



Talent Q provides innovative online psychometric assessments, training and assessment consulting, addressing talent management challenges throughout the employee lifecycle.

Candidate:

Santa Claus

Date of Report: 24.12.10

Selected Reports:

Trait Profile
Narrative Report

Assessment Completed:

Dimensions

Assessment Completed:

24.12.10

Completed in:

English

SEEMS A VERY
GENUINE
CHARACTER!

Trait Profile

People and Relationships																																
Is independent of others and very good at keeping secrets. Highly motivated, he can occasionally appear grumpy, especially when running late.	<table border="1"> <thead> <tr> <th colspan="10">Communicative</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>8</td><td></td><td></td> </tr> </tbody> </table>	Communicative										1	2	3	4	5	6	7	8	9	10								8			Has a wide network of contacts and communicates well with others, especially children, elves and reindeer. Can maintain relationships over very long periods.
Communicative																																
1	2	3	4	5	6	7	8	9	10																							
							8																									
Prefers following to leading, is reasonable and gentle when managing others. Shows some stress if timelines begin to slip.	<table border="1"> <thead> <tr> <th colspan="10">Influencing</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>9</td><td></td> </tr> </tbody> </table>	Influencing										1	2	3	4	5	6	7	8	9	10									9		A natural leader and enjoys having responsibility for others. A jolly and forceful personality, he engenders deep loyalty and even love from customers and workforce.
Influencing																																
1	2	3	4	5	6	7	8	9	10																							
								9																								
Very discreet in his personal life. Behaves in a low-key and discreet manner, is wary of new acquaintances, avoids being talkative or mixing too much socially.	<table border="1"> <thead> <tr> <th colspan="10">Socially Confident</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td>7</td><td></td><td></td><td></td> </tr> </tbody> </table>	Socially Confident										1	2	3	4	5	6	7	8	9	10							7				Very socially skilled, with charm and charisma. Enjoys the limelight and has created a cult following. Very good 1-on-1, especially with children, though does little public speaking.
Socially Confident																																
1	2	3	4	5	6	7	8	9	10																							
						7																										
Leaves his extensive workforce free to get on with tasks. Sets a deadline and leaves others to act. Avoids getting involved in the problems of others.	<table border="1"> <thead> <tr> <th colspan="10">Supportive</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>9</td><td></td> </tr> </tbody> </table>	Supportive										1	2	3	4	5	6	7	8	9	10									9		Is extremely supportive – works well with elves and reindeer encouraging them to hit their deadlines. He delivers every year. Is extremely able at meeting other people's needs.
Supportive																																
1	2	3	4	5	6	7	8	9	10																							
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Can operate independently of the elves and reindeer, without having to seek the views of others, lets others know when not in agreement.	<table border="1"> <thead> <tr> <th colspan="10">Consultative</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>10</td> </tr> </tbody> </table>	Consultative										1	2	3	4	5	6	7	8	9	10										10	An extremely good listener. Completely in touch with his target market. An almost magical understanding of their wishes. Always seeks recommendations and is a great list maker.
Consultative																																
1	2	3	4	5	6	7	8	9	10																							
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Tasks and Projects																																
More intuitive than analytical, uses his many years of experience to make important decisions, sceptical about numbers and statistics. Not constrained by time zones.	<table border="1"> <thead> <tr> <th colspan="10">Analytical</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td>3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>	Analytical										1	2	3	4	5	6	7	8	9	10			3								Makes distribution decisions based on up-to-the minute research and hard information. Works with the Lapland accountant to keep to budget.
Analytical																																
1	2	3	4	5	6	7	8	9	10																							
		3																														
Would rather work at a tactical, hands on level, avoiding theorising. Concentrates on the practicalities of his worldwide distribution network.	<table border="1"> <thead> <tr> <th colspan="10">Conceptual</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>9</td><td></td> </tr> </tbody> </table>	Conceptual										1	2	3	4	5	6	7	8	9	10									9		Takes a broad view of operations, leaving the elves to deal with the minutiae of production. A visionary, some regard him as almost mystical.
Conceptual																																
1	2	3	4	5	6	7	8	9	10																							
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Prefers tried-and-tested methods, having had hundreds of years to perfect a system. Has a real grasp of brand management by reinvigorating his once every year.	<table border="1"> <thead> <tr> <th colspan="10">Creative</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td>5</td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>	Creative										1	2	3	4	5	6	7	8	9	10					5						Innovative approach to problem solving – Rudolph's Red Nose was a major leap forward in safety for quadraped-powered sled delivery systems everywhere.
Creative																																
1	2	3	4	5	6	7	8	9	10																							
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More spontaneous than structured, making random appearances at garden centres across the UK without telling the elves.	<table border="1"> <thead> <tr> <th colspan="10">Methodical</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td>6</td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>	Methodical										1	2	3	4	5	6	7	8	9	10						6					Has an annual action plan which runs like clockwork. Uniquely, he conducts a year-long assessment system for all his customers and will only deliver if they have "been good."
Methodical																																
1	2	3	4	5	6	7	8	9	10																							
					6																											
Is not bound by rules and regulations, annually exceeds speed limits whilst under the influence and breaks and enters houses at will.	<table border="1"> <thead> <tr> <th colspan="10">Conscientious</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>8</td><td></td><td></td> </tr> </tbody> </table>	Conscientious										1	2	3	4	5	6	7	8	9	10								8			Never misses a delivery date or disappoints an expectant child.
Conscientious																																
1	2	3	4	5	6	7	8	9	10																							
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Drives and Emotions																																
Displays signs of frustration and occasional short temper if delays occur, often self-medicates with a spot of Harveys Bristol Cream.	<table border="1"> <thead> <tr> <th colspan="10">Relaxed</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td>6</td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>	Relaxed										1	2	3	4	5	6	7	8	9	10						6					Appears supremely confident and relaxed in person, although this disguises a drive to deliver the goods.
Relaxed																																
1	2	3	4	5	6	7	8	9	10																							
					6																											
Understands that children are losing faith in him and spends the year mulling this over.	<table border="1"> <thead> <tr> <th colspan="10">Resilient</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>10</td> </tr> </tbody> </table>	Resilient										1	2	3	4	5	6	7	8	9	10										10	Come rain, wind or snow, he will always deliver. Obstacles – such as the recent outbreak of Elf flu and last year's sleigh bell shortage – are always overcome.
Resilient																																
1	2	3	4	5	6	7	8	9	10																							
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Resists change for the sake of change, preferring to depend on proven methods. Happy with yearly routine and reluctant to update, especially his transport.	<table border="1"> <thead> <tr> <th colspan="10">Flexible</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td>3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>	Flexible										1	2	3	4	5	6	7	8	9	10			3								Can be extremely flexible with his fickle customer base, having been known to change his delivery at the very last minute as circumstances alter.
Flexible																																
1	2	3	4	5	6	7	8	9	10																							
		3																														
Is very much an Alpha Male, happily cruising the stratosphere at several times the speed of sound without a seat belt.	<table border="1"> <thead> <tr> <th colspan="10">Decisive & Action-Oriented</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>9</td><td></td> </tr> </tbody> </table>	Decisive & Action-Oriented										1	2	3	4	5	6	7	8	9	10									9		Legendary sleigh driving skills. Willingness to squeeze an..."ample" frame into tight spaces demonstrates his drive to get things done.
Decisive & Action-Oriented																																
1	2	3	4	5	6	7	8	9	10																							
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Personally more concerned with quality than targets. Doesn't want work to interfere with fireside snoozes.	<table border="1"> <thead> <tr> <th colspan="10">Achievement-Oriented</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>10</td> </tr> </tbody> </table>	Achievement-Oriented										1	2	3	4	5	6	7	8	9	10										10	He lives for his job. His drive is almost a passion – his wife frequently complains he's not home on time for Christmas dinner.
Achievement-Oriented																																
1	2	3	4	5	6	7	8	9	10																							
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Response Styles																																
Tendency towards self-critical responses: the profile might do the subject less than full justice.	<table border="1"> <thead> <tr> <th colspan="10">Self-Presentation</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td>7</td><td></td><td></td><td></td> </tr> </tbody> </table>	Self-Presentation										1	2	3	4	5	6	7	8	9	10							7				Tendency to present self positively, or genuine high degree of self-confidence. Interpret the profile with some caution.
Self-Presentation																																
1	2	3	4	5	6	7	8	9	10																							
						7																										
A relatively flat profile: relatively little differentiation between traits, possible inconsistency or lack of self-awareness.	<table border="1"> <thead> <tr> <th colspan="10">Profile-Spread</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>8</td><td></td><td></td> </tr> </tbody> </table>	Profile-Spread										1	2	3	4	5	6	7	8	9	10								8			Accentuated profile, with clear relative strengths and weakness or development needs.
Profile-Spread																																
1	2	3	4	5	6	7	8	9	10																							
							8																									
Narrow range of ratings used, with tendency to avoid extreme ratings.	<table border="1"> <thead> <tr> <th colspan="10">Rating-Spread</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>8</td><td></td><td></td> </tr> </tbody> </table>	Rating-Spread										1	2	3	4	5	6	7	8	9	10								8			Wide range of ratings, including frequent use of extremes.
Rating-Spread																																
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							8																									

Narrative Report

People and Relationships

He is a jolly, jovial kind of person, with a twinkle in his eye and an utterly trustworthy manner – perhaps something to do with the luxuriously appointed beard he sports.

He can be remarkably self deprecating yet is fully aware of his importance to his customers. He can show some tendencies towards being a control freak and is a real stickler for time.

His eccentric clothes sense, remarkable method of transport and ability to load a world's worth of presents onto one sledge has given him almost legendary status.

His relationships with all forms of human and animal life is excellent.

Tasks and Projects

His style of thinking is extremely visionary and strategic. He has very strong focus on delivery and can get all of his work done in one night.

Seems to actively enjoy foreign travel for work although does not take advantage of any perks, such as airport lounges or frequent flyer points.

Whilst not a very creative thinker, recent high profile movies have shown he's extremely gifted at problem solving and overcoming the unlikeliest of hurdles.

His working style is extremely goal orientated and he sets these goals at the highest possible level. He's known for an almost supernatural ability to deliver toys on December 24th despite their unavailability in the shops is almost supernatural. His ability to do this has been questioned by cynical children the world over.

Drives and Emotions

A real high flyer, he upholds the very highest standards in his work life. Friendly and approachable, it's difficult to believe he could exist in real life.

However, it's not all "Ho Ho Ho" and Mr Jolly. He is subject to extreme pressures and his driven personality finds release in sherry and an inordinate fondness for mince pies (21 million in one night in the UK alone, December 24th, 2008. *Source: ElfSurvey Network, 2010*). This had led to weight issues and some concerns over portliness.

Response Styles

Self-presentation: He responded in a jovial, happy-go-lucky manner with frequent chuckling in to his beard.

Profile Spread: His profile shows an unusual concentration of high points.

The time taken overall (including any breaks that may have been taken): much less than average. Did not appear to take any breaks, a true feat, as he was piloting a sleigh over Wigan at the time.

Disclaimer

This report is derived from the Dimensions personality assessment which explores the respondent's personality in relation to employment. The respondent's results are compared with a standardisation group comprising in excess of 9,000 people. Having said that he is an unusual candidate and he was placed in a group of his own.

The questionnaire is a self report measure and as such the results represent the respondents self perceptions. "Rudolph" and several elves did contribute many of the answers, prompted by the candidate. A plethora of psychological research indicates the validity of self report measures as successful predictors though its veracity in the field of reindeer cannot be guaranteed.

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Talent Q International, its subsidiaries and agents accept no liability for the consequences of the use of this report, howsoever arising. We cannot guarantee that he will not fall off your roof and into your geraniums.

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The information contained within this report should be treated as confidential and as such this report should be stored securely and in compliance with best practice data protection principles.

This report has a shelf life of between 18 and 24 months under normal circumstances.



Merry Christmas
from us all at
Talent Q