

The Big 5 Personality Traits

Openness

This trait's primary characteristics are imagination, curiosity, and creativity. People who are high in openness tend to have a broad range of interests and skills. They are inquisitive about the world and other people--and are eager to learn new things and have new experiences. "Openness" people tend to be adventurous and creative. People low in this trait are more traditional and may struggle with abstract thinking.

HIGH
Creative
Open to new things
Enjoy taking on new challenges
Like to think about abstract ideas
LOW
Dislike change
Do not enjoy new things
Resist new ideas/change
Low in imagination

Conscientiousness

People high in this trait are thoughtful, goal oriented, strong with impulse control, and disciplined. Those high in conscientiousness are well organized and pay attention to detail. These people are planners and think about how their behaviour affects others. Lastly, they are mindful of deadlines.

HIGH

Do well in preparation tasks

Do not procrastinate

Pay attention to details

Are Disciplined

LOW

Dislike having a schedule

Don't pick up after themselves

Procrastinate key tasks

Ignore or forget deadlines

Extraversion

Extraversion (also known as extroversion) is a trait described by talkativeness, assertiveness, and expressiveness. People high in extraversion are outgoing and get energy from the people around them. Being in social situations makes them feel energetic or even excited. People who are low in extraversion (also known as introverted) tend to be reserved and have to expend energy in social settings. They often prefer to be "in the corner" away from others.

HIGH

Enjoy the limelight

Enjoy meeting new people

Have a lot of friends

Feel energy from other people

LOW

Prefer to be alone

Feel tired from socializing

Find it challenging to start conversations

Avoid the spotlight

Agreeableness

People high in agreeableness tend to be trustworthy, kind, affectionate, and altruistic. These folks tend to be cooperative and easy to work with, while those low in this trait tend to be more competitive and/or manipulative.

HIGH

Care about others

Feel empathy

Are dependable

Help those in need

LOW

No interest in helping others

Ignore the feelings of other

Self-centered

Fine with saying insulting things to others

Neuroticism

Neuroticism is a trait characterized by sadness, moodiness, and emotional instability. Individuals who are high in this trait tend to experience mood swings, anxiety, irritability, and sadness. Those low in this trait tend to be more emotionally resilient.

HIGH

Acutely feels stress

Gets worried easily

Experiences mood swings

Feels anxious

LOW

Has stable emotions

Doesn't get stressed out easily

Doesn't worry too much

Relaxed in most situations

Factor	Characteristics
Neuroticism	Worried versus calm Insecure versus secure Self-pitying versus self-satisfied
Extraversion	Sociable versus retiring Fun-loving versus sober Affectionate versus reserved
Openness	Imaginative versus down-to-earth Preference for variety versus preference for routine Independent versus conforming
Agreeableness	Softhearted versus ruthless Trusting versus suspicious Helpful versus uncooperative
Conscientiousness	Well organized versus disorganized Careful versus careless Self-disciplined versus weak willed

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Source: <https://morningstar.in/posts/55680/big-5-personality-traits.aspx>

BRAINSTORMING

Brainstorming is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption. Brainstorming is a group activity where each participant shares their ideas as soon as they come to mind. At the conclusion of the session, ideas are categorised and ranked for follow-on action.

To ensure a productive session , there are several brainstorming 'rules' -

- Encourage novel and innovative ideas, however odd they may first appear
- The quantity of ideas is more important than quality, so while ideas are shared with the group they are not discussed or criticised in detail; this is reserved for a later stage
- Build on the ideas put forward by others
- Every person and every idea has equal worth
- Each idea generated belongs to the group rather than the individual who thought of it

Characteristic of Brainstorming

It is an intellectual activity.

Maximum or all students can participate.

Each student gives their personal view/ideas.

Each idea is neither right nor wrong.

It involves divergent thinking.

Purpose of Brainstorming

To focus student attention on a particular topic.

To generate particular ideas.

To teach acceptance and respect for individual differences.

To encourage the learner to take a risk in sharing their ideas and opinions.

To demonstrate to the student that their knowledge and abilities are valued and accepted.

To provide an opportunity for students to share ideas and expand their knowledge by building on each other's

Advantages

It stimulates and provides varied instructional approach.

Highly motivating.

Increase task focus.

Promotes spontaneity and creativity.

Efficient and procedure.

Involves participants in ownership of ideas.

Encourages creativity.

INTRODUCTION

Brainstorming as an idea for the first time emerged back in 1942. The term was introduced by Alex Faickney Osborn, founder and advertising executive of the US advertising agency BBDO. In fact, brainstorming was introduced as a creative technique inspired by the working atmosphere in BBDO.

DEFINING BRAINSTORMING

The concept of brainstorming includes defining a simple or a complex problem for which solution are generated different ideas that are later accepted or rejected. The participants in the process of brainstorming present and reveal new ideas as potential solutions for a specific problem. In this process, brainstorming helps the stimulation of the human mind towards creative problem-solving.

This creative thinking technique as a group activity usually starts with a gathering of a group of people. As an informal method of problem-solving, group brainstorming stimulates creative thinking. The proposals that come up in these constructive meetings can provoke interesting and unusual ideas that later could become a creative solution to a problem.

TYPES OF BRAINSTORMING

Group Brainstorming

Group brainstorming helps people to activate their minds and think freely since during these group sessions there isn't a criticism of ideas. When 6-8 students brainstorm together, they spontaneously exchange ideas that tend to grow and converge.

Individual Brainstorming

Individual brainstorming, on the opposite, involves storming by yourself. It is known that individual brainstorming can stimulate the production of a wider and better array of ideas.

TECHNIQUES OF BRAINSTORMING

Aside from brainstorming, there are numerous problem-solving and goal-achieving strategies and techniques among which the most used are -

- Abstraction
- Analogy
- Divide and Conquer
- Hypothesis testing
- Lateral thinking
- Means-end analysis
- Method of focal objects
- Morphological analysis
- Proof
- Root cause analysis
- Trial-and-error

Several factors can influence one's decision to choose brainstorming over all other strategies. The most important characteristic of brainstorming is that it is defined as a creative activity that encourages creative thinking from all participants. On the other side, other brainstorming techniques can limit this process and result with presenting uninspiring solutions and ideas.

PHASES OF BRAINSTORMING

Three phases of effective Brainstorming as follows:

1. Generation of ideas
2. Discussion of the produced ideas
3. Final evaluation of the presented ideas.

Phase I: GENERATION OF IDEAS

1. Preparation. Know your goals. Clearly define where you are now and where you want to be.
2. Prepare an executive summary that can be quickly scanned for the key points you need your team to focus on.
3. Now decide whom to invite.
4. Provide the executive summary with the meeting request, and ask them to bring three ideas to share during the session.
5. Reserve ample time for your group to be effective, yet focused. Motivation decreases with each follow-up session you have to add.

Phase II: DISCUSSION OF THE PRODUCED IDEAS

1. Facilitation. Like any meeting, a brainstorming session needs structure. Designate a facilitator to encourage participation, act as timekeeper .
2. Have a note taker write ideas on a whiteboard or easel pad. This will have one major positive consequence – visual proof of progress.
3. Before ending the session, make sure there are clear, agreed-upon takeaways and next steps.
Everyone needs to leave the session knowing his or her role in the next phase.

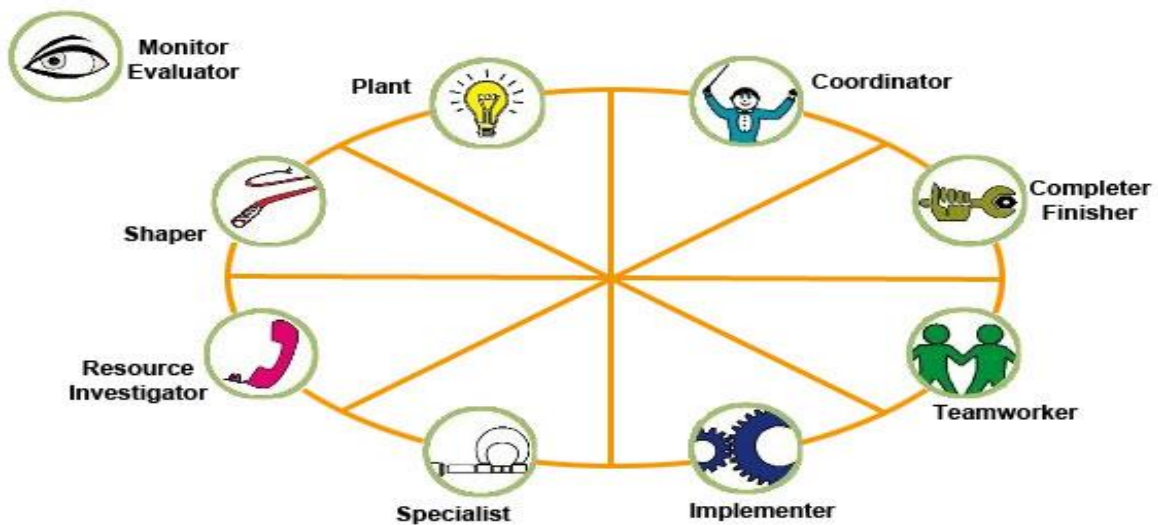
Phase III: FINAL EVALUTATION OF THE PRESENTED IDEAS

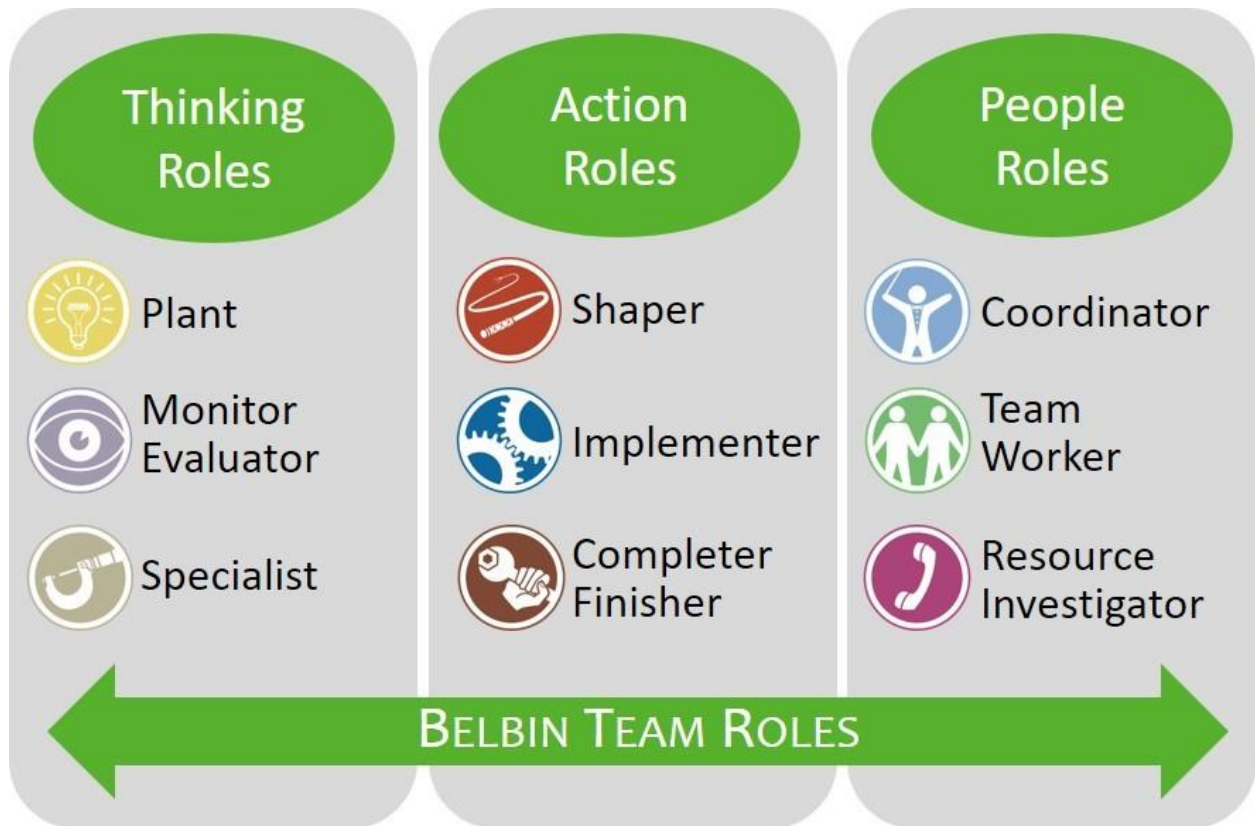
1. Follow Through. After the session, share the most viable ideas, separating them by those more easily implemented vs. those tabled for further discussion. If possible, take action on one or two ideas immediately, so everyone can see the result of their work.
2. Don't let the good ideas fall into a black hole. Make sure a single person, strong in follow through, is responsible for advancing the ideas and achieving your original goals. This person might be you, but can be a key staff person.
3. Communicate progress with the entire team, even those who have no further role after the session. Keeping colleagues informed shows them you value their time and knowledge.

CHARACTERSTICS OF BRAINSTORMING

- It is defined as a creative activity that encourages creative thinking from all participants
- This activity allows the creation of an open and relaxed atmosphere that stimulates everyone's participation.
- It creates an environment in which people feel comfortable enough to share their opinion and point of view.
- It motivates sharing extraordinary ideas.
- Group brainstorming can also be beneficial for establishing closer and effective relationship with colleagues and superiors.
- Exchanging different ideas among group
- Everyone shares their ideas, eventually those who are more apprehensive will loosen up and join the group.
- Learning can be improved by practicing brainstorming because it gives the chance for improvement in the processes of lateral, analytical and critical thinking.
- Individual brainstorming while studying is an effective way of producing ideas, measuring comprehension and in the end, analyzing knowledge.
- By concentrating on ideas that revolve around the important aspects of the central topics, students can grow their ambition for learning and discovering new ideas.
- It can also improve the student's reading and writing and comprehension skills.

Dr Meredith Belbin studied team-work for many years, and he famously observed that people in teams tend to assume different "team roles." He defined a team role as **"a tendency to behave, contribute and interrelate with others in a particular way"** and named nine such team roles that underlie team success.





Meredith Belbin devised the Belbin Team Inventory test through a study at Henley Management College to establish the ideal roles for individuals to assume within a team. To measure personality traits with the Belbin test, participants evaluate their own behaviors, receive feedback from observers and compare the two.

Belbin suggests that a team filled with members that have similar styles of behaviors or team roles can become unbalanced. For example, if team members have similar strengths they may compete for the projects, duties and responsibilities that complement their natural skill set. A team made up of members with similar weaknesses may exhibit that weakness as a whole.

You can apply the Belbin model to your team to help create a more balanced team and identify opportunities for growth based on the team role. When you understand your role within a team, you can improve your contributions by developing your strengths and managing your weaknesses.

The nine Belbin team roles are descriptions of job duties that fall into three broad categories: thought-oriented roles, action-oriented roles and people-oriented roles. Understanding each role a team member can play may help you to work more efficiently as a team:

1. The Monitor Evaluator (thought-oriented)
2. The Specialist (thought-oriented)

3. The Plant (thought-oriented)
4. The Shaper (action-oriented)
5. The Implementer (action-oriented)
6. The Completer/Finisher (action-oriented)
7. The Coordinator (people-oriented)
8. The Team Worker (people-oriented)
9. The Resource Investigator (people-oriented)

Thought-oriented team roles

Thought-oriented team members are critical thinkers. They may present new ideas or a new perspective, analyze ideas by weighing the pros and cons or have specialized knowledge or skills.

Thought-oriented roles include:

1. The Monitor Evaluator

Monitor Evaluators make decisions based on facts and rational thinking as opposed to emotions and instincts. They are normally serious individuals who excel at critical thinking and strategic planning. If there is a challenge in a project, Monitor Evaluators will carefully consider all angles and possibilities and then devise an insightful solution. These individuals tend to be loners who prefer not to get involved in the lives of coworkers, which contribute to their objectivity.

Monitor Evaluators work best when challenges arise that require advanced analytical ability and astute problem-solving. Because of their ability to consistently make effective decisions, these individuals often hold managerial positions.

2. The Specialist

The Specialist is a team member who is an expert in a specific field. Since they have in-depth knowledge in a narrow subject, they will usually only contribute when a task requires their area of expertise. Like Monitor Evaluators, Specialists tend to be loners, so being part of a team does not often come naturally to them.

Specialists are invaluable assets, as they provide expert technical knowledge that few else can. Often, senior management will create proposals and projects based on the knowledge of these Specialists. Although Specialists find the idea of being in a team challenging, they become very engaging and helpful when it comes to their field of expertise and will likely have no issue in sharing their knowledge with junior members who want to learn.

3. The Plant

Plants are free-thinkers and creative people who produce original ideas and suggest innovative new ways of doing things. As is the case with the other two thought-oriented roles, Plants prefer to work alone. However, most teams and companies accept this, as the Plant's creative thinking typically leads to innovative solutions and groundbreaking concepts.

Although Plants may not fit into the traditional concept of how a team member should act, they are nevertheless invaluable to a team or organization. As the name suggests, Plants are the team members who bring about growth and progress.

Action-oriented team roles

Action-oriented team members strive to get things done. They can be counted on to complete a task, meet a deadline and see a challenge as an exciting opportunity.

Action-oriented roles include:

4. The Shaper

Shapers are extroverts who tend to push themselves and others to achieve results. They are dynamic and driven individuals who can motivate and inspire passion in team members. Despite any challenges that may come their way, Shapers remain positive and seem to thrive under pressure. They enjoy challenging norms to create unique goals and strategies. It is usually vital to have one Shaper to help the team progress in its mission.

Because Shapers are born leaders who tend to get results, they quickly move upward in organizations. They are ideal management material, as they act decisively in crises and drive progress.

5. The Implementer

Implementers are organizers who like to structure their environments and maintain order. Because they are practical people, implementers like to make concrete plans from abstract ideas. Implementers are highly disciplined and self-controlled individuals who can disregard their self-interest to focus on the needs of a team or an organization. Although Implementers normally prefer established ways of doing things, you can likely persuade them to change if you can prove that it would yield positive results.

Implementers are usually the backbones of organizations since they implement workable strategies to ensure the team completes tasks quickly and effectively. These practical and diligent team members are the ones who ensure that goals become tangible successes.

6. The Completer/Finisher

Completers, also called Finishers, are introverted individuals who perform quality assurance during key stages of a project. They are often perfectionists who can notice fine details, which

enables them to scrutinize finished tasks or products for errors. Since these individuals strive for perfection, they tend to expect the same from those around them.

Organizations need these individuals to ensure that teams produce high-quality work. Completers are especially valuable in work environments where precision and adherence to deadlines are essential.

People-oriented team roles

People-oriented team members use networking and relationship-building skills to complete tasks. They may be excellent active listeners and provide support to other team members to build cohesion in the group.

People-oriented team roles include:

7. The Coordinator

Coordinators are mature individuals who have excellent interpersonal and communication skills. They are normally in management positions, but their management styles are very different from those of Shapers. Where Shapers manage through directives, Coordinators prefer a more democratic approach that includes open communication.

Instead of focusing on the achievement of the organization's goals, Coordinators tend to concentrate on helping team members accomplish their individual objectives. They are normally good at identifying talent in a team and utilizing it to achieve the group's objectives. Coordinators are normally calm and trusting individuals who are adept at delegating work.

Coordinators are necessary to ensure that the team utilizes each member's strengths appropriately. As they tend to have broad perspectives, Coordinators can direct teams with diverse personalities and skills.

8. The Team Worker

Team Workers are normally extroverts with mild and friendly dispositions. They tend to be good listeners and are adept at getting a team to function well together as a unit. If Team Workers notice that other team members are not coping with their workload, they are likely to step in and assist. These individuals are highly adaptable and versatile, which enables them to interact effectively with diverse people and cope with sudden changes.

Team Workers are indispensable team members as they establish harmony within a team. They are adept at solving interpersonal issues within a team and also support members who may feel neglected. Because of this, Team Workers tend to be popular with colleagues and often rise to senior positions.

Related: [How to Communicate Effectively With a Difficult Team](#)

9. The Resource Investigator

Resource Investigators are extroverts who have a talent for networking. They are positive and enthusiastic people who like to explore new opportunities and investigate new developments. Although they may not necessarily come up with new ideas themselves, they are skilled at picking up ideas from others.

Because of their outgoing personalities, Resource Investigators are good at making new business contacts and carrying out subsequent negotiations. They are also talented at finding new ideas and opportunities and bringing these back to the team.

Belbin Team Roles: Summary

Thinking-Oriented Roles

Plant: Innovators & Ideas. Prefer to work alone.

Monitor Evaluator: Separate good ideas from bad

Specialist: skills in a specialist job

Action-Oriented Roles

Shaper: Challenge norms, take lead, push team

Implementer: Executors of plans

Completer Finisher: Complete the fine details

People-Oriented Roles

Coordinator: Natural team leaders

Team Worker: Diplomats, keep team cogs turning

Resource Investigator: find external resources

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Advertising campaign

An **advertising campaign** is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns utilize diverse media channels over a particular time frame and target identified audiences.

Advertising campaigns are built to accomplish a particular objective or a set of objectives. Such objectives usually include establishing a brand, raising brand awareness, aggrandizing the rate of conversions/sales. The rate of success or failure in accomplishing these goals is reckoned via effectiveness measures. There are **5 key points** at which an advertising campaign must consider to ensure an effective campaign. These points are, integrated marketing communications, media channels, positioning, the communications process diagram and touch points.

Integrated marketing communication

Integrated marketing communication (IMC) is a conceptual approach used by the majority of organizations to develop a strategic plan on how they are going to broadcast their marketing and advertising campaigns. Recently there has been a shift in the way marketers and advertisers interact with their consumers and now see it as a conversation between Advertising/ Marketing teams and consumers. The more traditional advertising practices such as newspapers, billboards, and magazines are still used but fail to have the same effect now as they did in previous years.

Media channels

Media channels, also known as, marketing communications channels, are used to create a connection with the target consumer and influence the behavior. Along with traditional media channels, comes new and upcoming media channels. Social media has begun to play a very large role in the way media and marketing intermingle to reach a consumer base. Social media has the power to reach a wider audience

Positioning

Positioning is an important marketing concept that businesses implement to market their products or services. The positioning concept focuses on creating an image that will best attract the intended audience. Businesses that implement the positioning concept focus on promotion, price, placement and product. When the positioning concept is effective and productive it elevates the marketing efforts made by a business, and assists the buyer in purchasing the product.

Communication process

The Communication of processes diagram refers to the order of operation an advertising campaign pieces together the flow of communication between a given organisation and the consumer.

Touch points

Touch points in an advertising campaign is a brand looks Multisensory touch points. These touch points help the brand to develop a point of contact between themselves and the consumer. The most successful touch points are those that create value in the consumer and brands relationship.^[26] Common examples of touch points include social media links, QR codes, person handing out flyers about a particular brand, billboards, web sites and various other methods that connect the brand and consumer

Why you are advertising and what are you advertising ?

Why refers to the objective of advertising campaign. The objective of an advertising campaign is to

- Inform people about your product
- Convince them to buy the product
- Make your product available to the customers

The **process of making an advertising campaign is as follows:**

1. **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.
2. **Know the target audience:** one need to know who are going to buy the product and who should be targeted.
3. **Setting the budget:** the next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.
4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.
5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.
6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.
7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted

Objectives and Importance of Advertising

Objectives of Advertising

Four main Objectives of advertising are:

- i. Trial
- ii. Continuity
- iii. Brand switch

iv. Switching back

Let's take a look on these various types of objectives.

1. **Trial:** the companies which are in their introduction stage generally work for this objective. The trial objective is the one which involves convincing the customers to buy the new product introduced in the market. Here, the advertisers use flashy and attractive ads to make customers take a look on the products and purchase for trials.
2. **Continuity:** this objective is concerned about keeping the existing customers to stick on to the product. The advertisers here generally keep on bringing something new in the product and the advertisement so that the existing customers keep buying their products.
3. **Brand switch:** this objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.
4. **Switching back:** this objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.

Basically, advertising is a very artistic way of communicating with the customers. The main characteristics one should have to get on their objectives are great communication skills and very good convincing power.

Importance of Advertising

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer.

1. Advertising is important for the customers

If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

2. Advertising is important for the seller and companies producing the products

Yes, advertising plays very important role for the producers and the sellers of the products, because

3. Advertising helps increasing sales
4. Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.

5. If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.
6. Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.
7. The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

3. Advertising is important for the society

Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, female infanticide, smoking, family-planning ,education, etc. thus, advertising plays a very important role in society.

5 Stages of Advertising Campaigns

The five main stages involved in a well-managed advertising campaign are:

- 1. Set the Advertising Objectives**
- 2. Set the Advertising Budget**
- 3. Determine the Key Advertising Message**
- 4. Decide which Advertising Media to Use**
- 5. Evaluate the Results of the Advertising Campaign.**

1.Set the Advertising Objectives:

An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time.

Advertising objectives fall into three main categories:

- (a) To inform, e.g. tell customers about a new product.
- (b) To persuade, e.g. encourage customers to switch to a new brand.
- (c) To remind, e.g. remind buyers where to find the product.

2. Set the Advertising Budget:

Marketers should remember that the role of advertising is to create demand for a product. The amount spent on advertising should be relevant to the potential sales impact of the campaign. This in turn will reflect the characteristics of the product being advertised.

For example, new products tend to need a larger advertising budget to build awareness and to encourage consumers to make a trial of the product

3. Determine the Key Advertising Message:

Spending a lot on advertising does not guarantee success. Research suggests that the clarity of the advertising message is often more important than the amount spent. The advertising message must be carefully targeted to make an impact on the target customer audience.

A successful advertising message should have the following characteristics:

(a) Meaningful:

Customers should find the message relevant, e.g. the ad by Vodafone made it clear that their network extends everywhere customers want it to reach.

(b) Distinctive:

The ad must capture the customer's attention, like the Hoodibaba ad by Baja Auto. The photography and sound effects generated much interest.

(c) Believable:

This is a difficult task, since researchers suggest that most consumers doubt the truth of advertising in general.

Decide which Advertising Media to Use:

There are a variety of advertising media from which to choose. A campaign may use one or more of the media alternatives.

4. The key factors in choosing the right media include:

(a) Reach:

What proportion of the target customers will be exposed to the advertising?

(b) Frequency:

How many times will the target customers be exposed to the advertising message?

(c) Media impact:

Key decision is the timing of the campaign. Some products are suited to seasonal campaigns on television (e.g. Diwali or Christmas hampers) whereas for other products, a regular advertising campaign throughout the year in media such as newspapers and niche magazines (e.g. a resort holiday in a hill station) may be more appropriate.

5. Evaluate the Results of the Advertising Campaign:

The evaluation of an advertising campaign should focus on two key areas:

Communication effect:

Is the intended message being communicated effectively and to the intended audience? For example, it is important for the company to make a note of the effects of its communication efforts. Airtel saw a huge increase in sales after the release of its ad featuring A.R. Rehman.

Sales effect:

Has the campaign generated the intended sales growth? This is much more difficult to measure than the communication effect.