

# Power of Personality

How it can help you with your problems  
and make your life better in so many  
different ways

## A Very Curious Fact

It is a very curious thing. Most of us would never leave home without first grooming and wearing appropriate clothing—we're obviously far too sensible to neglect such an important matter. Yet, often, we don't seem sensible about the attire of our personality—especially as it impacts relationships, career, money management, reputation and our own subjective well-being. This is, indeed, a very curious aspect of how we behave. We often pay a high cost for the neglect.



From decades of research, we know that all social encounters come with implicit personality assessment and judgement. People act on how they experience us *expressing* our personality and this has very real effects on our life, often in ways detrimental to our success and happiness.

You hardly need telling that life can be difficult. We all experience problems from time-to-time. Often they can seem insurmountable. They can certainly drain the joy out of life. From a psychological point of view, one very real, yet neglected, 'problem' is not having the necessary self-knowledge and insight to deal with the hard knocks that life throws our way. But, you *can* learn to manage the problems of life more effectively.

Our approach at Bespoke Personality to helping our clients is PAM:

### Problem-Assessment-Management



**Problem:** we all have challenges in life that can trouble us greatly and they need a solution.

**Assessment:** self-discovery reveals how we define and process the problems in our life.

**Management:** psychological/behavioural tools are needed to manage our life problems.

Of most importance in this life-problem equation is *you*—it's your personality that, to a considerable extent, defines the problem and it's your personality that determines which psychological tools are best suited to providing the most effective solutions.

Bespoke Personality exists to put you back in control. Although it's *you* who will have to manage the problems in your life, we can help by providing you with the resources of personality self-discovery that can, then, be matched to actionable strategies, not only to manage problems but also to gain success and fulfillment in a multitude of ways—to take full advantage of the many positive opportunities open to you.

Personality self-knowledge and insight can make life so much more rewarding for all of us, and in so many different areas: romantic relationships, parenting, work and social activities, as well as happiness, wellbeing and general flourishing.

It's the gift that keeps on giving, and in so many different ways!

## Why Personality Is Important for You, and Those Closest to You

**P**ersonality is our most personal possession and it's certainly very precious to us. However, it can be our undoing. Far too often, we are simply unaware of the impact that the *expression* of our personality is having on others, as well as on our own inner psychological life. As this has very real effects on our life, we really owe it to ourselves to know about it. At Bespoke Personality, we recognise that the *hub* of personality is difficult to alter. Our inner basic self has been crystallising over a lifetime and is not easily amenable to change.

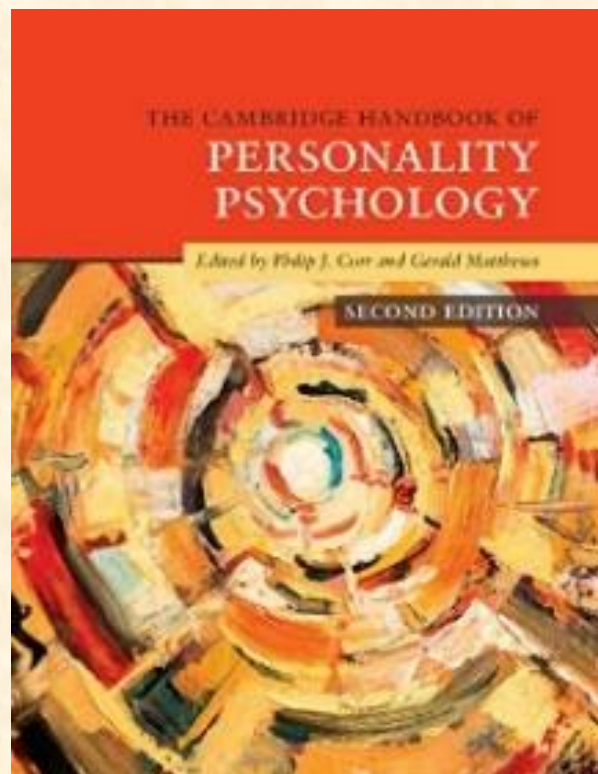
However, we can change how we *express* our personality in the different domains of our life. We achieve this by gaining insight into our own personality and, then, implementing effective strategies to change our life for the better—improving relations with other people as well as ourselves.

Personality science and assessment have reached an advanced phase of development. They are now a major part of the psychological and behavioural sciences.

Personality is assessed by trait measures that capture the statistically defined differences between people on major dimensions (e.g., Extraversion and Emotionality). Over the past decades, rigorous scientific research has shown how personality dimensions are related to all areas of life functioning and flourishing, including how long we live and our quality of life.

This true scope of personality psychology is shown in the following comprehensive handbook:

Corr, P. J. & Matthews, G. (2020, 2<sup>nd</sup> Ed.). *The Cambridge Handbook of Personality Psychology*. Cambridge University Press.



## Personality Neuroscience

Science is learning a lot about how the brain and personality are related. Rapid progress is being made and we can use it for our own benefit. This fact is shown by the existence of the academic journal, *Personality Neuroscience*, founded and edited by Prof. Philip Corr.

Where appropriate, knowledge from personality neuroscience is employed by Bespoke Personality in its feedback and psychological and behavioural strategies for effective life change—this is at the very cutting edge of personality science.

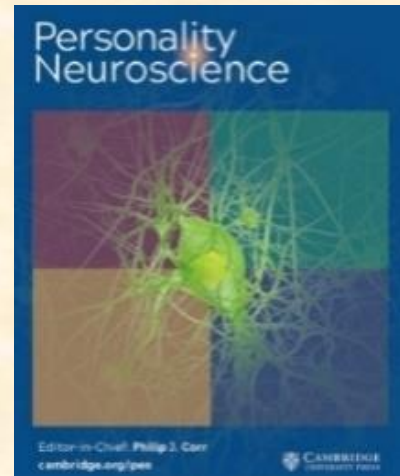
So, you can see that personality *really* does matter, and much more than we often think. For example, traits of personality are now to be related to life outcomes, including:

- Subjective well-being and flourishing
- Relationship success/satisfaction
- Physical and psychological illness
- Occupational performance
- Educational attainment
- Reputation and credibility
- Self-identity
- Social relations
- Interpersonal influence
- Emotion & motivation

It is difficult to think of any area of life where personality does not make a significant impact!

And this is where Bespoke Personality can help.

Get in touch: [contact@bespokepersonality.com](mailto:contact@bespokepersonality.com)



## Get Your Personality ‘Make-Over’

**T**here is very good news from the world of personality psychology. Just as we can have a wardrobe or beauty/grooming make-over, we can have a personality one. As we can’t easily change our underlying bone structure or skin, we *can* alter how they’re presented to the world—how they exhibit to other people and the face we choose to show the world.

Much the same can be said of personality. Although we cannot easily change our underlying traits—after all, we have spent a lifetime developing them—we can alter how they are *expressed* and, therefore, how they impact the external world, as well as our own internal world.

At Bespoke Personality, we believe that the best investment any of us can make is in ourselves, especially in personality self-knowledge and insight, and related actionable strategies for effective personal change—and not only for ourselves but also those who mean the most to us. This is very good news from the world of personality psychology.

If a personality make-over sounds appealing to you, or you simply want to know more about what Bespoke Personality can do for you—get in touch with us:

[contact@BespokePersonality.com](mailto:contact@BespokePersonality.com)

## Why Choose Bespoke Personality?

**B**espoke Personality considers it a privilege to be in a position to make all of this knowledge, expertise and experience available in such an accessible and effective form to private clients. We believe we're filling an important gap in the market: private clients have been excluded from such a high-quality psychological service, especially ones based on cutting-edge personality psychology and neuroscience, and the amazing insights from behavioural economics and science more generally.



The services we offer are all about you, not us. But as you need to know about the credentials of those to whom you entrust your most precious information—your personality—you need to know a little about us. Here goes...

We believe that Bespoke Personality offers a truly unique and valuable service to the private client. We've an impressive breadth and depth of knowledge, credibility, and experience. Profs. Philip Corr and Adrian Furnham have published over 1,400 scientific papers and more than 100 books; and both have widely consulted with organisations, as well as providing advice and guidance to private clients.

Philip and Adrian also edit major journals in the field of personality psychology, and both have been past Presidents of the *International Society for the Study of Individual Differences* (ISSID). Philip co-founded the British Society for the Psychology of Individual Differences (BSPID) where he served as Co-President for 10 years (2009-2019). In addition, he's the Founding Editor-in-Chief of the scientific journal, *Personality Neuroscience*, published by Cambridge University Press.

Complementing the knowledge, expertise and experience in personality science and assessment, along with Adrian, Philip is also an expert in behavioural economics, and the psychological and behavioural sciences more generally. He set-up the first MSc in Behavioural Economics in London, in 2014, at City, University of London, where he teaches psychology and behavioural economics/science to undergraduate and post-graduate students, as well as supervising MSc and PhD research students. Previously, Philip ran the MSc in Psychological Assessment in Organisations at Goldsmiths, University of London, and the MSc in Abnormal Psychology at Swansea University.

**Bespoke Personality believes that everyone deserves the gift of self-insight and the control it brings over one's life and those that mean the most to us.**



**Get in Touch**

We would love to hear from you!

[contact@BespokePersonality.com](mailto:contact@BespokePersonality.com)

**BESPOKE**  **PERSONALITY**  
| assessment & development