

## BEST – Personality Assessment

**Length:** 1 Day

**Summary:** Personality types are classifications of a person's dominant way of relating to, and communicating with others. In each of us, certain traits are apparent in the way we handle relationships, approach work, tackle problems, and interpret our experiences.

BEST is a personal assessment tool that is used to improve work productivity, teamwork and communication. BEST is non-judgmental and helps people discuss their behavioral differences. Participants will be asked to complete a series of questions that produce a detailed report about your personality and behavior.

**The BEST model provides a common language that people can use to better understand themselves and to adapt their behaviors with others.** This can be within a work team, a sales relationship, a leadership position, or other relationships

**BEST profiles help you and your team:**

- Increase your self-knowledge: how you respond to conflict, what motivates you, what causes you stress and how you solve problems
- Facilitate better teamwork and minimize team conflict
- Develop stronger sales skills by identifying and responding to customer styles
- Manage more effectively by understanding the dispositions and priorities of employees and team members
- Become more self-knowledgeable, well-rounded and effective leaders

**Learning Outcomes:**

- Undertake the BEST assessment
- Analyze your own communication style and explore its impact on others
- Identify areas for professional development—especially within the context of your role
- Develop strategies to enhance communication effectiveness across teams and the organization as a whole
- Knowledge/skills for effective communication with diverse cultures and background differences
- Appropriate face-to-face, email and/or phone call communication
- Discuss implementation of knowledge learned that is pertinent to real-world situations