

Our Proprietary Method

BEspoke Method

BEspoke Method is informed by **B**ehavioural **E**conomics, designed to bridge the gap between personality assessment and *actionable* behavioural insights and strategies for life-enhancing personal change: material success, harmonious relationships, wellbeing, and flourishing—and in so many different areas of life.



BEspoke Method is guided by the view that traits are the ‘hub’ of the personality wheel. But it is the *expression* of these personality traits that makes all the difference via the ‘tread’ of the wheel gaining traction with the world. The ‘spokes’ of the wheel are the psychological and behavioural mechanisms that translate ‘hub’ personality traits into the expressions that impact relationships, work, education, health, and much more—including reputation and social competence.

BEspoke Method is focused on making these psychological and behavioural mechanisms more effective for you by changing how your ‘hub’ traits get *expressed*, which includes how they impact your own internal world of thoughts and feelings, and related goals, plans and actions.

BEspoke Method

In summary:

1. Provides an assessment of the major traits of personality (factors and facets) showing how they work together to form a *configuration*: that is, the unique personality type characterising *you*. This ‘hub’ of the personality wheel is, relatively, unchanging.
2. Encompasses knowledge of how the ‘mind (really) works’, especially what behavioural economics/science tells us about the heuristics and biases that go to make up our decision making and choice behaviour. *BEspoke* Method employs knowledge from other areas, including general psychology and personality neuroscience.
3. Incorporates understanding of how separate personality traits and *configural* type translate to shape the *expression* of personality in all of its forms—via the spokes of the personality wheel. This is how personality gains traction—via the ‘tread’ of the personality wheel—with the external world, as well as with the internal world of our thoughts and feelings.
4. Contains actionable, practicable and effective behavioural and psychological strategies—*small* alternations in everyday life that lead to *large* cumulative gains.

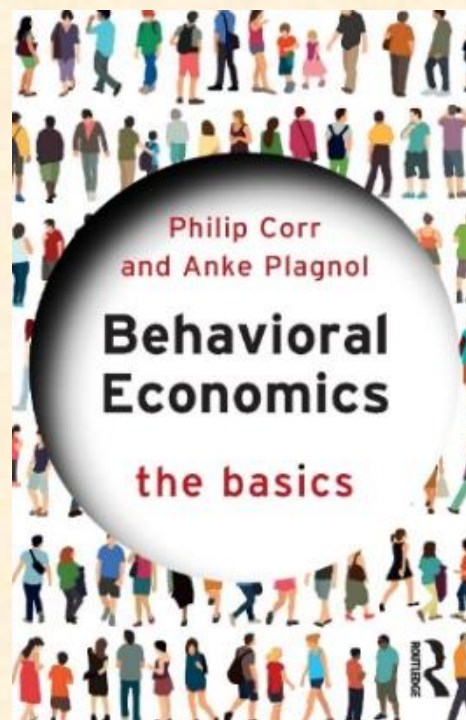
What is Behavioural Economics: Why is it Important for Personality Insights and Actions?

Most of our thoughts, feelings and actions are on auto-pilot. They happen without us knowing much about them or having any control over them.

In behavioural economics, this is known as System 1. In contrast, System 2 is more deliberative and logical, but is very slow and resource limited. Knowing about how these systems work and their actions offers highly valuable insight.

Our personality traits—and our whole configuration of personality—work by biasing thoughts, feelings and behaviours in very specific ways, very much along the lines of the auto-pilot System 1 which uses a number of psychological short-cuts called *heuristics*.

The major heuristics and biases are discussed in the 2018 book by Philip Corr and Anke Plagnol, *Behavioral Economics: The Basics*.



Much of the time, these heuristics work well enough, but they are prone to many biases and these can get unhelpful traction with the external world—and also with our internal world of thoughts and feelings leading to us failing in those areas that mean most to us.

Your Very Own Unique Psychological Road Map

Personality reflects the characteristic ways we think, feel and behave across different situations, and across time. It turns out that we're remarkably consistent in our psychological ways. Personality is fundamental to who *we* think we are, how *other* people perceive us, and how we *interact* with the world—and how we feel inside of ourselves (self-identity, self-esteem and self-worth).

Few of us have combinations of personality traits that are *truly* optimal—that is, left to our own devices, we will always achieve the best personal outcome for ourselves. More commonly, for much of the time we blunder about, make mistakes, and without even knowing why—and certainly not knowing how to change our wayward behaviour. All of this works against our greater happiness and success in life, and a general sense of purpose, well-being and flourishing.

Often, we can feel like a fish out of water, and we do not even know why. This is because we are going against the grain of our personality—we often don't even know the nature of our personality grain.

This is unfortunate because the expression of personality traits can ruin relationships and reputation. It can also impact negatively on our physical and psychological health—how we view ourselves and our place in the world.

We need to make our personality work for, not against us.



Get in Touch

We would love to hear from you!

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assessment & development