

Executive Coaching: The CEO's and GM's PSAs© show the CEO what the GM needs to change  
(Both have MBAs in the oilfield industry)

Personality Strength	CEO's Place in the Population	GM's Place in the Population	Difference	What the CEO wants the Coach to do
Activity/Energy Level	99%	98%	1%	This is great news for the corp.! Help the GM channel this. Get the GM to back off on telling me what to do.
Dominance	98%	99%	1%	
Restraint/Seriousness	95%	65%	30%	Get him to take work more seriously.
Deference	91%	34%	57%	He really needs your help to learn to defer to other people.
Cooperativeness	90%	20%	70%	The Survey shows that he needs to cooperate more – teach him how. He doesn't listen - Deference (34%) - and he runs over people. Stop this.
Aesthetic Value (Harmony)	86%	80%	6%	
Tendency to Read Feelings	84%	67%	17%	
Friendliness/Agreeableness	80%	50%	30%	This is almost as bad as low Cooperativeness. Teach him how to do this.
Traditional Male Viewpoint	80%	70%	10%	I will tell him that he needs to get your help until he gets what he has to do.
Ability to Ask for Help	77%	14%	63%	
Economic Value	75%	67%	9%	We like making money. But all above is more important than making money.
Theoretical Value	75%	94%	19%	I like this about him. He comes up with a lot of options.
Optimism	70%	70%	-----	I like this, too. He thinks things through several times. Catches things. Teach him to hand hold.
Thoughtfulness/Reflectiveness	70%	65%	5%	
Nurturance	67%	50%	17%	Harmony is more important than this. I will not tolerate friction at work.
Order	64%	70%	6%	
Objectivity	60%	50%	10%	
Achievement	59%	67%	8%	
Heterosexuality	59%	76%	17%	I hate meeting new people. He likes it. Help me figure out how to use this.
Change	50%	50%	-----	
Endurance	50%	43%	7%	
Social Boldness	45%	90%	45%	
Feeling of Guilt	43%	36%	7%	
Feelings of Inferiority	43%	36%	7%	
Social Value	36%	35%	1%	
Religious Value	27%	60%	33%	
Affiliation	25%	50%	25%	
Autonomy	25%	67%	42%	
Exhibition	25%	8%	17%	
Social Interest	20%	54%	34%	
Aggression	10%	92%	82%	See with Dominance (99%). Teach him Assertiveness language. Role play.
Political Value	10%	39%	29%	

Blue = Coping Strategies

Green = Temperament Assets

Red = Values