

LEONARD PERSONALITY INVENTORY

Introduction

The LEONARD Personality Inventory (LPI) was designed by Dr. Leonard Yong, psychologist and retired professor at the University of Malaya.

The LPI helps to identify behavioural preferences of individuals. The LPI is formulated based on the Five Factors Model (FFM) of human personality. It is anchored under the Types & Traits Theory of classical personality theories.

The LEONARD Personality Inventory is named after the acronym Let's Explore our personality based on Openness, Neutral, Analytical, Relational and Decisive behavioral tendencies.

International Application

The LPI has been administered to thousands of individuals from Asia, Europe, Australia and New Zealand.

About LPI

The LPI can identify a person's emotional orientation and locate a person's preferred behavioral orientations on any of the five following behavioral dimensions: Creative Imaginator, Neutral Expert, Analytical Thinker, Relator and Decision-Maker. The individual's profile may be any of the above or a combination. Hence, the LPI yields 24 classical personality types.



Benefits of LPI

The primary use of the LPI is to assist individuals to develop self-awareness of their emotional strengths and weaknesses.

Research has shown that the success of corporate leaders, outstanding entrepreneurs and individuals are not defined by their IQ's or their skills, but by their ability to identify, understand and manage their emotions and use this knowledge to interact and communicate with others.

The LPI profile will help individuals to understand and appreciate emotional strengths and weaknesses.

How can the LPI Help Individuals?

The LPI profile is a tangible feedback in print form. Based on the profile, the individual may use it for:

- ! Personal improvement (optimizing their strengths and overcoming their weaknesses)
- ! Removing emotional blind spots
- ! Improving leadership styles
- ! Enhancing their Creativity
- ! Enhancing their interpersonal skills
- ! Managing stress
- ! Managing disagreements/ conflicts constructively

Organizational Benefit of Using the LPI

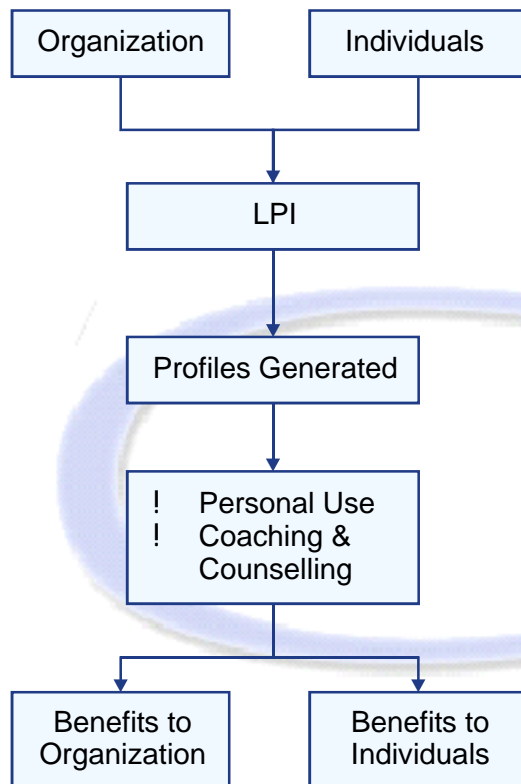
Organizations may benefit using the LPI in the following way:

- ! Short-listing candidates for employment or selection for special projects.
- ! Coaching candidates in personal and performance improvement.
- ! Identifying key elements for training in Leadership and Management programmes.
- ! Developing effective teams

Let's Explore Openness, Neutral, Analytical, Relational & Decisive

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Schematic on Organizational & Individual Benefit of Using LPI



Training Programmes

The following training programmes are custom made for use with the LPI:

- ! EQ for Innovative Thinking
- ! Psychology for the Workplace
- ! People Skills for Excellent Leadership
- ! Leadership Competencies
- ! Creativity at the Workplace
- ! Learning Organization
- ! Non Executives Training Programmes
- ! Executive Supervisory Development Program

The LPI has also been applied in other training programmes.

LPI Certification Programme

The Leonard Personality Inventory Certification Programme is also available for interested parties who intend to know in depth about the use of the tool for training and counselling purposes.

LPI Software

The LEONARD Personality Inventory is available on the internet at www.leonard.com.my and may be purchased at the same website. Users can then proceed to take the test online and the results are processed immediately.

The LPI Software is also available in a CD ROM version. It is a user-friendly computer program that allows the user to purchase a specific number of profiles and use them offline.



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