



# Personality DNA

## Unpack the Science of Your Personality DNA

Only employees exceptionally well suited for what they do, coupled with an intense love of what they do, produce exceptional results. The Talent Garden team provides the assessment and consultation process necessary to realize this outcome.



Understanding your Unique Personality DNA opens your eyes to who you are and how you best lead authentically.

The chances of the 6 personality factors and 12 personality types being anything but an accurate representation of human personality are less than one in one vigintillion – that's a 1 with 63 zeroes behind it.



*Choose against your profound core nature, and you will embark on a career and leadership struggle with inner stress that consumes your energy and produces only personal frustration – and a high likelihood of career failure. Choosing to be your true self will result in self-actualization and a leadership journey that gives you energy and gratification.*

Larry Cash, PhD





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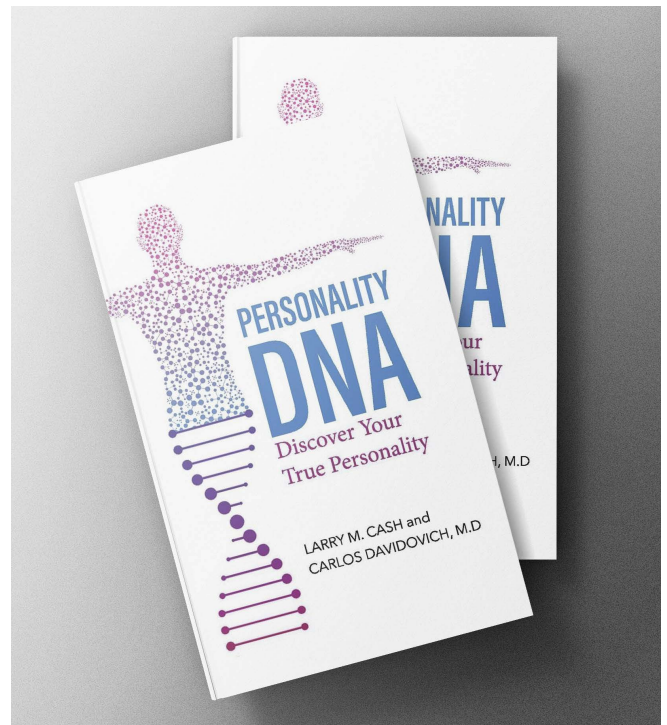
**Understanding Your Unique Personality DNA opens your eyes to who you are and how you best lead authentically.**

Dr. Larry Cash and Carlos Davidovich, M.D. discovered the behavioral equivalent of the human genome in the realm of personality through brilliant behavioral science research; revealed in their book *Personality DNA, Discover Your True Personality*. Using factor analysis on a sample of over 40,000 individuals, each representing a unique mix of 85 statistically distinct personality traits, their research identified six statistically distinct complex and broad personality factors, representing 12 distinct personality types. Each personality type, in turn is comprised of 15+ behavioral traits.<sup>1</sup> One of these Personality DNA types will reflect your unique Personality DNA, adding a whole new domain to our understanding of leadership efficacy and career success.

### Why Does Your Personality DNA Matter?

High-stakes life decisions, like leadership and career choice warrant your most accurate understanding of how and why you are best aligned with specific career roles. The majority of research today in this area has begun to reveal how profoundly your genetic code and DNA exert such a strong influence on who you really are and, in turn, how this influences your career and leadership success.<sup>2</sup>

The closest you can come to determining your true DNA personality type, in all of its psychological complexity, is through the ***Personality DNA Inventory*** emanating from Drs Cash and Davidovich's research. Their rigorous research in genetic science and the psychology of personality has revealed the genome or DNA based personality – to 12 personality DNA types, each of which is composed of and expressed by 12 to 15 composite, independent personality traits.<sup>3</sup> These findings will be reported in their upcoming book, *Personality DNA, the Science of Your Personality Type*.





### The Five 'Whys' that Matter Most to You and Your Career:

The person you were born to be... expressed in the results of your Personality DNA assessment... holds enormous potential to enhance the level of your future life purpose, meaning, and joy.

**Boost your best chances of achieving the greatest future success in your life by learning:**

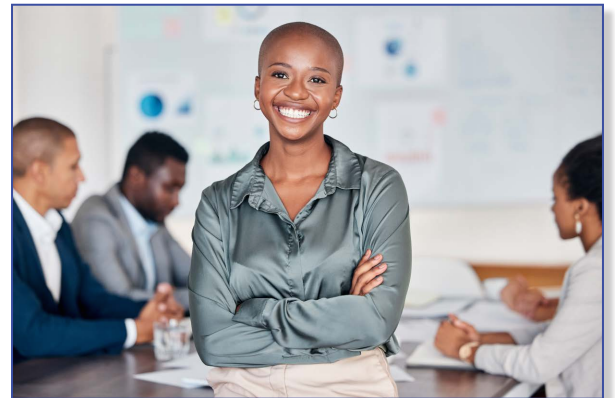
- Why you view of the world, as you do.
- Why you relate in a predictable way with most people.
- Why you embrace the life values you live by.
- Why, out of more than 2500 possibilities, only a small percentage of specific careers can offer you maximum motivation and financial success.
- Why you were meant to have the specific psychological qualities you embodied.

The Personality DNA assessment is singularly able to articulate who you are and who you are naturally meant to be, providing you with the most relevant, accurate, important information about yourself; the highest level of self-knowledge you require to constantly make high-stakes, life decisions going forward.

### The Need is Compelling

The personality assessment industry in the US is worth anywhere from 2 to \$4 billion annually. Nevertheless, it ***is historically and widely reported that the most popular, sought-after personality assessments have little or no real predictive validity.***

When you are making high-stakes life, career, leadership, and talent decisions that impact your own success and the success of your company, why not source the only behavioral assessment science capable of accurately predicting the best career fit, the best talent, the most effective leadership, and high-efficacy team engagement?







### Consider the latest statistics making the right career choice.

- Making the right career choice stymies us as well. More than 70% of people say they are dissatisfied with their present job or believe they should have chosen a different college major.<sup>4</sup>
- They do not get this high-stakes life decision right with practice, either. About 80% of students end up changing their university major before the end of their first year.<sup>5</sup>
- **According to the National Center of Educational Statistics college, students in the US**, on average, change their major up to 3 times over the course of their career. College career.
- Most personality tests have been found to have no practical personal value in predicting success in any real high-stakes life decisions. Despite what their marketing subtly implies.
- Buying into this bogus claim is much like drinking a certain fizzy cola that promises to give you More happiness.<sup>6</sup>

To make high-stakes life decisions using the 4 or 5 trade models today's popular personality tests are based on, however, would be like using your success of winning a monopoly board game to decide whether to mortgage your house and start your own business. Instead, we suggest deploying something that's grounded in massive amounts of data, evidence driven and intricately designed to reflect your own complexities.

### Transform Career Guesswork into Predictive Certainty

From the Annual Review of Organizational Behavior, Dr. Leaetta Hourg and colleagues published an article titled, Beyond the Big Five: New Directions for Personality Research and Practice. In this paper, they called for psychologists to consider improved measurement modeling approaches to personality to enable greater accuracy and personality assessment theories. "New paradigms are needed to advance personality research. We continue to think that a sole focus on broad factors such as the Big Five can actually obscure important relationships and is not adequate for describing, explaining and understanding the complexity of personality at work." <sup>7</sup>

It goes on to say that one sign of a mature science is the quality of its taxonomies. Consider, for example, the periodic table of chemical elements; the classic example of a taxonomic structure... The periodic table of the elements is one of the most important, powerful icons in science. So why not create a personality assessment model that mirrors the functions of the periodic table of chemistry?





### A Periodic Table that Allows for:

- a. A behavioral structure comprised of single units, each with a distinct, unique atomic composition. (i.e. personality traits, akin to atomic elements.)
- b. Each trait must be statistically distinct from each other in the same way that openness from the Big Five model of traits is statistically distinct from introversion,
- c. Like molecules in chemistry, the basic building blocks of this table should be able to bond to form compound traits such as “strong leadership” in the same way compound atoms bond to form simple molecules.
- d. Likewise, the basic traits can even form complex Personality Types; for example, capitalist personality, each made up of chains, i.e. complex factors that consist of anywhere from 10 to 15 traits linked together, in specific arrays: much like in chemistry, where there are complex, organic molecules such as amino acids and proteins, consisting of 20 or more atoms linked together in specific arrays.<sup>8</sup>

#### What is different about Personality DNA?

Check out Appendix A for a closer look at the scientific research that supports this advancement in career and leadership development

### The Timely Response from Deeply Insightful Research:

The Personality DNA uses 21st-century psychological assessment science to accurately define, measure, and predict the direct, causal connection between your personality, career, leadership propensity, and overall sense of purpose, joy, and fulfillment in life. This science based on complex statistical and analytical research, conducted with over 40,000 participants, allows us to share with you all the information that you need to appreciate and mobilize key qualities about yourself on a practical day-to-day basis period along the way you will obtain meaningful insights around why your life has evolved the way it has.<sup>9</sup>

This is important when it comes to ***making your High-Stakes Life Decisions that impact your best career fit, leader impact, team engagement, and personal life journey.***





### A Word about Knowing your Defined Personality Type:

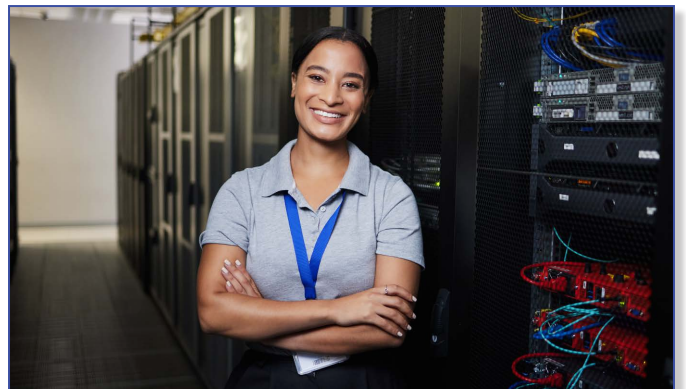
What exactly is a personality? When we speak of your personality, we have in mind its social, moral, psychological, emotional, intellectual and aesthetic qualities - a personality type crystallized into a single seamless, integrated human being with its own psychological and intellectual and moral world. <sup>10</sup>

What is its value and why is it important to have one? As much as we can, each consciously distinguish ourselves from everyone else in our lives, each human being has a personality.

It is through the lens of your personality that you experience life as only you are capable of doing. Being human requires sharing common human DNA information with others. We all come from the same origin. Endless combinations of genetic codes in inheriting dominant or recessive traits have created a way to differentiate and express ourselves at least from 91.666% making up the other 11 personality types. You are fortunate to share 8.44% of who you are, DNA and personality wise. Not being so completely different, and unlike anyone else in your whole world, has its value too. <sup>11</sup>

If nature does nothing else well, it does balance Ying Yang very well. The world needs different types of beings. It's to function in relative harmony, but it also needs those similarities for the same reason. By way of example, consider that there are but 8 known human blood types, a plus a (-0) + 0 minus B plus B minus AB plus ab minus. If you did not naturally chemically and genetically share one of those 8 DNA blood types you would be in serious trouble, when you needed to receive a blood transfusion. We each need to recognize draw out and utilize the god-given talents that we inherited through our DNA code. <sup>12</sup>

More and more we are realizing that those talents are determined by our genetic code, our DNA. Yes, your environmental and epigenetic factors play a large role in shaping how effectively you will effectively express your innate self. Nonetheless, we each have inborn propensities that we can come to appreciate understand and shape to our best advantage. As well as help our us make our finest contribution to the world around us.





### Introducing the 12 Distinct DNA Personalities

***The source personality types along with their opposites are essential to the continued harmony and maintenance of human civilization.*** Our need for each type of human being becomes clear the more one begins to understand the unique behavioural personality gifts, each of the 12 personality types provides to the world.<sup>13</sup> The 6 types are:

**Personality type source factor #1:** Capitalist versus altruist personality

**Personality type source factor #2:** Imaginative versus inventive, personality

**Personality type source factor #3:** Analytical versus holistic personality

**Personality type source factor #4:** Social versus insightful personality

**Personality type source factor #5:** Individualistic versus Responsible personality

**Personality type source factor #6:** Results oriented versus process-oriented personality

### These 12 personalities can also be organized into 4 personality quadrants:

#### 3 Leadership Personality Types

- Capitalist personality
- Holistic personality
- Results-driven personality

#### 3 Intellectual Personality Types

- Analytic personality
- Imaginative personality
- Insightful personality

#### 3 Interpersonal Personality Types

- Altruist personality
- Social personality
- Individualistic personality

#### 3 Productive Personality Types

- Process-Driven Personality
- Inventive Personality
- Responsible Personality

**These personalities also represent multiple combinations of the 12 types above:**

- Hybrid Personality
- Chamelian Personality







### Know Your Personality Type – Inform your Future

Knowing your own Personality DNA type will boost your best chances of achieving the greatest future success in your life by learning:

- Why you view of the world, as you do.
- Why you relate in a predictable way with most people.
- Why you embrace the life values you live by.
- Why, out of more than 2500 possibilities, only a small percentage of specific careers can offer you maximum motivation and financial success.
- Why you were meant to have the specific psychological qualities you embodied.

Begin by using this email to begin a dialogue with us. We'll provide you with options that begin with a simple email or phone call dialogue.

Warm Regards from the Talent Garden consulting team.

Barry Pettit, M.Ed., CTPD, Certified SuccessFinder Practitioner





### Footnotes:

1. Cash and Davidovich, Personality DNA, p1
2. Cash and Davidovich, Personality DNA, p1
3. Cash and Davidovich, Personality DNA, p2
4. Cash and Davidovich, Personality DNA, p xvi
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8. Cash and Davidovich, Personality DNA, p3
9. Cash and Davidovich, Personality DNA, p xvii
10. Cash and Davidovich, Personality DNA, p xvii
11. Cash and Davidovich, Personality DNA, p xix
12. Cash and Davidovich, Personality DNA, p xix
13. Cash and Davidovich, Personality DNA, p 7





### APPENDIX A: THE SCIENCE

From the [\*Personality DNA, Discover your True Personality, Larry Cash and Carlos Davidovich, M.D.\*](#)

#### What is different about Personality DNA?

*Check out Appendix A for closer look at the scientific research that supports this advancement in career and leadership development.*

- The psychometric assessment model of the 12 personality DNA types is premised on the same precise, intricate scientific methods as those used by chemists and other scientists to devise the periodic table.
- It is derived from sound statistical methodology and provides you with the depth of personal insight and accuracy worthy of your own true complex personality. ***It offers what other assessments promise but fail to deliver.***
- Now consider the periodic table of personality traits (need graphic) above with 85 natural personality traits. Just as in chemistry, it was identified that there where a chain of traits bonding together naturally to form complex Personality Factors (Types), equivalent to atomic chains of complex chemical molecules.

It was to identify that there were a certain chain of traits bonding together naturally to form complex personality factors equivalent to the atomic chains of complex chemical molecules. Furthermore, our factor analysis demonstrated that each of these six broad Personality Factors stretched along its own behavioral continuum, i.e., capitalist vs altruist. Rather than consisting of a single-factor range (think introversion vs. extroversion as two traits) each of our 12 Personality Factors are made up of 15-20 statistically independent derived personality traits.





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#### **Together these Six Broad Personality Factors Define the Existing Extremes in Personality**

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- By extrapolation, we were able to identify 12 statistically differentiated personalities that are in themselves distinct from each other. Meaning that each of the six types encompasses its extreme type at one end of the continuum (positively correlated traits) and the extreme opposite at the other end of the continuum (negatively correlated traits.)
- The factor analysis that identified the 6 broad personality factors/types requires statistical computer programming to look for any at all possible statistical patterns or correlations between each of the 85 traits. For example, our traits innovation intuition and culture formed a simple, statistically significant subfactor we labelled as imaginative insight factor.
- Likewise, the search for meaningful combinations identified that the traits of innovation intuition, culture, self-actualization, adventure, written communication humour, risk taking, a social presence, self-expression and visibility, formed a statistically significant positive correlation to form a complex factor we labelled as imaginative personality factor. This process entailed the statistical program to search for possible combinations for nearly 40 plus hours of the data analysis it searched through a total of a vigintillion combinations of potential statistically significant factors to be exact. That is 1 with 63 zeros behind it. The odds of 85 statistically distinct behavioural based traits combining to form just 6 complex source personality factors is very, very small.
- Our findings were unexpected to see the least. Basically, the process was as astronomical in scope as its scientific equivalents, in many ways similar to such discoveries as the 8 distinct genetic /DNA- based blood types. Through this process, each of the 6 personality factors were mathematically revealed to be made up of a statistical bond between 10 to 15 individual and specific personality source traits.





### APPENDIX B: THE PROCESS

From the *Personality DNA, Discover your True Personality, Larry Cash and Carlos Davidovich, M.D.*

- We started with developing a mathematical algorithm. we found using factor analysis on a sample of over 40,000 individuals who had completed a comprehensive behavioural assessment. We analyzed this extensive data on a total of 85 statistically distinct or independent personality traits for each of those 40,000 people.
- To our surprise, we were able to identify six statistically distinct complex and broad personality factors (note not 5 traits like extraversion, neuroticism, openness, agreeableness and conscientiousness). These six stand-alone, comprehensive polar personality factors were thus capable of identifying 12 distinct personality types along a continuum of statistical extremes - each extreme accomplishing as many as 10 to 15 distinct personality traits. As the 6 broad personality factors i.e. we refer to as types, were so statistically significant, we hypothesized, they must be fundamentally natural to all human beings. Therefore, biologically composed. We then began to systematically review the DNA and personality research literature from the 46,000,000 research references relevant DNA associated with each personality type. We wanted to determine whether we could confirm that, in fact, the most dominant traits of each of our 12 personality types had supporting research findings linking them to specific DNA, genome or phenotypes.
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### APPENDIX C: OVERVIEW OF THE 12 PERSONALITY TYPES

From the *Personality DNA, Discover your True Personality, Larry Cash and Carlos Davidovich, M.D.*

#### Quadrant #1: Leadership DNA Personalities

##### DNA Capitalist Personality

- As a capitalist personality, you are a strong-minded leader.
- You focus your priorities and towns toward maximizing your capacity and desire to develop organize and manage your business affairs with all their challenges and risks.
- You seek above all else, to ensure continual opportunities to endeavour to grow your enterprises and make a profit from these efforts.

##### DNA Holistic Personality

- Your challenge, you envisage, our new world as a holistic personality. **You are a natural leader description.**
- You are a dreamer and naturally question why we do what we do and why things happen if there. do you remain directed both inwards in somewhere. Beyond always questioning wondering and making connections.
- Your core values involve the development of true knowledge of others and you believe that without self-knowledge, it is important to improve.
- You are inherently wise, intuitive, innovative and a natural leader in the way you view your world and those around you.

##### Results-Driven Personality

- As a result-oriented leader, you focus on efficiency and urgency.
- Pride yourself on deciding and knowing what results are important and, through your leadership, focusing resources to achieve them.
- You want to know what you must do now to get task done, you seek the end in your mind and are always looking for the fastest way to get there.
- You focus intensely on whatever needs to be done.





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#### Quadrant 2: The Three Intellectual DNA Personalities

##### DNA Analytic Personality

- As an analytic personality you seek scientific insights.
- You appear to others as being very intelligent. You are systematic problem solvers who can mathematically analyze data faster than most.

##### Your Dominant Personality Traits

- In fact, you'd be seen as having great problem-solving skills.
- This is true, but you definitely require an extensive amount of data, graphs, references and anything else with numbers, facts and figures.

##### DNA Imaginative Personality

- An imaginative personality is nature's true artist. As an imaginative personality, you seek innovative understanding and insights.
- Creativity is the central source of meaning in the lives of imaginative personalities. You are remarkable for your ability to adapt to almost any situation to make things work, to do with whatever is at hand to reach your goals.
- You will be pulled to our artistic expression through infinite mediums through dance, music, writing, poetry photography.

##### DNA Insightful Personality (Heed the Advice of the Wise Owl)

- You seek big ideas for solutions, it's an insightful personality you are within the self that is quintessentially introspective. And continuously sinking and having an internal understanding of the world around you.
- You are adept at looking inward and figuring out your own feelings, motivations and goals.
- You learn independently and through inner reflection, it is only natural for you to practice great self-understanding.





### APPENDIX C: OVERVIEW OF THE 12 PERSONALITY TYPES

From the *[Personality DNA, Discover your True Personality, Larry Cash and Carlos Davidovich, M.D.](#)*

#### **Quadrant 3: The 3 Interpersonal DNA Personalities**

##### **DNA Personality: Altruist Personality**

- Your challenges save the world as an altruist personality.
- You are our moral crusader.
- As an altruist personality, you possess an unselfish, concern for the welfare of others. All others: plants, humans, animals in the environment period.
- You have a gentle nature and are more concerned than most about the welfare of others.

##### **DNA Social Personality**

- Dolphins, you can't help but love them.
- Your challenge: Bring us together in our world.
- As a social personality, you are inclusive. As a social personality, you thrive with social interactions. You are inclusive of others and believe even the more the merrier.
- You are gifted at drawing attention to yourself, but also eager to establish rapport with strangers, form teams and collect many friends.
- Your interpersonal social personality exudes enthusiasm and social excitement.
- You make others feel welcome and you are always the first to reach out to outsiders.

##### **DNA Individualist Personality**

- The lone Wolf we'll follow the with the other path.
- Your challenge: defend our rights.
- As an individual's personality you are our social rebel.
- You are a free-spirited personality who paves your own path and walks to the beat of your own drum.
- You naturally resist being controlled or restricted and value, emotional freedom. Above all else.





### APPENDIX C: OVERVIEW OF THE 12 PERSONALITY TYPES

From the *Personality DNA, Discover your True Personality*, Larry Cash and Carlos Davidovich, M.D.

#### **Quadrant 4: The 3 Productive Personalities**

##### **DNA The Process-Driver Personality**

- Let's all get in line, said the Penguin.
- Your challenge: Keep us organized in our world.
- As a Process-Driven personality, you are our organizer.
- As a process-driven organizer personality, you understand the importance of following the rules, and believe that those rules are developed with the intention of establishing processes that are best for organizing others to accomplish optimum cooperation and efficiency.
- You have confidence in creating and adhering to the clearly defined or prescribed protocols and establish societal expectations we all need to accommodate in order to achieve the greater good of all concerned.

##### **DNA Inventive Personality**

- Humans, our inventive species, your challenge provoke new thoughts and ask new questions.
- As an inventive personality, you bring ideas into reality.
- From a personal point of view, your inventive personality values, the social, practical and/or economic benefits arising from a product that comes from an imaginative mind, or from those putting forth a new idea, solution, or recommendation.
- You hold that a truly worthwhile creative idea or expression must advance in ways that are more than just pleasing to the eye and the ear. Inventing something tangible is satisfying to your soul; to that end, you express and manufacture pragmatic nature and association with your ingenious mind.





### APPENDIX C: OVERVIEW OF THE 12 PERSONALITY TYPES

From the *Personality DNA, Discover your True Personality, Larry Cash and Carlos Davidovich, M.D.*

#### Quadrant 4: The 3 Productive Personalities

##### DNA Responsible Personality

- Always being as busy as a bee. Your challenge shows how to do things better in our world.
- As a responsible personality, you produce quality and excellence.

##### **Description**

- You accept that life presents challenges and accountabilities as you carefully carry out your priorities.
- You always follow through without cutting corners, believing what you put into something determines the quality of what you get in return.
- Above all else you are dependable and reliable.

##### The Multi-Personalities:

##### DNA – Hybrid Personality

- Your challenge: remind our world that humans are complex.
- **As a hybrid Personality, you are very complex.**
- Hybrid personalities have 2 or more equally distinct personality types, both with a variety of diverse traits and talents and each with a mind and personality of their own
- This results in your multifaceted, the ambidextrous personality, which possesses different-, sometimes opposing-dominant personality characteristics, all contributing to the complexity and mixed equalities of your overall daily nature.
- Monosyllabic answer. I will go into great detail and let my mind wander.

##### DNA Chameleon Personality

- Your challenge bring diversity to our world
- As a chameleon personality, you are adaptable
- Description is a chameleon personality. You have the gift of knowing how to blend seamlessly into any social environment, making other people feel that you are one of them.
- You change your personality depending on who you are with - and you think nothing of it. You are an undefined personality type who refuses to be put into a neat little psychological box. You prove to all how adaptable we all can be, if we need to be.
- Note to qualify as a chameleon, personality, your 2 or even 3 or 4 highest personality type scores must be in the 50 to 59 range.

