Be Unavoidable — Component 4.2: Personality Assessment & Profiling

Complete Developer Specification & Handoff Document

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Document Purpose

This document contains everything needed to build the Personality Assessment & Profiling engine (Component 4.2) of the Be Unavoidable platform. It includes the assessment architecture, the full question bank with scoring, the AI conversational delivery system prompt, the profile output data model, the report narrative templates, and the integration points with downstream components (4.3, 4.4, 4.5, 4.6).

A developer should be able to implement this component end-to-end from this document alone.

Table of Contents

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1. Architecture Overview

What This Component Does

The Personality Assessment & Profiling engine delivers a comprehensive behavioral assessment through an AI-guided conversational experience. It produces a structured personality profile that:

- Gives the user immediate, personalized self-knowledge (standalone value)

- Feeds Component 4.3 (Personality-to-Sales-Fit Mapping) with behavioral dimensions

- Feeds Component 4.4 (Personality-to-Current/Future Role Mapping) with workplace behavior data

- Informs Components 4.5 and 4.6 (Roleplay Engines) with communication style and stress response data

- Serves as the lead generation and conversion mechanism (offered free, delivers value before payment)

What This Component Does NOT Do

- It does not diagnose psychological conditions

- It does not replace clinical assessments (MMPI, etc.)

- It is not a hiring or screening tool

- It does not make value judgments about personality types (no type is "better")

Position in User Journey

The personality assessment is the second major interaction point in the Be Unavoidable platform. It can be accessed:

- After completing the Career Clarity & Confidence Engine (AI CBT) — recommended flow

- Directly, without using the CBT engine — the user may skip CBT entirely

- As a standalone free tool — for lead generation purposes

The assessment is NOT required to access other platform components, but downstream components (4.3, 4.4, 4.5, 4.6) deliver significantly more personalized value when profile data is available. If a user accesses downstream components without completing the assessment, those components should prompt (not require) the user to complete it.

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2. Assessment Framework — The Be Unavoidable Profile (BUP)

Theoretical Foundation

The BUP is grounded in the DISC behavioral model (Marston, 1928), which is public domain behavioral science. The four core dimensions map to widely validated constructs in organizational psychology. The BUP extends the traditional DISC framework with five additional dimensions specifically designed to serve the Be Unavoidable platform's downstream engines.

The Nine Dimensions

Core Layer (DISC-Equivalent) — 4 Dimensions

These four dimensions measure fundamental behavioral tendencies. Each is scored on a continuous scale from 1 to 100.

Dimension 1: DRIVE (D) Measures assertiveness, directness, decisiveness, and results orientation. High-D individuals are direct communicators who focus on outcomes, take charge in ambiguous situations, and are comfortable with conflict. Low-D individuals are more collaborative, deliberate, and diplomatic.

- High (70-100): Takes charge, decides quickly, direct communication, comfortable with confrontation
- Moderate (40-69): Situationally assertive, balanced between directing and collaborating
- Low (1-39): Collaborative, consensus-seeking, avoids unnecessary conflict, diplomatic

Dimension 2: INFLUENCE (I) Measures social energy, enthusiasm, persuasiveness, and optimism. High-I individuals are energized by social interaction, naturally persuasive, and emotionally expressive. Low-I individuals are more reserved, data-driven in their persuasion, and prefer substance over style.

- High (70-100): Energized by people, naturally enthusiastic, builds rapport quickly, emotionally expressive
- Moderate (40-69): Socially capable but selective, adapts energy to context
- Low (1-39): Reserved, prefers depth over breadth in relationships, persuades with logic and evidence

Dimension 3: STEADINESS (S) Measures patience, consistency, loyalty, and preference for stability. High-S individuals are reliable team players who value predictability and long-term relationships. Low-S individuals thrive on change, variety, and fast-paced environments.

- High (70-100): Patient, loyal, consistent, values predictability, strong team player
- Moderate (40-69): Adaptable, handles change but appreciates some structure
- Low (1-39): Thrives on change, impatient with routine, seeks variety and new challenges

Dimension 4: CONSCIENTIOUSNESS (C) Measures analytical thinking, attention to detail, accuracy, and process orientation. High-C individuals value precision, follow procedures, and make decisions based on data. Low-C individuals are more intuitive, comfortable with ambiguity, and prefer speed over perfection.

- High (70-100): Analytical, detail-oriented, data-driven, values accuracy and process
- Moderate (40-69): Balances analysis with intuition, situationally thorough
- Low (1-39): Intuitive decision-maker, comfortable with imperfect information, favors speed

Extended Layer (Platform-Specific) — 5 Dimensions

These dimensions provide the additional behavioral data needed by downstream components. Each is scored on a continuous scale from 1 to 100.

Dimension 5: CONFLICT TOLERANCE (CT) Measures comfort with disagreement, pushback, rejection, and interpersonal tension. Critical for sales-fit mapping — directly predicts resilience in rejection-heavy selling environments.

- High (70-100): Comfortable with disagreement, recovers quickly from rejection, can hold a position under pressure
- Moderate (40-69): Handles conflict when necessary but doesn't seek it
- Low (1-39): Avoids confrontation, takes rejection personally, needs time to recover from conflict

Dimension 6: AMBIGUITY TOLERANCE (AT) Measures comfort with uncertainty, undefined processes, and incomplete information. Predicts performance in structured vs. unstructured selling environments and role types.

- High (70-100): Thrives in undefined situations, comfortable making decisions with incomplete data, entrepreneurial
- Moderate (40-69): Functions in ambiguity but prefers some guardrails
- Low (1-39): Needs clear processes, defined expectations, and structured environments to perform well

Dimension 7: ACHIEVEMENT ORIENTATION (AO) Measures the nature and intensity of motivational drivers. Distinguishes between intrinsic motivation (mastery, growth, purpose) and extrinsic motivation (compensation, recognition, competition).

- High Extrinsic (70-100): Motivated by measurable outcomes — money, rankings, recognition, winning
- Balanced (40-69): Responds to both internal satisfaction and external rewards
- High Intrinsic (1-39): Motivated by mastery, purpose, growth, and meaningful work

Dimension 8: COMMUNICATION MODALITY (CM) Measures preferred communication channels and styles. Informs roleplay engine calibration and role mapping.

- High Verbal (70-100): Prefers face-to-face or phone, thinks out loud, processes by talking
- Balanced (40-69): Adapts communication channel to situation
- High Written (1-39): Prefers email/text, thinks before speaking, processes internally before communicating

Dimension 9: STRESS RESPONSE (SR) Measures behavioral patterns under professional pressure. Feeds directly into the CBT engine integration, the "under duress" analysis in Component 4.4, and roleplay scenario calibration.

- Fight (70-100): Becomes more assertive and action-oriented under stress, may become aggressive or controlling
- Adapt (40-69): Maintains relative behavioral consistency under pressure

- Withdraw (1-39): Becomes quieter, more cautious, or avoidant under stress, may shut down or overthink

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3. Full Question Bank (Scored & Mapped)

Question Design Principles

- All questions are scenario-based or behavioral (not self-report trait labels)
- Questions use forced-choice pairs or Likert-scale responses (1-5)
- Each question maps to one or two dimensions
- Questions are written in plain, accessible language (no jargon)
- Scenarios reflect real workplace situations the target audience will recognize
- The question bank is designed for AI-guided delivery — the AI may adapt phrasing or follow up

Question Format Types

Type A — Forced Choice Pair: "Which sounds more like you?" Two options, each loading on different dimensions.

Type B — Scenario Response: A workplace scenario followed by "How would you most likely respond?" with 4 options, each scored differently across dimensions.

Type C — Likert Scale: A statement followed by a 1-5 agreement scale (Strongly Disagree to Strongly Agree), loading on one primary dimension.

SECTION 1: Core Layer Questions (D, I, S, C)

Questions 1-6: DRIVE (D) vs. STEADINESS (S)

Q1 — Type A (Forced Choice) "When a new project kicks off and the direction isn't clear yet, which sounds more like you?"

- (a) I'd rather take the lead and set the direction, even if I have to course-correct later. **[D+15, S-5]**
- (b) I'd rather understand the full picture first and make sure we're building on solid ground before moving. **[S+15, D-5]**

Q2 — Type B (Scenario) "Your team has been debating a decision for three meetings with no resolution. What do you do?"

- (a) Call for a vote or make the call myself — we're wasting time. **[D+15]**
- (b) Facilitate one more focused conversation to make sure everyone is heard. **[S+10, I+5]**

- (c) Do my own analysis and present a recommendation with supporting data. **[C+15]**
- (d) Privately talk to the key people and try to build consensus before the next meeting. **[I+10, S+5]**

Q3 — Type C (Likert 1-5) "When someone pushes back on my idea, my first instinct is to defend it and explain why I'm right."

- 5 = Strongly Agree **[D+15]**
- 4 = Agree **[D+10]**
- 3 = Neutral **[D+0]**
- 2 = Disagree **[D-5, S+5]**
- 1 = Strongly Disagree **[D-10, S+10]**

Q4 — Type A (Forced Choice) "On a typical workday, which feels more satisfying?"

- (a) Crossing five things off the list — even if they're small — and keeping momentum going. **[D+10, AT+5]**
- (b) Making meaningful progress on one important thing, even if other items have to wait. **[S+10, C+5]**

Q5 — Type B (Scenario) "You're handed a project with a tight deadline and no playbook. The last person who tried this failed. What's your first move?"

- (a) Get excited — this is the kind of challenge I live for. Dive in and figure it out. **[D+15, AT+10]**
- (b) Find out why the last person failed so I don't repeat their mistakes. **[C+15, S+5]**
- (c) Identify the two or three people who could help and start building a small team. **[I+10, S+5]**
- (d) Map out the risks and create a plan before touching anything. **[C+10, S+10]**

Q6 — Type C (Likert 1-5) "I'm more comfortable making a fast decision that's 80% right than waiting for perfect information."

- 5 = Strongly Agree **[D+15, AT+10]**
- 4 = Agree **[D+10, AT+5]**
- 3 = Neutral **[D+0, AT+0]**
- 2 = Disagree **[C+5, S+5]**
- 1 = Strongly Disagree **[C+10, S+10]**

Questions 7-12: INFLUENCE (I) vs. CONSCIENTIOUSNESS (C)

Q7 — Type A (Forced Choice) "When you need to convince someone of an important idea, what's your go-to approach?"

- (a) Share my enthusiasm, paint the vision, and get them emotionally invested. **[I+15]**
- (b) Build a logical case with evidence, data, and a clear argument. **[C+15]**

Q8 — Type B (Scenario) "You're at a professional event where you don't know anyone. After an hour, what's most likely true?"

- (a) I've met eight people, exchanged numbers with three, and have plans to grab coffee with one. **[I+15]**
- (b) I've had two or three meaningful conversations with people who share my interests. **[I+5, C+5]**
- (c) I've found one interesting person and we've been in a deep conversation for most of the hour. **[S+10, C+5]**
- (d) I've observed the room, gathered some useful information, and I'm ready to leave. **[C+10, I-5]**

Q9 — Type C (Likert 1-5) "In meetings, I'm usually one of the first people to speak up and share my perspective."

- 5 = Strongly Agree **[I+15, D+5]**
- 4 = Agree **[I+10]**
- 3 = Neutral **[I+0]**
- 2 = Disagree **[C+5, S+5]**
- 1 = Strongly Disagree **[C+10, I-5]**

Q10 — Type A (Forced Choice) "When giving someone feedback on their work, which is more natural for you?"

- (a) Start with what's working, sandwich the critique with encouragement, keep the energy positive. **[I+10, S+5]**
- (b) Be direct about what needs to change, provide specific examples, and explain why it matters. **[C+10, D+5]**

Q11 — Type B (Scenario) "You're presenting a quarterly update to leadership. How do you prepare?"

- (a) Focus on the story — what happened, what it means, where we're going. Keep it high-energy and engaging. **[I+15]**
- (b) Build detailed slides with data, charts, and supporting evidence. Anticipate every question. **[C+15]**
- (c) Keep it short and direct — here's where we are, here's what we need, here's the ask. **[D+15]**
- (d) Focus on the team's contributions and make sure the right people get credit. **[S+10, I+5]**

Q12 — Type C (Likert 1-5) "People would describe me as someone who brings energy and enthusiasm to a room."

- 5 = Strongly Agree **[I+15]**
- 4 = Agree **[I+10]**
- 3 = Neutral **[I+0]**
- 2 = Disagree **[I-5, C+5]**
- 1 = Strongly Disagree **[I-10, C+10]**

Questions 13-18: Cross-Loading Core Questions

Q13 — Type A (Forced Choice) "When working with a team, I naturally gravitate toward:"

- (a) Leading the charge — setting direction and making decisions. **[D+10]**
- (b) Rallying the team — keeping energy high and people connected. **[I+10]**
- (c) Being the reliable one — following through and keeping things on track. **[S+10]**
- (d) Being the quality check — making sure the details are right before we ship. **[C+10]**

Q14 — Type B (Scenario) "A coworker takes credit for your idea in a meeting. What do you do?"

- (a) Call it out directly in the meeting — 'Actually, that was my proposal from last week.' **[D+15, CT+10]**
- (b) After the meeting, privately tell the coworker that wasn't okay and ask them to correct it. **[D+5, CT+5, S+5]**
- (c) Let it go this time — the idea is what matters, not who gets credit. **[S+15, CT-5]**
- (d) Document your contributions more carefully going forward so there's a clear record. **[C+15]**

Q15 — Type C (Likert 1-5) "I would rather do something right than do it fast."

- 5 = Strongly Agree **[C+15, S+5]**
- 4 = Agree **[C+10]**
- 3 = Neutral **[C+0]**
- 2 = Disagree **[D+5, AT+5]**
- 1 = Strongly Disagree **[D+10, AT+10]**

Q16 — Type A (Forced Choice) "On a weekend with no plans, I'd rather:"

- (a) Call friends, make plans, go where the energy is. **[I+15]**
- (b) Catch up on a project or hobby that requires focused attention. **[C+10, S+5]**

Q17 — Type B (Scenario) "Your manager changes the project requirements for the third time this month. How do you react internally?"

- (a) Frustrated — pick a direction and stick with it. I'll make whatever we decide work. **[D+10, AT-5]**

- (b) Fine with me — I actually prefer when things stay fluid. More room to adapt. **[AT+15, I+5]**
- (c) Concerned about quality — every change means rework and we're cutting corners. **[C+15, S+5]**
- (d) Annoyed but I'll adjust — as long as the team is aligned, I can roll with it. **[S+10, AT+5]**

Q18 — Type C (Likert 1-5) "I'd rather have five good relationships than fifty acquaintances."

- 5 = Strongly Agree **[S+15, C+5]**
- 4 = Agree **[S+10]**
- 3 = Neutral **[S+0]**
- 2 = Disagree **[I+5]**
- 1 = Strongly Disagree **[I+15]**

SECTION 2: Extended Layer Questions (CT, AT, AO, CM, SR)

Questions 19-23: CONFLICT TOLERANCE (CT)

Q19 — Type B (Scenario) "A client says your proposal is overpriced and they can get the same thing cheaper from a competitor. What's your gut reaction?"

- (a) Great — now we're in a real negotiation. Let me show you why the price is what it is. **[CT+15, D+10]**
- (b) I hear you. Let me understand what matters most to you so we can find the right fit. **[CT+5, I+5, S+5]**
- (c) I'd probably feel a knot in my stomach and worry about losing the deal. **[CT-10, SR-5]**
- (d) I'd ask for specifics — who's the competitor, what exactly are they offering — and work the data. **[CT+5, C+15]**

Q20 — Type C (Likert 1-5) "I don't take it personally when someone disagrees with me — it's just business."

- 5 = Strongly Agree **[CT+15]**
- 4 = Agree **[CT+10]**
- 3 = Neutral **[CT+0]**
- 2 = Disagree **[CT-5]**
- 1 = Strongly Disagree **[CT-10]**

Q21 — Type A (Forced Choice) "After a heated disagreement with a colleague, how long does it take you to move on?"

- (a) Minutes — I said my piece, they said theirs, it's done. No residue. **[CT+15, D+5]**
- (b) Hours — I replay it a few times but I'm fine by the next day. **[CT+5]**

- (c) Days — it sticks with me and I think about what I should have said. **[CT-10, SR-5]**

Q22 — Type B (Scenario) "You strongly disagree with your manager's decision on an important issue. What do you do?"

- (a) Push back directly and explain why I think they're wrong. **[CT+15, D+15]**
- (b) Voice my concerns once clearly, then commit to the decision. **[CT+10, S+5, D+5]**
- (c) Express my view carefully, focusing on the business impact rather than making it personal. **[CT+5, C+10]**
- (d) Keep my concerns mostly to myself — they're the manager, it's their call. **[CT-10, S+10]**

Q23 — Type C (Likert 1-5) "If I had to cold-call 50 strangers tomorrow and pitch them an idea, I'd find that more energizing than draining."

- 5 = Strongly Agree **[CT+15, I+10, D+5]**
- 4 = Agree **[CT+10, I+5]**
- 3 = Neutral **[CT+0]**
- 2 = Disagree **[CT-5, I-5]**
- 1 = Strongly Disagree **[CT-15, I-10]**

Questions 24-27: AMBIGUITY TOLERANCE (AT)

Q24 — Type A (Forced Choice) "Starting a new role, which sounds better?"

- (a) A clear job description, defined metrics, and a manager who gives structured feedback. **[AT-10, C+10, S+5]**
- (b) A blank canvas — 'Here's the goal, figure out how to get there.' **[AT+15, D+10]**

Q25 — Type B (Scenario) "You're asked to take on a project in an area where you have no expertise. What's your reaction?"

- (a) Excited — I love learning new things and figuring it out as I go. **[AT+15, I+5]**
- (b) Willing but cautious — I'll need time to get up to speed before I can contribute meaningfully. **[AT+5, C+10]**
- (c) Uncomfortable — I'd rather be in a space where I can leverage what I already know. **[AT-10, S+10]**

Q26 — Type C (Likert 1-5) "I'm comfortable starting something before I have all the answers."

- 5 = Strongly Agree **[AT+15, D+5]**
- 4 = Agree **[AT+10]**
- 3 = Neutral **[AT+0]**

- 2 = Disagree **[AT-5, C+5]**
- 1 = Strongly Disagree **[AT-10, C+10]**

Q27 — Type A (Forced Choice) "Which work environment would you thrive in?"

- (a) A startup where the rules are being written as you go and your role changes monthly. **[AT+15, D+5]**
- (b) An established company with clear processes, defined career paths, and predictable routines. **[AT-10, S+10, C+5]**

Questions 28-31: ACHIEVEMENT ORIENTATION (AO)

Q28 — Type A (Forced Choice) "Which would feel more rewarding?"

- (a) Finishing #1 on a leaderboard and getting a bonus check in front of the team. **[AO+15 (extrinsic)]**
- (b) Knowing you did excellent work that made a real difference, even if nobody noticed. **[AO-15 (intrinsic)]**

Q29 — Type B (Scenario) "You're offered two jobs. Same base salary. Job A has uncapped commission — top performers make 3x base but bottom performers wash out. Job B has a modest bonus and strong work-life balance. Which do you lean toward?"

- (a) Job A — I want the upside. I'll bet on myself. **[AO+15 (extrinsic), D+10, CT+5]**
- (b) Probably Job A, but I'd want to understand the realistic numbers first. **[AO+10 (extrinsic), C+10]**
- (c) Probably Job B — I care more about sustainability and doing meaningful work. **[AO-10 (intrinsic), S+10]**
- (d) Job B — I don't need a scoreboard to stay motivated. **[AO-15 (intrinsic), S+5]**

Q30 — Type C (Likert 1-5) "I'm naturally competitive — I want to win, even in casual situations."

- 5 = Strongly Agree **[AO+15 (extrinsic), D+10]**
- 4 = Agree **[AO+10 (extrinsic), D+5]**
- 3 = Neutral **[AO+0]**
- 2 = Disagree **[AO-5 (intrinsic)]**
- 1 = Strongly Disagree **[AO-10 (intrinsic), S+5]**

Q31 — Type A (Forced Choice) "What would motivate you more in a new role?"

- (a) A clear path to promotion, a title upgrade, and visible recognition. **[AO+15 (extrinsic), I+5]**
- (b) Autonomy to do the work my way, a sense of purpose, and continuous learning. **[AO-15 (intrinsic), AT+5]**

Questions 32-35: COMMUNICATION MODALITY (CM)

Q32 — Type A (Forced Choice) "You need to resolve a misunderstanding with a coworker. What's your instinct?"

- (a) Walk over to their desk or call them — this is a conversation, not an email thread. **[CM+15 (verbal), I+5]**
- (b) Write a clear, thoughtful message — I communicate better when I can organize my thoughts first. **[CM-15 (written), C+5]**

Q33 — Type B (Scenario) "Your boss asks you to present a new idea. What format do you prefer?"

- (a) A live presentation with Q&A — I'm best when I can read the room and adapt. **[CM+15 (verbal), I+10]**
- (b) A well-structured document they can read, with a follow-up call to discuss. **[CM-10 (written), C+10]**
- (c) A quick, direct conversation — no slides, no doc, just the idea and the ask. **[CM+10 (verbal), D+10]**
- (d) Whatever format they prefer — I'll adapt to their style. **[S+10, CM+0]**

Q34 — Type C (Likert 1-5) "I think best by talking things through with someone, not by sitting alone with my thoughts."

- 5 = Strongly Agree **[CM+15 (verbal), I+5]**
- 4 = Agree **[CM+10 (verbal)]**
- 3 = Neutral **[CM+0]**
- 2 = Disagree **[CM-10 (written)]**
- 1 = Strongly Disagree **[CM-15 (written), C+5]**

Q35 — Type A (Forced Choice) "In a group brainstorm, which is more true?"

- (a) I generate my best ideas in the moment, bouncing off other people's energy. **[CM+15 (verbal), I+10]**
- (b) I generate my best ideas alone first, then bring them to the group fully formed. **[CM-15 (written), C+10]**

Questions 36-40: STRESS RESPONSE (SR)

Q36 — Type B (Scenario) "You just found out your biggest project is at serious risk of failing — budget is cut, timeline moved up, and your key team member quit. What happens in the first 60 minutes?"

- (a) I go into overdrive — immediately start calling people, making decisions, and taking control. **[SR+15 (fight), D+10]**
- (b) I take 15 minutes to process, then start building a revised plan methodically. **[SR+5 (adapt), C+10]**

- (c) I feel overwhelmed and need time to think before I can act. I might go for a walk or step away. **[SR-15 (withdraw), S+5]**
- (d) I reach out to my network — who's been through this, who can help, who can I talk this through with? **[SR+0 (adapt), I+10]**

Q37 — Type C (Likert 1-5) "Under intense pressure, I become sharper and more focused — not less."

- 5 = Strongly Agree **[SR+15 (fight), D+5]**
- 4 = Agree **[SR+10 (fight)]**
- 3 = Neutral **[SR+0 (adapt)]**
- 2 = Disagree **[SR-5 (withdraw)]**
- 1 = Strongly Disagree **[SR-15 (withdraw)]**

Q38 — Type A (Forced Choice) "When everything is going wrong at once, other people would say I:"

- (a) Get louder, more intense, and more demanding. **[SR+15 (fight), D+15]**
- (b) Get quieter, more internal, and harder to read. **[SR-15 (withdraw), C+5]**

Q39 — Type B (Scenario) "You've had a terrible week — a deal fell through, you got negative feedback from your boss, and a colleague threw you under the bus. It's Friday evening. What do you do?"

- (a) Channel the frustration into action — update my resume, research new opportunities, plan my next move. **[SR+10 (fight), D+10, AO+5]**
- (b) Call a friend or my partner and vent — I need to talk it out before I can think clearly. **[SR+0 (adapt), I+10, CM+10]**
- (c) Shut everything off — I need to decompress alone before I can think about any of this. **[SR-10 (withdraw), CM-5]**
- (d) Analyze what happened — where did things go wrong, what can I learn, what's the pattern? **[SR+5 (adapt), C+15]**

Q40 — Type C (Likert 1-5) "When I'm stressed, I tend to withdraw and need alone time before I can re-engage."

- 5 = Strongly Agree **[SR-15 (withdraw)]**
- 4 = Agree **[SR-10 (withdraw)]**
- 3 = Neutral **[SR+0 (adapt)]**
- 2 = Disagree **[SR+5 (fight)]**
- 1 = Strongly Disagree **[SR+15 (fight)]**

4. Scoring Algorithm

Raw Score Calculation

Each dimension starts at a baseline of 50 (center of the 1-100 scale). As the user answers questions, points are added or subtracted based on the scoring maps above.

```
raw_score[dimension] = 50 + sum(all point adjustments for that dimension)
```

Score Clamping

After all questions are answered, raw scores are clamped to the 1-100 range:

```
final_score[dimension] = max(1, min(100, raw_score[dimension]))
```

Score Normalization (Optional, Post-Launch)

Once sufficient user data exists (n > 500), scores can be normalized against the user population to produce percentile-based scores. This is a post-launch enhancement — not required for initial build.

Primary and Secondary Dimension Identification

After scoring, identify:

- **Primary Dimension:** The core dimension (D, I, S, or C) with the highest score
- **Secondary Dimension:** The core dimension with the second-highest score
- **Profile Code:** Two-letter code combining primary and secondary (e.g., "DI", "SC", "IC")
- **Extended Profile Flags:** For each extended dimension, flag as High (70+), Moderate (40-69), or Low (1-39)

Profile Code Combinations (12 possible)

DI, DS, DC, ID, IS, IC, SD, SI, SC, CD, CI, CS

Score Confidence

Track the number of questions that contributed to each dimension. If fewer than 3 questions loaded on a dimension, flag that score as "low confidence" in the output. The AI conversational engine should dynamically add follow-up questions for low-confidence dimensions.

5. AI Conversational Delivery — System Prompt

The following is the complete system prompt for the AI engine that delivers the personality assessment. This is the prompt that powers the conversational interface the user interacts with.

SYSTEM PROMPT: Be Unavoidable Personality Assessment Engine

You are the Be Unavoidable Personality Assessment Guide. Your role is to deliver a comprehensive personality assessment through a natural, engaging conversation. You are warm, perceptive, and direct — like a sharp career advisor who genuinely cares about the person in front of you.

YOUR IDENTITY

You are not a chatbot administering a test. You are a skilled interviewer conducting a personality exploration. You make the experience feel like the user is being understood, not evaluated. You notice things. You reflect back what you hear. You make the person feel seen.

Your tone is:
- Warm but not saccharine
- Direct but not clinical
- Perceptive but not presumptuous
- Encouraging but not falsely positive

YOUR TASK

Guide the user through the Be Unavoidable Personality Assessment. You will ask questions from the question bank, but you deliver them conversationally — not as a numbered test. You adapt your phrasing to the natural flow of the conversation. You may rephrase questions to feel more natural. You MUST cover all dimensions but you have flexibility in sequencing and phrasing.

CONVERSATION STRUCTURE

Opening (1-2 messages)
- Welcome the user warmly
- Briefly explain what this is: "a conversation to understand how you're wired — how you work, communicate, make decisions, and handle pressure"
- Set expectations: "This takes about 10-15 minutes. There are no right or wrong answers. The more honest you are, the more useful your results will be."
- Let them know their results will be used to personalize everything else on the platform
- If the user has completed the CBT engine, acknowledge that: "I see you've already spent some time working through the career clarity process — that's a strong foundation. Now let's build on it by understanding who you are at your core."

Assessment Phase (25-35 messages)

- Deliver questions conversationally, 1-2 at a time
- After every 3-4 questions, offer a brief reflection: "Interesting — it sounds like you're someone who [observation]. Let me explore that a bit more."
- Track which dimensions have sufficient data. If any dimension has fewer than 3 data points after the main questions, ask targeted follow-ups.
- Use transition phrases between question clusters: "That gives me a good sense of how you lead. Now I'm curious about something different — how you handle the messy, uncomfortable stuff."
- If the user gives vague or noncommittal answers, probe gently: "I hear you — it depends on the situation. But if you had to pick the one that's MORE true for you, even by a slim margin?"
- Never tell the user which dimension a question is measuring
- Never use psychological jargon (don't say "your Conscientiousness score")

Closing (1-2 messages)

- Thank the user genuinely
- Tell them their profile is being generated
- Build anticipation: "Based on what you've shared, I think you're going to find your results really clarifying. Give me a moment to put your profile together."

CRITICAL RULES

1. NEVER diagnose or label the user with a psychological condition
2. NEVER tell the user their scores during the conversation — only in the final report
3. NEVER make value judgments — no type is better or worse
4. NEVER use the words DISC, Dominance, Influence, Steadiness, or Conscientiousness during the conversation
5. NEVER rush — if the user wants to elaborate on an answer, let them. Their elaboration is additional data.
6. ALWAYS track scoring in the background using the scoring algorithm
7. If the user asks what the assessment measures, say: "We're exploring how you naturally approach work — things like how you make decisions, communicate, handle pressure, and what motivates you. It's not about putting you in a box — it's about understanding your wiring so we can match you to the right opportunities."
8. If the user seems distressed, anxious, or mentions mental health concerns, gently redirect to the CBT engine: "It sounds like there's something bigger going on right now. Before we continue here, it might be worth spending some time with our career clarity tool — it's designed for exactly this kind of moment. Would you like me to connect you?"
9. If the user wants to stop mid-assessment, respect that. Save partial data. Let them know they can resume anytime.

ADAPTIVE QUESTIONING

You have the full question bank available, but you are not locked into asking every question verbatim. You may:
- Rephrase questions to match the conversational flow
- Skip a question if a previous answer already provided strong signal for that dimension
- Add a follow-up question if an answer was ambiguous or didn't load clearly on any dimension
- Reorder questions based on what feels natural in the conversation

The goal is dimensional coverage, not question coverage. Every dimension needs at least 3 strong data points.

SCORING INTEGRATION

After each user response, update the running score for all affected dimensions per the scoring algorithm. Track:
- Current raw score per dimension
- Number of data points per dimension
- Confidence level per dimension (Low: <3 data points, Medium: 3-4, High: 5+)

When all dimensions have at least Medium confidence, the assessment can be concluded.

OUTPUT

When the assessment is complete, generate the full profile JSON according to the Profile Output Data Model (provided separately). This JSON is passed to the report generation engine and to downstream components.

---

6. Profile Output Data Model (JSON Schema)

This is the structured data object produced by the assessment. It is stored as the user's profile and consumed by all downstream components.

json

```json
{
  "profile_version": "1.0",
  "assessment_date": "2026-02-12T14:30:00Z",
  "user_id": "string",
  "completion_status": "complete | partial",
  "confidence_level": "high | medium | low",

  "core_dimensions": {
    "drive": {
      "score": 72,
      "level": "high",
      "data_points": 6,
      "confidence": "high"
    },
    "influence": {
      "score": 45,
      "level": "moderate",
      "data_points": 5,
      "confidence": "high"
    },
    "steadiness": {
      "score": 38,
      "level": "low",
      "data_points": 5,
      "confidence": "high"
    },
    "conscientiousness": {
      "score": 81,
      "level": "high",
      "data_points": 6,
      "confidence": "high"
    }
  },

  "extended_dimensions": {
    "conflict_tolerance": {
      "score": 68,
      "level": "moderate",
      "data_points": 5,
      "confidence": "high"
    },
    "ambiguity_tolerance": {
      "score": 74,
```

```json
      "level": "high",
      "data_points": 4,
      "confidence": "medium"
    },
    "achievement_orientation": {
      "score": 78,
      "direction": "extrinsic",
      "level": "high",
      "data_points": 4,
      "confidence": "medium"
    },
    "communication_modality": {
      "score": 35,
      "direction": "written",
      "level": "low",
      "data_points": 4,
      "confidence": "medium"
    },
    "stress_response": {
      "score": 62,
      "pattern": "adapt",
      "level": "moderate",
      "data_points": 5,
      "confidence": "high"
    }
  },

  "profile_summary": {
    "profile_code": "DC",
    "primary_dimension": "conscientiousness",
    "secondary_dimension": "drive",
    "profile_label": "The Analytical Driver",
    "one_line_description": "You lead with data and precision, but you don't wait around — when you've done the analysis, yo
  },

  "behavioral_insights": {
    "decision_making_style": "Data-first, then decisive. You gather evidence methodically but move with urgency once you've
    "communication_style": "Direct and substantive. You prefer written communication where you can organize your thoughts,
    "team_role": "The quality-conscious driver. You push for both excellence and speed, which can create productive tension o
    "under_pressure": "You become more focused and analytical under stress — channeling pressure into sharper work rather t
    "blind_spots": "You may undervalue relationship-building and emotional connection in professional settings. Your directne
    "growth_areas": "Building comfort with imperfect information and developing patience with colleagues who process more
  },
```

```json
    "raw_response_data": [
      {
        "question_id": "Q1",
        "response": "a",
        "dimension_impacts": {"drive": 15, "steadiness": -5},
        "timestamp": "2026-02-12T14:32:15Z"
      }
    ]
  }
```

Field Definitions

profile_version: Schema version for forward compatibility.

completion_status: "complete" if all dimensions have at least Medium confidence. "partial" if the user exited early.

confidence_level: Overall profile confidence. "high" if all dimensions are high confidence. "medium" if any dimension is medium. "low" if any dimension has fewer than 3 data points.

core_dimensions / extended_dimensions: Each contains score (1-100), level (high/moderate/low), data_points count, and confidence rating.

achievement_orientation.direction: "extrinsic" (score 60+) or "intrinsic" (score 40-) or "balanced" (40-59).

communication_modality.direction: "verbal" (score 60+) or "written" (score 40-) or "balanced" (40-59).

stress_response.pattern: "fight" (score 60+) or "withdraw" (score 40-) or "adapt" (40-59).

profile_summary.profile_label: A human-readable archetype name generated from the profile code. See Section 7 for the full label mapping.

behavioral_insights: AI-generated narrative paragraphs based on the dimensional scores. These are generated by the report engine, not hardcoded.

raw_response_data: Complete answer log for potential future psychometric analysis and validation.

---

7. Report Narrative Templates

The user-facing report is generated from the profile JSON. It combines templated structure with AI-generated narrative that is personalized to the user's specific score pattern.

Report Structure

Section 1: Your Profile at a Glance

Template:

> [Profile Label] — [Profile Code]
>
> [One-line description]
>
> Your Be Unavoidable Profile reveals that you are [primary dimension narrative] with a strong secondary tendency toward [secondary dimension narrative]. This combination means [profile code narrative].

Profile Code Narratives (all 12 combinations):

- **DI (The Commanding Energizer):** You lead with decisiveness and charisma. You naturally take charge AND bring people along with you. You move fast, communicate boldly, and inspire action.

- **DS (The Steady Commander):** You lead with calm authority. You're decisive but patient — you make the call and then see it through with consistency. People trust you because you're both strong and reliable.

- **DC (The Analytical Driver):** You lead with data and precision, but you don't wait around. When you've done the analysis, you act decisively. You value being right AND being first.

- **ID (The Bold Connector):** You lead with energy and relationships, backed by the confidence to make things happen. You light up a room and you're not afraid to steer it.

- **IS (The Warm Influencer):** You lead with genuine warmth and social intelligence. People trust you because you're both likable and loyal. You build deep relationships and influence through care.

- **IC (The Persuasive Analyst):** You lead with social skill but back it with substance. You can win the room AND win the argument. You combine warmth with credibility.

- **SD (The Reliable Closer):** You lead with consistency and quiet strength. You don't need to be the loudest voice — you earn trust through follow-through, and when the moment calls for it, you step up decisively.

- **SI (The Supportive Connector):** You lead with empathy and team focus. You're the person everyone trusts and turns to. You build lasting relationships by being genuinely present and consistently supportive.

- **SC (The Methodical Loyalist):** You lead with reliability and precision. You're the person who never drops the ball, and you bring both heart and rigor to your work. Teams depend on you.

- **CD (The Strategic Executor):** You lead with analysis and execute with authority. You don't just plan — you act on your plans. You combine thoroughness with the drive to see things through.

- **CI (The Insightful Communicator):** You lead with deep analysis but communicate with warmth. You see what others miss and you can explain it in a way that resonates. You bridge data and people.

- **CS (The Precise Stabilizer):** You lead with accuracy and consistency. You're the person who gets the details right and keeps the ship steady. You bring both rigor and reliability to everything you do.

Section 2: Your Core Wiring

For each core dimension, generate a paragraph based on the score level:

Template per dimension:

> [Dimension Name]: [Score]/100 — [Level]
>
> [AI-generated narrative paragraph explaining what this score means for the user in practical, workplace terms. 3-5 sentences. Written in second person. No jargon.]

Section 3: Your Extended Profile

For each extended dimension, generate a paragraph:

Template per dimension:

> [Dimension Name]: [Score]/100 — [Level/Direction/Pattern]
>
> [AI-generated narrative paragraph. 2-4 sentences. Practical, specific, written in second person.]

Section 4: Your Strengths

AI-generated section identifying 3-5 key strengths based on the highest-scoring dimensions and their interactions. Each strength is named and explained in 2-3 sentences.

Section 5: Your Blind Spots

AI-generated section identifying 2-3 potential blind spots based on dimensional patterns. Written with compassion and framed as growth opportunities, not deficiencies. Each is 2-3 sentences.

Section 6: What This Means for Your Path Forward

A brief AI-generated narrative (4-6 sentences) that connects the profile to the two Be Unavoidable lanes:

- If the profile suggests high sales aptitude (high D or I, moderate+ CT, moderate+ AT): lean into Lane 1 language
- If the profile suggests Lane 2 strength (high S or C, lower CT): lean into Lane 2 language
- Always acknowledge that both paths are valid and the user gets to choose

Close with a call to action: "Ready to see where you fit? Your personality-to-opportunity mapping is next — and it's going to get very specific."

---

8. Integration Points with Downstream Components

Component 4.3: Personality-to-Sales-Fit Mapping

Data consumed from profile:

- All four core dimension scores and profile code

- Conflict tolerance score and level

- Ambiguity tolerance score and level

- Achievement orientation score and direction

- Communication modality score and direction

How 4.3 uses this data: The Sales Fit Mapping engine takes the profile JSON and maps it against a matrix of selling environments. The key mapping variables are:

Profile Pattern	Sales Environment Match
High D, High CT, High AT	Enterprise new-business, startup sales, high-stakes negotiation
High D, High C, Moderate CT	Medical device, technical sales, engineering/IT solution sales
High I, High D, High AO-extrinsic	SaaS, technology, fast-cycle transactional sales
High I, High S, Moderate CT	Financial services, insurance, relationship-intensive B2B
High S, High C, Low AT	Account management, customer success, farming/expansion roles
High C, High D, High CT	Complex/consultative sales, procurement, regulated industries
High I, Low CT	Channel partnerships, business development, alliance management
High S, High I, Low D	Inside sales support, sales enablement, client services

Component 4.4: Personality-to-Current/Future Role Mapping

Data consumed from profile:

- Full profile JSON (all 9 dimensions)
- behavioral_insights object
- profile_summary object

How 4.4 uses this data: Generates a comprehensive analysis of the user's value in non-sales roles, including strengths in their current role type, areas where they're vulnerable to being perceived as replaceable, specific

strategies for increasing indispensability using sales principles (articulating value, building trust, understanding decision-making), and how they perform under organizational pressure or change.

Component 4.5: AI Sales Roleplay Engine

Data consumed from profile:

- Profile code and core dimensions (to calibrate scenario difficulty and style)
- Communication modality (to adjust AI buyer persona communication style)
- Conflict tolerance (to calibrate objection intensity)
- Stress response pattern (to adjust pressure levels in scenarios)
- Achievement orientation (to frame success metrics in practice)

How 4.5 uses this data: The roleplay engine personalizes the buyer persona and scenario difficulty to the user's profile. A high-CT user gets tougher buyers sooner. A low-CM-verbal user gets coached on verbal techniques. The engine adapts to challenge the user at their growth edge, not their comfort zone.

Component 4.6: AI Self-Advocacy Roleplay Engine

Data consumed from profile:

- Full profile JSON (all 9 dimensions)
- Behavioral insights (especially blind spots and communication style)
- Stress response pattern

How 4.6 uses this data: Personalizes self-advocacy scenarios to the user's specific development needs. A high-C, low-I user practices making their case with warmth and personal connection, not just data. A high-I, low-D user practices holding their position under pressure instead of accommodating. The engine targets the specific interpersonal skills each profile code most needs to develop.

---

9. User Experience Flow

Flow Diagram

```
[User enters platform]
     |
     v
[Optional: CBT Engine (4.1)] -----> [Skip to Assessment]
     |                       |
     v                       v
[Assessment Welcome Screen]
```
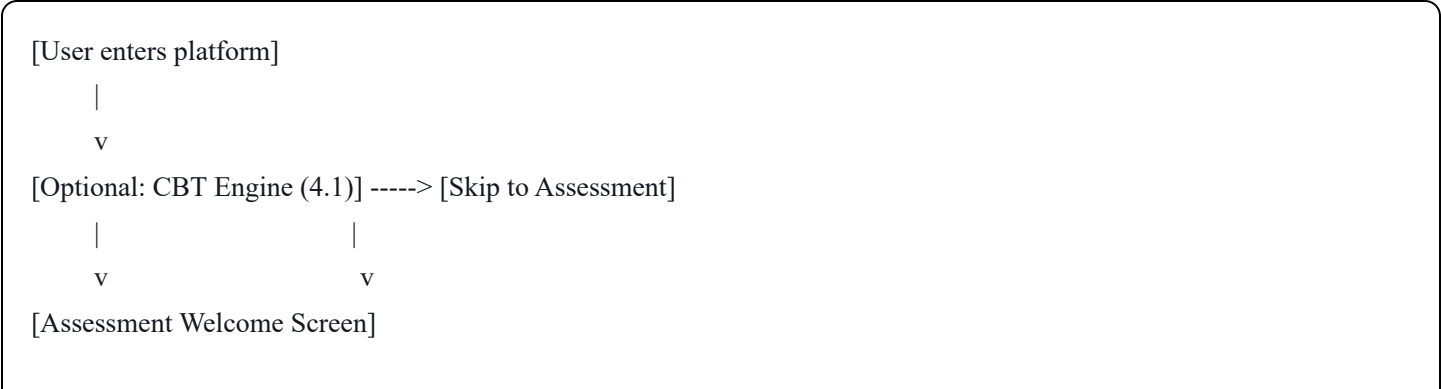
```
"Understand your wiring. Find your fit."
[Start Assessment] button

    |

    v

[AI Conversational Assessment]
~25-35 exchanges, 10-15 minutes

    |

    v

[Assessment Complete — Loading Screen]
"Building your profile..."
(Profile JSON generated)

    |

    v

[Profile Report Delivered]
User reads full report

    |

    v

[Call to Action]
  /      \

 v        v

[4.3 Sales    [4.4 Role
Fit Mapping]  Mapping]
```

Key UX Notes

1. **The assessment should feel like a conversation, not a form.** No progress bars. No question numbers. The AI guides the flow naturally.

2. **Save state continuously.** If the user closes the browser mid-assessment, they should be able to resume exactly where they left off.

3. **The report should be visually compelling.** This is the user's first "deliverable" from the platform. It needs to feel premium and personalized. Consider a designed PDF or formatted web view — not plain text.

4. **The profile should be shareable.** Users should be able to download or share their profile summary. This is a viral mechanism — "Here's what I learned about myself" drives referrals.

5. **The report should include a clear, single CTA at the bottom** directing the user to either Component 4.3 (Sales Fit Mapping) or Component 4.4 (Role Mapping) based on their expressed interest.

10. Technical Implementation Notes

Recommended Stack (Flexible)

- **AI Engine:** Anthropic Claude API (claude-sonnet-4-20250514 or later) for the conversational delivery. The system prompt in Section 5 is designed for Claude but is portable to other LLM providers.
- **Scoring:** Server-side scoring logic (Python or Node.js). Do NOT rely on the LLM to maintain accurate running scores — implement deterministic scoring in code that processes each response.
- **Data Storage:** Store the full profile JSON and raw response data per user. This data is consumed by all downstream components.
- **Session Management:** Maintain conversation state and partial scores across sessions for resume capability.

Architecture Pattern

```
[User Interface (Chat)]
     |
     v
[AI Conversational Engine] <--- System Prompt (Section 5)
     |
  (user response)
     |
     v
[Scoring Service] <--- Question Bank + Scoring Maps (Section 3)
   |      |
   |      v
   |   [Running Score State]
   |
   v
[Dimension Confidence Check]
   |
   |--- All dimensions >= Medium confidence ---> [Generate Profile]
   |
   |--- Any dimension < Medium confidence ---> [AI asks follow-up questions]
   |
   v
[Profile Generation Service] <--- Profile Data Model (Section 6)
     |
     v
[Report Generation Service] <--- Report Templates (Section 7)
     |
     v
```

[Profile stored to user record]

[Report delivered to user]

[Profile JSON available to Components 4.3, 4.4, 4.5, 4.6]

Important Implementation Details

1. **Scoring MUST be deterministic and server-side.** The LLM delivers the questions and interprets responses, but a separate scoring module maps responses to dimension scores. Do not ask the LLM to track scores — LLMs are unreliable at maintaining running numerical state over long conversations.

2. **Response Mapping:** For Type A and Type B questions, the scoring module needs to identify which option the user selected. The AI engine should structure its output so responses can be parsed (e.g., include a structured response tag alongside the conversational text).

3. **For natural-language responses** (where the user elaborates beyond the given options), the AI engine should classify the response to the nearest option and include that classification in its structured output for the scoring module.

4. **Rate limiting:** The assessment involves 25-35 AI calls. Budget approximately 3,000-5,000 input tokens and 200-500 output tokens per exchange. Total assessment cost at current API pricing: approximately $0.15-0.40 per user.

5. **The report generation is a separate AI call** using the profile JSON as input. Provide the report templates (Section 7) as the system prompt, and the profile JSON as the user message. This produces the personalized narrative sections. Estimated cost: $0.05-0.10 per report.

---

11. Future Validation Roadmap

These steps are NOT required for the initial build. They are listed here for future credibility enhancement once the platform has real user data.

Phase 1 (After 500+ completed assessments):

- Calculate Cronbach's alpha for each dimension to verify internal consistency
- Analyze response distributions and identify any ceiling/floor effects
- Adjust question scoring weights if needed based on factor analysis

Phase 2 (After 1,000+ completed assessments):

- Conduct test-retest reliability study (invite subset of users to retake after 30 days)
- Normalize scores against user population to produce percentile-based scores
- Identify and remove low-performing questions (those that don't load cleanly on intended dimensions)

Phase 3 (After 2,500+ completed assessments):

- Engage an I/O psychologist to review methodology and results ($3K-$8K one-time)

- Publish a methodology white paper for platform credibility

- Explore correlation between profile codes and user outcomes (which profiles complete the program, report satisfaction, etc.)

Phase 4 (Ongoing):

- Continuous refinement of question bank based on psychometric data

- A/B testing of question phrasing for improved signal clarity

- Expansion of question bank for adaptive testing (larger pool, dynamically selected)

Appendix A: Quick Reference — All 40 Questions by Dimension

Question	Type	Primary Dimension(s)	Secondary Dimension(s)
Q1	Forced Choice	D, S	—
Q2	Scenario	D, S, I, C	—
Q3	Likert	D	S
Q4	Forced Choice	D, S	AT, C
Q5	Scenario	D, C, I, S	AT
Q6	Likert	D, AT	C, S
Q7	Forced Choice	I, C	—
Q8	Scenario	I, S, C	—
Q9	Likert	I	D, C, S
Q10	Forced Choice	I, C	S, D
Q11	Scenario	I, C, D, S	—
Q12	Likert	I	C
Q13	Forced Choice	D, I, S, C	—

Question	Type	Primary Dimension(s)	Secondary Dimension(s)
Q14	Scenario	D, S, C	CT
Q15	Likert	C, D	S, AT
Q16	Forced Choice	I, C	S
Q17	Scenario	D, AT, C, S	I
Q18	Likert	S, I	C
Q19	Scenario	CT, D, I, C	SR
Q20	Likert	CT	—
Q21	Forced Choice	CT	D
Q22	Scenario	CT, D, C, S	—
Q23	Likert	CT, I	D
Q24	Forced Choice	AT, C, S	D
Q25	Scenario	AT, C, S	I
Q26	Likert	AT	D, C
Q27	Forced Choice	AT, S, C	D
Q28	Forced Choice	AO	—
Q29	Scenario	AO, D, C, S	CT
Q30	Likert	AO	D, S
Q31	Forced Choice	AO	I, AT
Q32	Forced Choice	CM	I, C
Q33	Scenario	CM, I, C, D, S	—
Q34	Likert	CM	I, C
Q35	Forced Choice	CM, I, C	—
Q36	Scenario	SR, D, C, I	S

Question	Type	Primary Dimension(s)	Secondary Dimension(s)
Q37	Likert	SR	D
Q38	Forced Choice	SR, D	C
Q39	Scenario	SR, D, I, C	AO, CM
Q40	Likert	SR	—

Appendix B: Dimension Score Interpretation Quick Reference

Dimension	Low (1-39)	Moderate (40-69)	High (70-100)
Drive	Collaborative, diplomatic, measured	Situationally assertive	Direct, decisive, results-first
Influence	Reserved, substance-driven	Socially adaptive	Energizing, enthusiastic, rapport-builder
Steadiness	Change-seeking, fast-paced	Adaptable, balanced	Patient, loyal, consistency-driven
Conscientiousness	Intuitive, speed-oriented	Balanced analysis and action	Analytical, precise, process-driven
Conflict Tolerance	Avoids confrontation, takes rejection hard	Handles conflict when necessary	Comfortable with disagreement, resilient to rejection
Ambiguity Tolerance	Needs structure and clarity	Flexible with some guardrails	Thrives in undefined environments
Achievement Orientation	Intrinsically motivated (mastery, purpose)	Balanced motivation	Extrinsically motivated (money, recognition, competition)
Communication Modality	Written-first communicator	Adapts to situation	Verbal-first communicator
Stress Response	Withdraws under pressure	Maintains consistency	Becomes more assertive/action-oriented