

PERSONALITY AND DECISION-MAKING

- The big problems in life concern getting along and getting ahead—making friends and having a career.
- Personality assessment captures individual differences in the ability to get along and get ahead.
- The view that people are rational and logical decision makers is a myth.
- Real decision-making is rapid, biased, and subconscious.
- We rationalize our decisions after the fact.
- All of this is related to personality.

THE FOUR PRINCIPLES OF LEADERSHIP

- 1 Act with integrity
- 2 Know what you're talking about
- β Have a vision for the future
- 4 Make good decisions

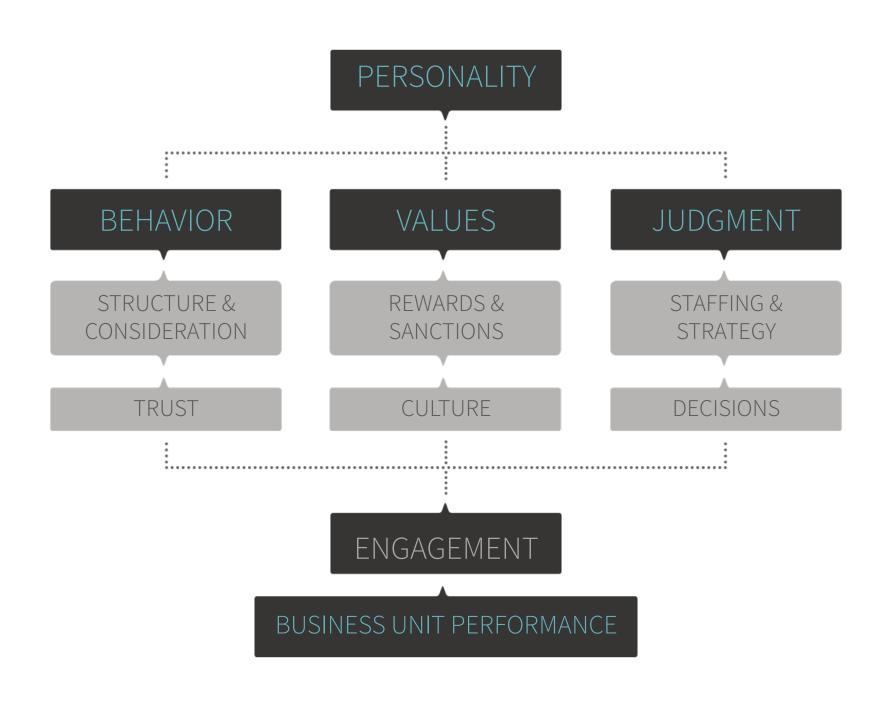
DECISIONS DRIVE EVERYTHING

- The history of any career or business reflects the decisions that have been made.
- At least half of the decisions in business are wrong.
- Good judgment mostly concerns fixing or not repeating bad decisions.

WHY JUDGMENT?

- 1 Decisions drive everything
- 2 Decisions are driven by judgment
- 3 Judgment is driven by personality

Who you are determines how you think and the decisions you make, which affects your career success and leadership potential.



HOGAN JUDGMENT MODEL

We analyze decision-making in terms of three components:

- 1 Information-processing style
- 2 Decision-making approach
- 3 Reactions to feedback (coachability)

HOGAN JUDGMENT MODEL

INFORMATION PROCESSING

How people process information

Verbal Information vs.

Numerical Information

DECISION-MAKING APPROACHES

How people approach decisions

Threat Avoidance

VS.

Reward Seeking

Tactical Thinking

VS.

Strategic Thinking

Data-Driven Decisions

VS.

Intuitive Decisions

REACTIONS TO FEEDBACK

How people to react to feedback about their decisions

Defensive

VS.

Cool-headed

Denial

VS.

Acceptance

Superficial Engagement

VS.

Genuine Engagement

INFORMATION-PROCESSING STYLE

Verbal vs. Numerical Information Processing

- Some people prefer to think in terms of words and images.
- Some people prefer to think in terms of numbers and symbols.

DELIBERATE

- These individuals take their time processing both numerical and verbal information.
- They are interested in making accurate decisions based on an understanding of all available information.
- They tend to do well in occupations requiring meticulously researched and unhurried decisions.

QUALITATIVE

- These individuals process verbal information more efficiently than numerical information.
- They prefer to use words rather than data to interpret events.
- They tend to do well in story-telling occupations such as communications, literature, philosophy, journalism, and advertising.

QUANTITATIVE

- These individuals process numerical information more efficiently than verbal information.
- Because they enjoy identifying patterns and predicting outcomes based on data, they tend to excel in fields such as finance, accounting, engineering, and IT.

VERSATILE

- These individuals efficiently process both numerical and verbal information.
- They can quickly and efficiently solve problems regardless of required information and tend to do well in occupations requiring quick decisions with limited information across diverse topics.

DECISION-MAKING APPROACH

There are three important predecision biases:

- Threat avoidance vs. rewardseeking
- Tactical thinking vs. strategic thinking
- Data-driven decisions vs. intuitive decisions

THREAT AVOIDANCE

VS.

REWARD SEEKING

- Some individuals focus primarily on the negative side of the risk-reward equation, preferring to remain cautious to avoid threats.
- Others focus on the positive side of the risk-reward equation, preferring to seek rewards despite potential consequences.
- Threat avoiders may be more appropriate for decisions that involve potentially disastrous consequences.
- Reward seekers are often necessary for building and growing organizations.

TACTICAL THINKING

VS

STRATEGIC THINKING

- Some people focus on tactical issues such as immediate needs and relevant details, whereas others prefer to focus on strategic long-term challenges and opportunities.
- Tactical thinkers tend to focus on details like cost, implementation, and staffing issues, but may neglect larger issues.
- Strategic thinkers tend to use a futureoriented, big picture perspective, but may neglect important practical details.

DATA-DRIVEN DECISIONS

VS

INTUITIVE DECISIONS

- People approach decisions from either an intuitive perspective, which allows for fast, automatic, and effortless decision-making, or a data-driven perspective, which is slow, deliberate, controlled, and effortful.
- Data-driven decisions are often more effective when there is both information available and time to review it.
- Intuitive decisions are not only more effective, but also sometimes necessary, when situations dictate that individuals make quick decisions and move on.

DECISION-MAKING STYLE

Combinations of these three dimensions of decision-making bias lead to eight different types of decision makers.

THEAUDITOR

Risk Orientation: Threat-focused

Vision: Tactical

Thinking Style: Data-driven

Makes deliberate data-driven decisions that solve immediate tactical problems and avoid unnecessary risk.

Good at dealing with situations where hard-headed, pragmatic decisions need to be made in order to minimize threats and score small wins.

Not so good at longer-term, creative, and innovative thinking in situations that are relatively safe and where risks could be rewarded.



THE SURGEON

Risk Orientation: Threat-focused

Vision: Tactical

Thinking Style: Intuitive

Makes relatively quick decisions that minimize threat and risk, that are easy to implement, and are based on practical experience.

Good at quick, prompt decision-making to fix pressing problems or time sensitive issues.

Not so good at decisions designed to maximize longer term opportunities based on a review of data and research.



THE PROMOTER

Risk Orientation: Reward-focused

Vision: Tactical

Thinking Style: Intuitive

Makes fast and intuitive decisions that maximize short-term payoffs.

Good at pragmatic decisions made in the here-and-now (where data aren't available or useful) to maximize wins or opportunities.

Not so good at avoiding substantial risks or failures over the longer term; prone to "taking a punt" based on gut feelings.



THE STOCK TRADER

Risk Orientation: Reward-focused

Vision: Tactical

Thinking Style: Data-driven

Makes data-driven, carefully calculated choices designed to gain short-term rewards and score tactical victories.

Good at pragmatic decisions using data in order to produce immediate, quick concrete wins.

Not so good at dealing with longer-term risks that are harder to quantify.



THE INVESTOR

Risk Orientation: Reward-focused

Vision: Strategic

Thinking Style: Data-driven

Relatively slow, data-driven decision-making designed to maximize long-term payoffs and strategic advantage.

Good at decisions where careful, rational analysis and patience is required in order to win big; willing to revisit past decisions.

Not so good at quick decisions needed to solve immediate concerns and make remedial corrections, and where more data won't lead to better outcomes.



THE DEFENSE ANALYST

Risk Orientation: Threat-focused

Vision: Strategic

Thinking Style: Data-driven

Makes crafted, data-driven decisions intended to defend against a wide range of specific threats.

Good at situations where careful analysis of long-term threats and potential consequences is required, and decisions don't need to be made quickly.

Not so good at quick, holistic decisions that capitalize on immediate opportunities.



THE POLITICIAN

Risk Orientation: Reward-focused

Vision: Strategic

Thinking Style: Intuitive

Makes quick decisions based on a broad understanding of the strategic options available, decisions designed to maximize long-term competitive advantages.

Good at holistic, out-of-the box thinking to capitalize on long-term, broad opportunities.

Not so good at addressing immediate problems or implementation issues; may prioritize quality at the expense of more pragmatic considerations.



THE CHESS PLAYER

- Risk Orientation: Threat-focused
 - Vision: Strategic
 - Thinking Style: Intuitive

Makes quick decisions using intuition, gut feelings, and past experience to minimize threats to the big picture and future strategic advantage.

Good at big picture, holistic decisions to set up a strong defensive position that minimize risks and threats.

Not so good at situations where quick decisions are needed for immediate wins; may overlook the value of data to identify opportunities.



RESPONSES TO BAD DECISIONS

There are three post-decision reactions to feedback about wrong decisions:

- Defensive vs. Cool-headed
- Denial vs. Acceptance
- Superficial Engagement vs.
 Genuine Engagement

DEFENSIVE VS. COOL-HEADED

Defensive: Becoming upset, blaming others, and disagreeing with feedback.

Cool-headed: Calm review of negative feedback; open-minded analysis of the situation.

Defensive response

May be seen as overly sensitive to criticism, argumentative, and defensive.

Development tips

- Try to suspend judgment and hear others out.
- Appreciate that people who give you feedback are trying to help.

DENIAL VS. ACCEPTANCE

Denial: Ignoring feedback or dissent, spinning data, downplaying mistakes or blaming them on others.

Acceptance: Acknowledging responsibility for bad decisions, considering the facts carefully, and addressing the failure.

Denial response

May be seen as unable to learn from experience, and having an inflated view of one's own opinion.

Development tips

- Listen to feedback from others, starting with friends and family, who are on your side.
- Recognize that denying mistakes leads to a reputation for poor decision-making.

SUPERFICIAL VS. GENUINE ENGAGEMENT

Superficial Engagement: Agree with negative feedback to gain approval; avoid unpleasantness instead of taking responsibility.

Genuine Engagement: Committed to improving future decision-making through active participation in feedback.

Superficial Engagement response

May be seen as eager to please and unwilling to deal with issues.

Development tips

- Try to see feedback as constructive criticism.
- Though your deference may win in the short term, think about the long-term cost to your credibility.

OPENNESS TO FEEDBACK & COACHING

RESISTANT

In response to feedback about bad decisions, feedback-resistant individuals tend to blame others, deny their responsibility, and pretend to care about feedback without really engaging in it. However, such people are good at making hard decisions and standing by them.

NEUTRAL

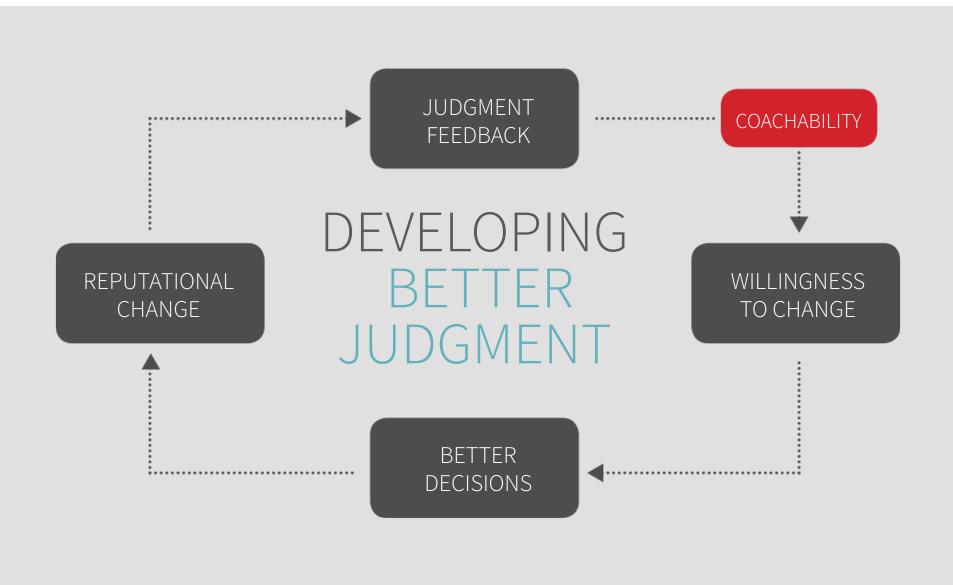
People described as feedback neutral often seem moderately receptive to feedback, but may also struggle with tendencies to react poorly to bad news. Such individuals tend to demonstrate a balanced approach to feedback, neither resisting it entirely nor accepting responsibility for everything.

RECEPTIVE

In response to feedback about bad decisions, feedback-receptive individuals tend to remain calm, thoughtfully analyze their missteps, and solicit advice about how to make better decisions. However, such people may also accept blame for other people's mistakes.

COACHABILITY

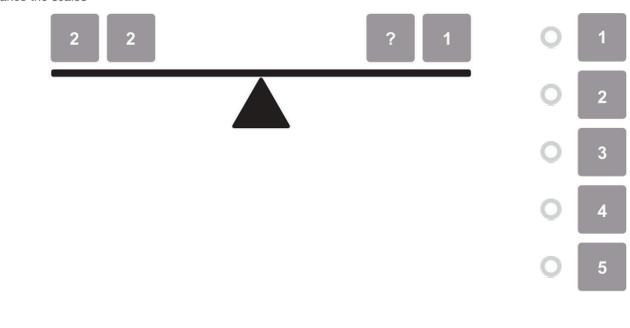
- A function of how people respond to feedback regarding their past behavior.
- Predicts a person's probability to change.
- Some people are more coachable than others.
- The Hogan Judgment Report evaluates how resistant or receptive people will be to coaching.



HOGAN JUDGMENT ASSESSMENT

Sample Item



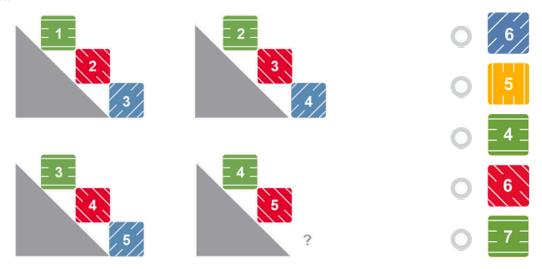


Stop Assessment

Back Next

Sample Item

2. Complete the pattern



Stop Assessment

Back

Next

Sample Item

2. Puppy is to dog as kitten is to cat.

True False





This analogy is True because a puppy is the young version of a dog, just as a kitten is the young version of a cat.

1.	At meetings I always have something to say.	True False
2.	I think I would like to do research.	00
3.	I like to try new, exotic foods.	00
4.	I enjoy speaking in front of an audience.	00
5.	I try to live by the motto "Look before you leap."	00
6.	Little things seem to bother me a lot.	00
7.	I expect great things from myself.	00
8.	I wish I could be more assertive.	00
9.	I don't let little things bother me.	00
10.	I am easily embarrassed.	0 0

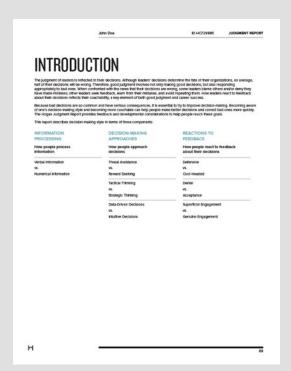
HOGAN JUDGMENT REPORT

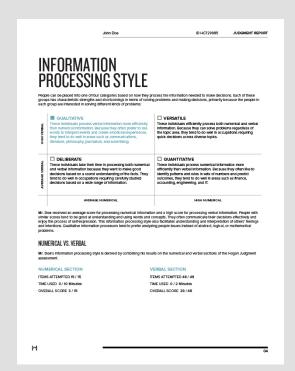
Audience and Applications

- Standalone for evaluation of decision-making
- Pre-employment assessment
- Onboarding and employee development
- Leadership development
- Team development
- High-potential identification and development
- Complements Hogan Leadership Forecast Series or Insight Series for mid-level management and executive development



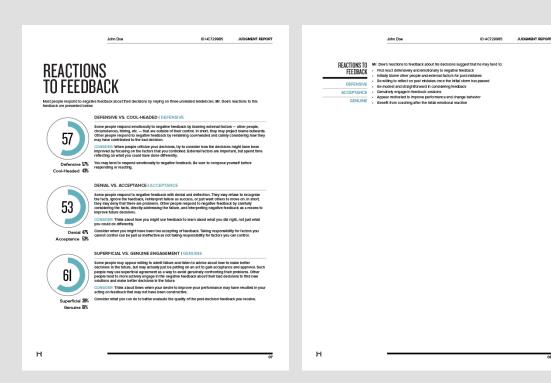














SUMMARY

- Leadership involves decision-making.
- People's decisions create their reputation for judgment.
- All decision-making is biased in systematic ways.
- There are pre-decision and post-decision biases, and they can be assessed.
- Good judgment involves being willing to acknowledge and fix bad decisions, and learn from experience.
- Knowledge of one's biases can, in principle, improve one's decision-making and judgment.