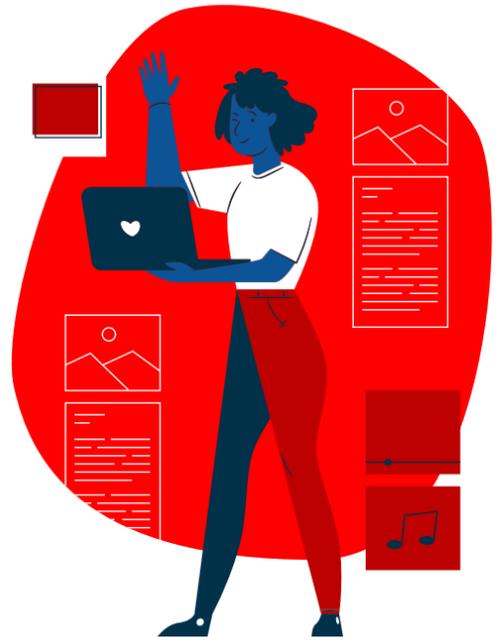


# Solving a Personality Clash

## USING KOLBE ASSESSMENTS TO RESOLVE A PERSONALITY CLASH IN THE WORKPLACE

Kolbe assessments can be used to increase self-awareness and a better understanding of our tech team members. What might appear to be a personality clash, may be a clash of requirements.



### The CEO-CTO Clash

During technology due diligence, we assessed a company of about 100 staff, reporting to and assessing the CTO and the CEO. It was evident from the beginning that the CEO and CTO were clashing. The CTO had not delivered on some critical technology-based projects and management were agitated.



### The CTO's Strengths

Following Kolbe assessment and interviews we realised that this CTO was very good at startup but not particularly good at scale-up. He was good at innovation and taking risks, combined with a higher propensity to build things himself. These strengths were not needed by the CEO who was bought in to scale the business.

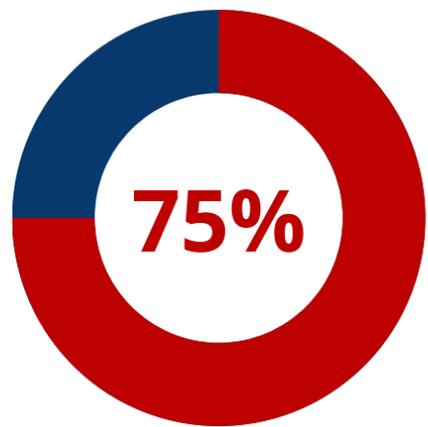


### The Resolution

We spoke with the CTO on a very informal basis. We agreed he would be better off if he just left and found a new job aligned with his strengths. A new CTO was hired who was more suited to scaling up a business and helping the CEO grow his firm.

## Firms are hiring conative clones.

That's not a spelling mistake. Conative, the sister word to 'cognitive' is the assessment of one's natural drive and desire. In effect, how people react under stress or in creative roles. And we've found that in tech teams over 90% are 'fact finders'. Simply put, this a barrier to innovation and business sustainability.



### Increase Awareness

Kolbe assessments help team members increase self-awareness by measuring their natural instincts and problem-solving skills. This leads to improved communication, collaboration, personal growth, job satisfaction, and overall better performance in a positive work environment.



### Improve Productivity

Increased self-awareness, gained from Kolbe assessments, boosts productivity by allowing individuals to optimize their strengths and address weaknesses. It also leads to better communication and collaboration, reducing friction and enhancing decision-making, resulting in better outcomes. Job satisfaction and motivation also improve, further increasing productivity.



### Build Better Tech.

Increased awareness and better productivity leads to technology teams building better technology, resulting in increased customer satisfaction and loyalty, a competitive advantage, and increased ROI.

## Try it for yourself!

### 01

Try a Kolbe Assessment on yourself and a co-worker, free of charge,

### 02

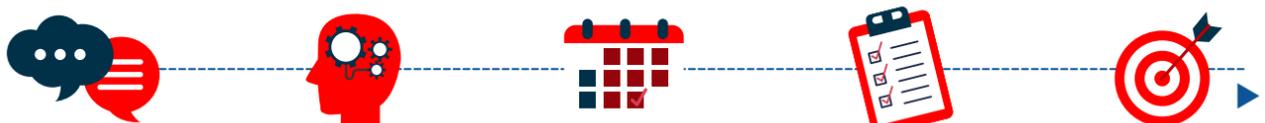
We will demonstrate your strengths and how you and your colleague operate best. Note we are not talking weakness here.

### 03

We will send you the reports so you can review the data yourself. We will also send you a free copy of Hutton's book - People First.

### 04

Review your hiring and retention processes and if Kolbe assessments can help your tech teams.



PEOPLE FIRST, TECH SECOND.