



Bombay Management Association
and
Chatur Knowledge Networking Pvt. Ltd.

invite you for A Lecture followed by Lunch

“Strategic Impact of Personality at the Workplace”

Conducted by
Dr. Pierce Howard and Jane Mitchell Howard



on Saturday 5th January 2008

between

10.30am and 12.30pm
followed by Lunch

at

Venue: Ritz Hotel, 5, Jamshedji Tata Road, Churchgate, Mumbai 400 020 (Tel: 2285 0500)

Dr. Pierce Howard and Jane Mitchell Howard, the authors of **The WorkPlace Big Five ProFile 3.0™**, a personality test are visiting India in January 2008 to conduct certification programs for the use of this instrument at 3 locations. During their visit they will be meeting Industry Leaders to bring about an awareness about the Five Factor Model of Personality and how personality at the workplace affects Performance, Communication, Teamwork, Leadership and Sales.



The WorkPlace Big Five ProFile 3.0™ (WB5P) is a personality assessment based on the Five Factor Model of Personality which has become the standard for psychologists. The WB5P was specifically written in workplace terminology to be used for business applications such as:

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|----------------------------|------------------------------------|-----------------------|
| • Team Building | • Succession Planning | • Sales Training |
| • Leadership Development | • Management/ Supervisory Training | • Conflict Management |
| • Performance Coaching | • Career Development | • OD Intervention |
| • Job Selection and Hiring | | |

Organizations nowadays are faced with the challenge of hiring and retaining talent. Various HR initiatives are put in place to ensure that the selected workforce is the best of the lot. This requires careful screening, not just of the Intelligence and Skills of candidates, but also their Personality. Differences in Personality traits manifest in behavior at the workplace. They also decide how well a person can perform core job competencies. Therefore, sound knowledge of Personality is of great importance to Leaders, Managers and HR professionals.

The primary objective of this lecture / workshop is to create better awareness about Personality at the Workplace using the 'Workplace Big Five Profile 3.0.' and optimizing human resources effectively.

- ## Interactive Lecture and discussion

This workshop shall be useful for ALL professionals to gain self awareness and understand individual personality differences. With the Competency Capacity Analysis Report one can also know how to leverage his/her strengths at the workplace. It shall also facilitate decision making about Selection, Promotion, Team Building, Leadership Development, Coaching, Conflict resolution etc.

Nomination fee is non-refundable, however participation by a substitute is allowed.

Remittance of fee in advance is compulsory. Hence nomination will be confirmed only after receipt of nomination fee.

Please register before 3rd January 2008. Looking forward to your early registration and active participation

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“Strategic Impact of Personality at the Workplace”

Saturday 5th January, 2008, at Ritz Hotel, Churchgate, Mumbai 400 020
(Limited Seats – Please Hurry Up)

Registration Form

Name :

Designation :

Company :

Address :

Telephone:Off:..... Res: Fax :

E-Mail: Mobile No.

Participation Fees: Rs. 1,000/- for BMA Members & Rs. 1,250/- for Non Members
(Group Discount of 10% for 3 and more)

Note: Please fill this registration form and send it along with the cheque in favour of "Bombay Management Association" to : **Mr. Masne,**

Bombay Management Association

9 Podar House, Netaji Subhash Marg, 'A' Road, Churchgate, Mumbai 400 020

Tel : 2204 7650 / 9698 : Fax : 2202 4743 : E-mail : bma@hathway.com: website: bma-india.com