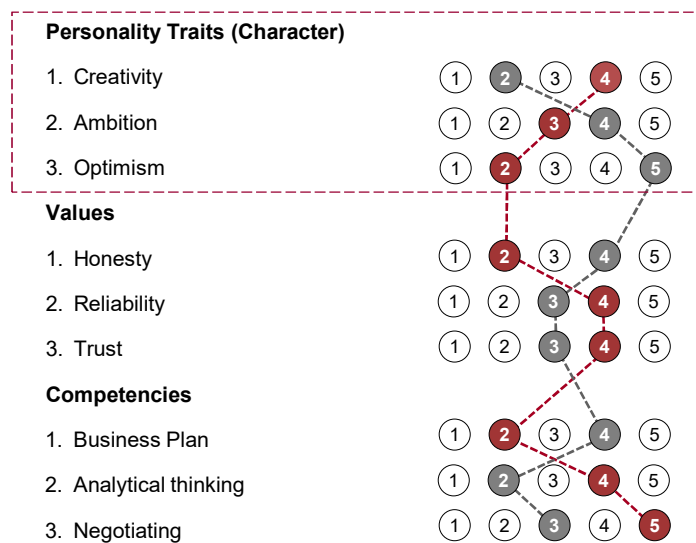
Please note: Each of the 10 dimensions is operationalized by 5 to 8 items describing typical behavior.

Exercise (Teamwork) – See Detailed Instruction

- Writing a Compelling Headline, Subheading, and Introduction for Different Personality Types
- Objective: The purpose of this exercise is to improve your ability to adapt a message to a specific audience.
- At the end of this instruction, you will find two stories. Choose one of them.
- Your task is to present it in a way that is especially persuasive for one particular personality type
- Task: Based on the short story provided, each group must write:
 - ▶ one compelling headline
 - ▶ one short subheading that adds context and makes the headline more appealing
 - ▶ one short introduction
- Prepare one presentation slide with your results: headline, subheading, and introduction.

Effective Communication

Person A = Person B =



Common **Values** - Young Generation (< 35) in Germany

Take the test: inmi.de/values

1. **Equality** and Balance – Clear rules and fair decisions
2. Personal **Growth** – Continuous development of strengths
3. **Respect** and Appreciation – Treating people with dignity
4. Conscientiousness and **Reliability** – Keeping commitments and working carefully
5. Community Spirit and **Teamwork** – Supporting each other and working together
6. **Integrity** and Trust – Honesty, decency, and trustful relations
7. **Work-Leisure Balance** – Room for work and private life or integration of both
8. Security and **Stability** – A safe and harmonious work environment
9. **Influence** and Self-Worth – Making an impact and achieving success
10. **Autonomy** and Independence – Freedom to act and create

11. Other, such as: Enjoyment, Modesty, Loyalty, Status, Friendship, Family Life etc.

Top Ten Management **Skills**

(From Leadership Programs of F500 & HC; Sample: n = 23,598)

Take the test: inmi.de/skills

1. Personal **Appearance** (looks confident, professional, and value-driven)
2. **Analytical** Thinking (understands complex problems and sees different viewpoints)
3. **Initiative** (spots chances and risks early and takes responsibility)
4. Goal and **Result** Orientation (sets clear goals and drives results)
5. **Communication** Skills (communicates clearly, convincingly, and with focus)
6. **Team-based** Skills (handles tensions well and strengthens team spirit)
7. Decision Making and **Problem** Solving (makes clear decisions and owns them)
8. **Conflict** Management (addresses conflict directly and seeks win-win solutions)
9. Creating **Trust** and Personal Relations (builds trust through sincerity and consistency)
10. **Emotional Intelligence** (shows empathy and handles emotional tension well)

Please note: Each of the 10 dimensions is operationalized by 5 to 8 items describing typical behavior.

Possible Interpretation of Xi Jinping's Well-Rounded Personality

Guiding Principle

Well-rounded talents combine strong character, the right values, and practical capabilities in service of national development and the Core Socialist Values of the Communist Party of China.

Concise Overview

Category	Key Terms
Personality	Courage, Social Maturity, Innovative Mindset, Resilience
Values	Moral Integrity, Patriotism, Work Ethic, Collective Responsibility
Competencies	Intellectual Excellence, Innovative Capability, Execution, Cooperation Ability

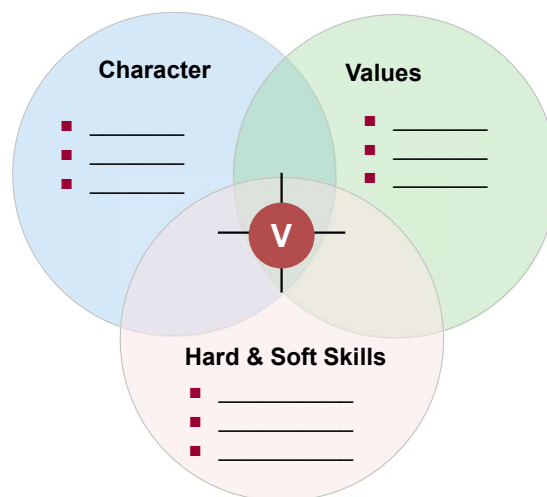
Short Definitions of the 12 Key Terms

Personality

Courage: The willingness to face difficulty, uncertainty, and pressure without retreating from important tasks.

Social Maturity: The ability to act responsibly, appropriately, and cooperatively in relationships and social situations.

Well Rounded Talent – Chinese View



Apply it to your daily work until it becomes intuitive – starting with your own well-rounded personality.

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