Talent Management and Retention: Personality and Job Fit

Cameron Nott
Managing Director
CPP Asia Pacific

10 February 2012
A human capital challenge

- Companies are experiencing rapid growth across the Asia Pacific region
- Talent shortages
  - Generational challenges
  - Competitive pressures
- Turnover is costly
Talent matters

Retention and development of Talent consistently ranked as a top issue in the region

- Talent = No. 1 issue
  - CEO Challenge 2011®

- 93% of HR leaders identify Talent retention as an issue
  - Human Capital Challenges in Asia Pacific Survey 2011

© 2012, CPP Asia Pacific Pty Ltd. All rights reserved.
Managing talent = Managing the individual

Processes and programs are important, but Talent management is about managing individuals.
Personality models provides insight into an individual’s key drivers

- Individual Needs
  - Communication Needs
  - Decision Making Preferences
  - Management of Time
  - Values

- Myers-Briggs® (MBTI®)
  - 2 million completed each year
  - Translated into 20+ languages
  - Strong Psychometric Properties
  - Used in Philippines for 25+ years
Myers-Briggs Type Indicator®

**Personality Preferences**

- **Extraversion (E)** or **Introversion (I)**
- **Sensing (S)** or **Intuition (N)**
- **Thinking (T)** or **Feeling (F)**
- **Judging (J)** or **Perceiving (P)**

**Personality Type**

<table>
<thead>
<tr>
<th></th>
<th>ISTJ</th>
<th>ISFJ</th>
<th>INFJ</th>
<th>INTJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extraversion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sensing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thinking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Judging</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISTP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISFP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INFP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESTP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESFP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENFP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESTJ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ESFJ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENFJ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTJ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© 2012, CPP Asia Pacific Pty Ltd. All rights reserved.
The Retention Process

Attraction  Selection  Development  Decision
Attracting Talent

- Does the company attract diverse personality types?
- Does the recruiter’s personality influence who is recruited?
- What do applicants think of the company’s “personality”
Selecting Talent

- What personality types tend to be hired?
- Does the selection process favour individual types?
Developing Talent

The Retention Process

- Are development efforts tailored for different personality types?
- Do certain personality types receive more development than others?
- Does HR and Management understand type development?
Are some personality types more satisfied with their jobs than others?

Are some types more likely to leave the company?
The retention process will attract, select, develop and retain talented employees who are a good fit for the company.

The stronger the fit the more satisfied and productive an employee will be.


Thank You

For more information:

Cameron Nott
E: c.nott@cppasiapacific.com
L: au.linkedin.com/in/cameronnott

www.cppasiapacific.com