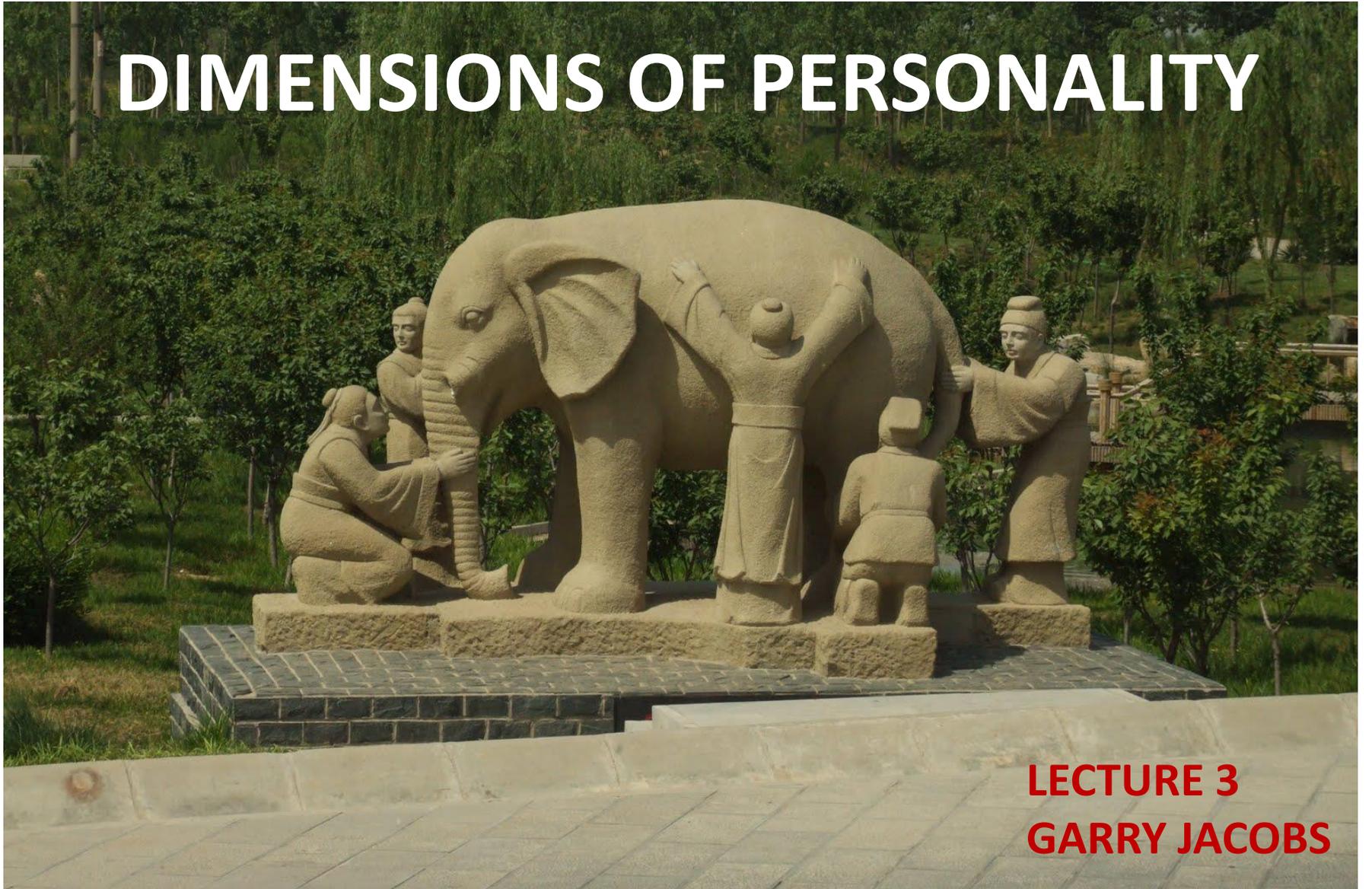


DIMENSIONS OF PERSONALITY



LECTURE 3
GARRY JACOBS

Great Depression – March 1933

**25% of the
American
workforce
unemployed**

**Farm
prices
down
60%**

**Banking
panic led
to closure
of 6000
banks**

**Industrial
production
down 50%**

FDR'S LEGACY

- ✓ Regulation of banking
- ✓ Labor legislation & economic rights
- ✓ Social welfare legislation
- ✓ Conservation of Nature
- ✓ Lasting peace in Europe
- ✓ Founding of the UN
- ✓ Abolition of colonialism



What is Personality?

HUMAN NATURE

**What makes
us all the
same?**

CHARACTERISTICS

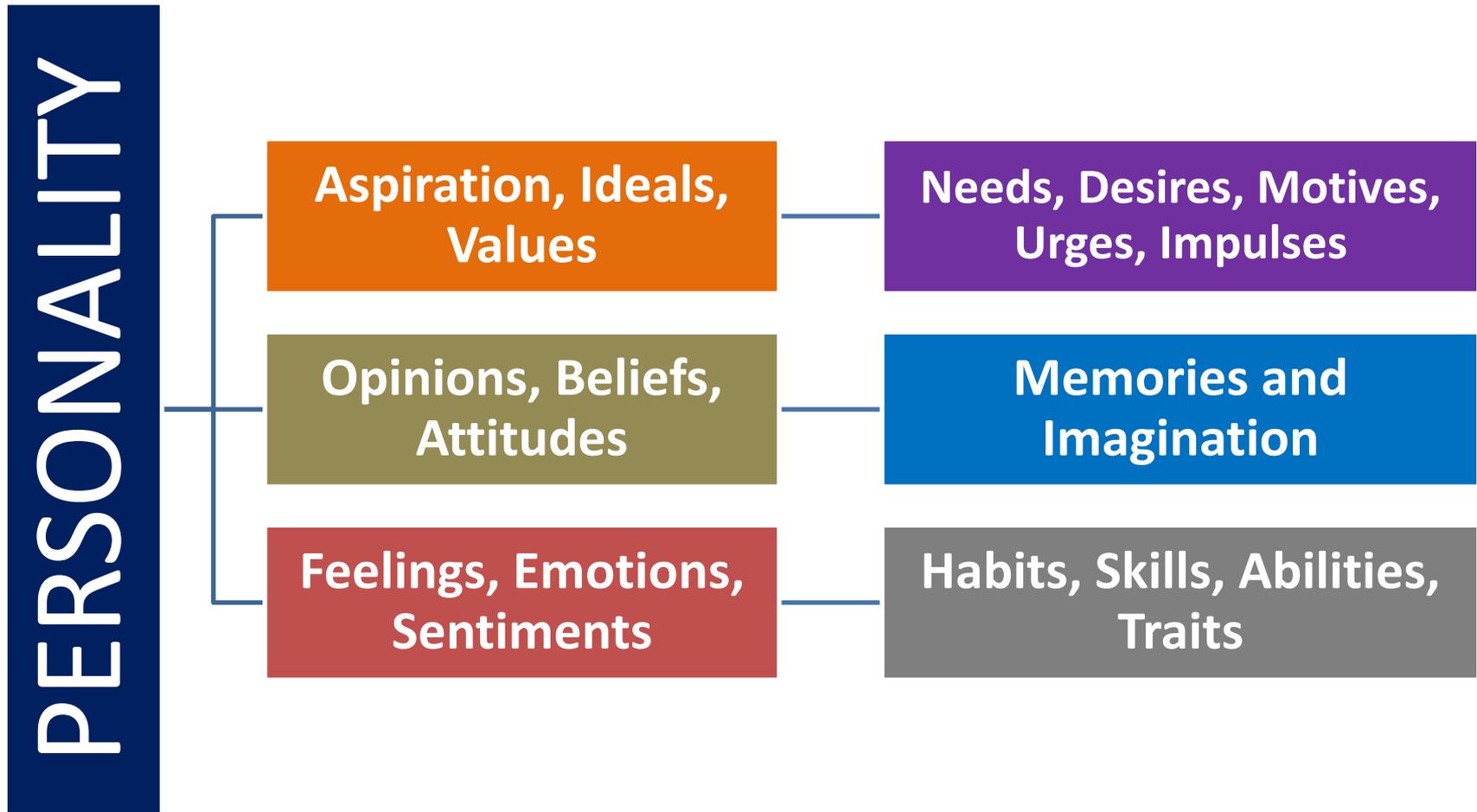
**What makes
us similar to
one
another?**

INDIVIDUALITY

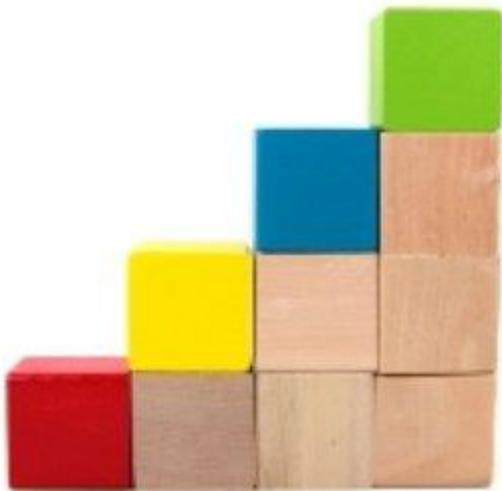
**What makes
us each
unique?**

Personality
INSIGHTS

Constituents of Personality



LEVELS OF CONSCIOUSNESS



PSYCHOLOGICAL & SPIRITUAL
aspirations – ideals - values

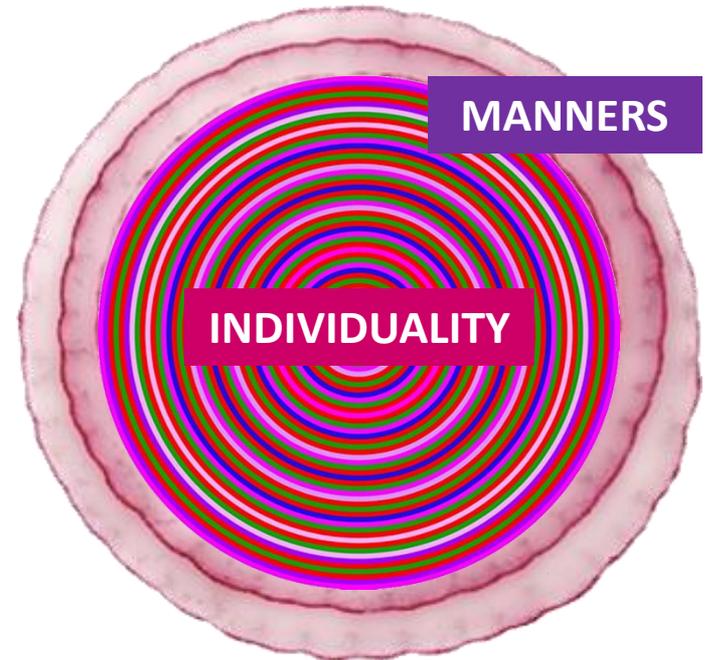
MENTAL
ethical – aesthetic - rational

FEELING
emotional

PHYSICAL
biological - sensation

LAYERS OF PERSONALITY

- ✓ External Manners
- ✓ Conscious Behaviour
- ✓ Subconscious Character
- ✓ Creative Personality
- ✓ Unique Individuality



Organization of Personality

- **These constituents, levels and layers are arranged in relation to one another**
- **Personality is the organization of psychological elements**
- **Personality interconnects, coordinates and partially integrates different dimensions, functions and attributes**
- **Integration is partial – because there can be many gaps, inconsistencies and conflicts**

Organization of Personality is Complex

**Not mechanical
like a machine
assembly**

**Not just like an
onion with many
layers**

**Not confined to a
single level like a
stone, a plant or
a computer**

**More like a
living web of
interconnections
– an organism**

**Not just like an
orange with
many separate
sections under a
common skin**

Growth of Personality is Multi-dimensional

LINEAR: Each endowment and characteristic is capable of increasing

COORDINATION: Each is capable of increasing its coordination with the others

NETWORKING: Expanding network of subtle relations and interconnections

INTEGRATION: All are capable of increasing integration around central direction and driving forces motivate the person

Growth of personality is organic, multi-dimensional, spherical complexity

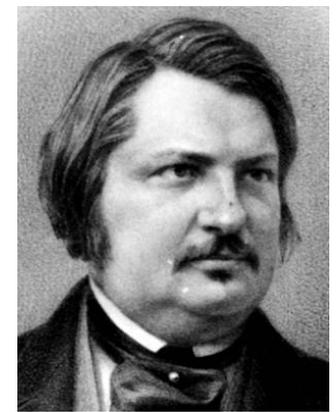
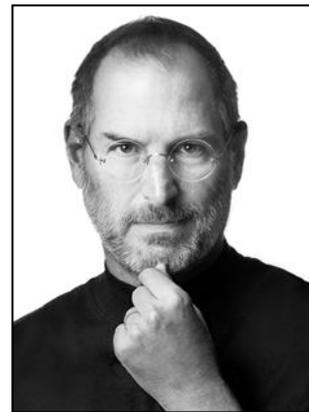
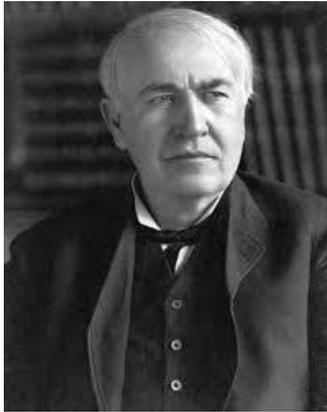
Personality is a Complex Conscious Living Organism

- ✓ **Capable of growing from every experience – positive or negative**
- ✓ **Unlimited in its potential development**
- ✓ **Infinite in variety and qualities**
- ✓ **Unknowable in its totality and uniqueness**
- ✓ **Perpetually evolving in consciousness and organization**

Personality & Accomplishment

**Personality supplies the driving force,
direction and subtle organization for
all human accomplishment**

High Energy People



The single most striking attribute of high achieving individuals is the intensity of the **ENERGY** they exhibit

Theodore Roosevelt – Force of Nature

- **26th President of USA known for his exuberant personality, cowboy persona and robust masculinity.**
- **Known as the trust-buster that broke up Standard Oil**
- **Famous for his remark, “Speak softly and carry a big stick”**

"Do you know the two most wonderful things I have seen in your country? Niagara Falls and the President of the United States, both great wonders of nature!"



"a perpetual flow of torrential energy, a sense of motion even in stillness ... thrilling to be near."

Honoré de Balzac – Creative Imagination



During 1820 and 1831 he poured out approximately 150 short novels, stories, articles, and commentaries—a feat unparalleled in the annals of literature—and over the next 20 years, he completed 40 full-length novels.

"Everything he did seemed to have a tenfold intensity. When he laughed the pictures on the walls trembled; when he spoke the words came cascading forth; ...when he worked there was no difference between day and night as he sat writing round the clock and blunted a dozen pens in the process."

Thomas Alva Edison – Incessant Innovator

- **Developed 1,100 patentable inventions**
- **Gave birth to several entirely new industries—the motion picture, phonograph and recording, and electric and household appliance industries.**
- **Founded General Electric Company – world's 7th largest corporation (Forbes)**

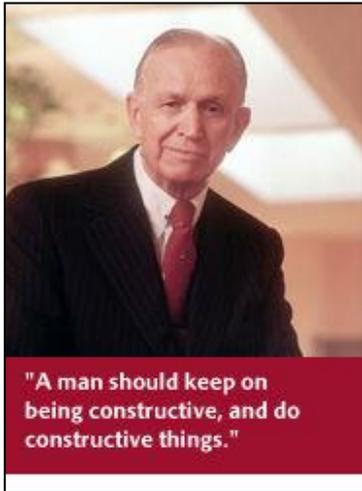


Thomas Alva Edison
(1847-1931)

Asked to write an autobiography at aged 60:
"When I go into senile decay I may consider the autobiographical scheme, but as long as I can put in eighteen hours daily, I don't want to waste any time on it."

Willard Marriott – Entrepreneur

- ✓ **Founded his first drive-in restaurant in 1927 with \$5000 and grew it into a national food service chain with more than 2000 facilities**
- ✓ **Pioneered airline catering business in 1937**
- ✓ **Entered hotels in mid 1950s and built what is today world's largest hotel company with 4000 properties in 80 countries**
- ✓ **Combined revenues of companies he founded is now + \$16 billion**



"His managers never knew what time of day or night he'd show up at the kitchen door and go bird-dogging almost at a half-run through the kitchen, the pantries, the storage rooms, the refrigerators, the restaurant itself, running a finger over the shelves to check for dust, checking under tables and in cutlery drawers, checking the ranges, the storage rooms, the trays about to be served, sampling the root beer, and raising hell if everything wasn't spotless, neat, clean, bright, polished, done efficiently, done well."

Corporate Intensity

- Youthful enthusiasm of rapid growth – **Apple**
1984, Inc. 100
- Dynamic exuberance – **INTEL**
- Controlled power of a well-oiled machine –
Merck
- Vibrancy, charm and cheerfulness – **Coca Cola**
- Intense warmth of a close-knit family – **Delta**
- Quiet hum, very active & alert – **North-western**
Mutual

Energetic Societies

- **Alexis de Tocqueville's *Democracy in America***
- **Jules Verne's characterization of the American West**
- **Charles de Gaulle's first impressions of New York**
- **Harlan Cleveland's "Revolution of rising expectations"**
- **Resurgent Asia**

Different Types of Energy

- ❑ **PHYSICAL** – Genghis Khan, Michael “air” Jordan, Jackie Chan
- ❑ **VITAL-EMOTIONAL** – Gandhi, Churchill, Martin Luther King
- ❑ **ENTREPRENEURIAL** – Carnegie, Watson, Marriott
- ❑ **MENTAL** – Socrates, Sherlock Holmes, Einstein
- ❑ **ARTISTIC** – Leonardo, Shakespeare, Beethoven, van Gogh
- ❑ **SPIRITUAL** – Buddha

ASPIRATION

- ✓ **Aspiration generates energy**
- ✓ **Aspiration means intense seeking**
- ✓ **Aspiration is a psychological exertion of will**
- ✓ **Results from needs, challenges, opportunities**
- ✓ **Powerful motive to achieve, dominate or rise in status**
- ✓ **Commitment to an ideal, value or ethic**
- ✓ **Intense joy for growth, mastery, self-actualization**



Aspiration vs. Satisfaction

Satisfaction absorbs energy

Contentment with what one has achieved

**Seeks to express energy for enjoyment,
possession or domination, rather than
for accomplishment**

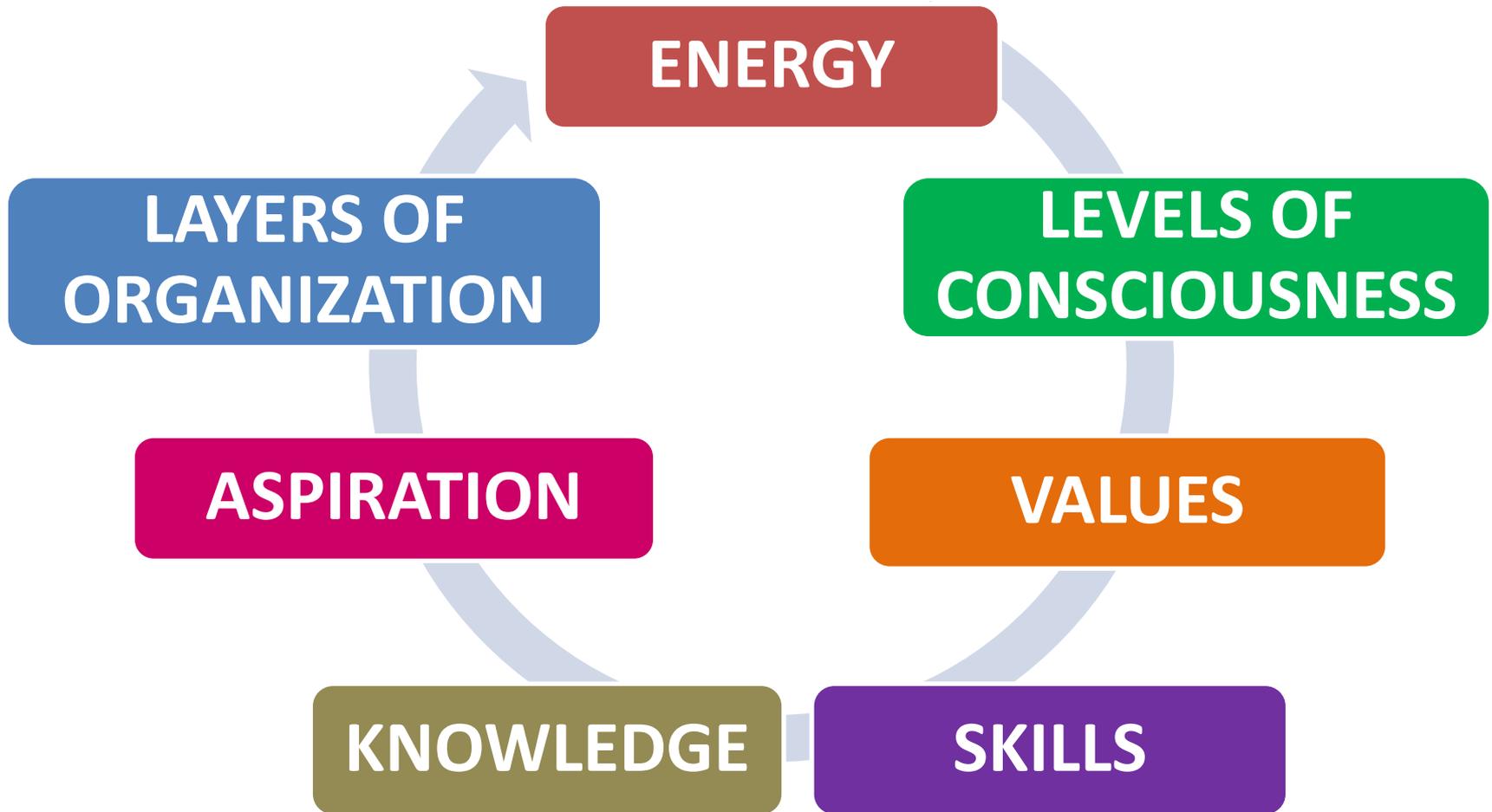
**Usually grows with increasing levels of
accomplishment**

Sources of Steve Jobs' Energy

- **Illegitimate child given for adoption at birth by his natural parents**
- **Pampered and spoiled by his adopted parents**
- **Rejected all authority – could never work for others**
- **Strong urge to be an entrepreneur**
- **Money was never a primary motive**
- **Definitely not a people person**
- **Passion for technology**
- **Enjoyed dominating and being in the limelight**
- **Loved to create new and better products**
- **Inspired by a mission to create a new religion**



Dimensions of Personality



What Binds Them Together

Organization of the whole person

Its many components and levels are like the subsystems of the human body

It expresses as strength or power of accomplishment



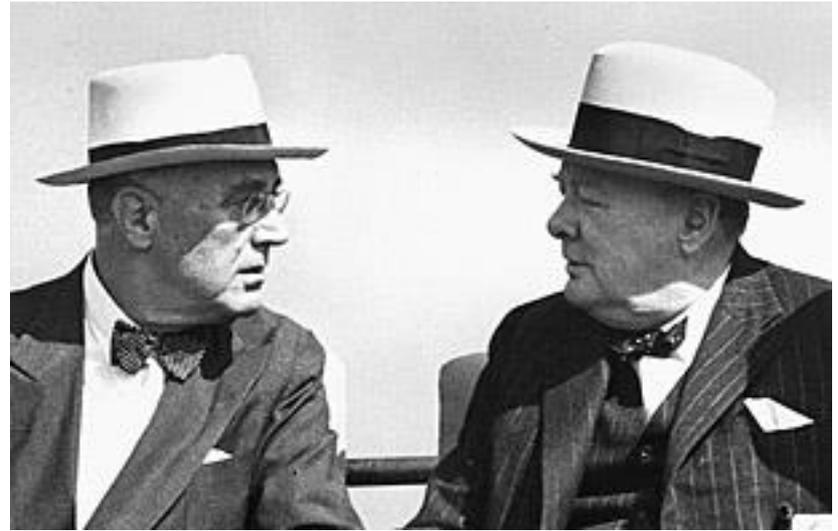
**Napoleon said of Goethe
“At last, a man!”**

FDR'S PERSONALITY

- ✓ Mental clarity of understanding
- ✓ Courage to reject conventional wisdom
- ✓ Skills of a great communicator
- ✓ Charm, intimacy and magnetism
- ✓ Values of an idealistic humanist
- ✓ Adaptability to new challenges
- ✓ Evoked trust and exuded confidence
- ✓ Singular capacity to remain calm, undisturbed
- ✓ Paralysis engendered extreme humility & greater intensity



Churchill's view of FDR



"To meet Roosevelt the president with all his buoyant sparkle, his iridescence, was like opening a bottle of champagne."

Self-organizing Personality

- **When personality matures, it acquires the capacity for self-organization and evolution**
- **It acquires the capacity to convert every experience into an opportunity for inner growth and outer accomplishment**
- **It becomes more integrated in itself and with the world around**
- **It becomes self-organizing and creative**

