

INDUSTRIAL COMMUNICATION 7 SEM

PERSONALITY



ABHINAV SRIVASTAVA
Asst Professor
SET

CONTENTS

01

INTRODUCTION

02

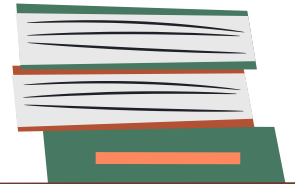
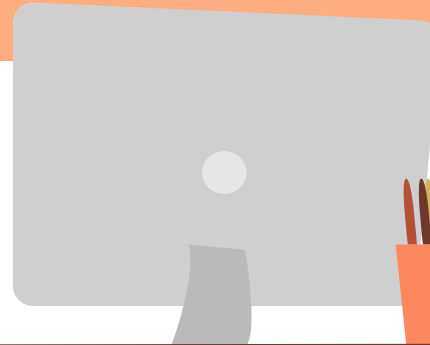
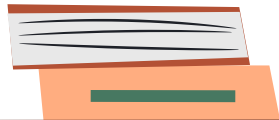
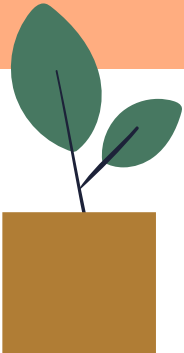
**TYPES
OF
PERSONALITY**

03

**THEORIES
OF
PERSONALITY**

04

**IMPORTANCE
OF
PERSONALITY**



PERSONALITY

- PERSONALITY derive from Latin word “Per sonare”-----means “Speak Through”
- Personality of every one is different and unique.
- It is not related to external appearance.
 - *“Personality is sum total of ways in which an individual reacts and interacts with others and environment”.*



PERSONALITY AND IT'S TYPES





DETERMINANTS OF PERSONALITY



- **HEREDITY**
- **ENVIRONMENT**
- **SITUATION**



PERSONALITY AND IT'S TYPES

INTROVERT	EXTROVERT
Prefer spending time in solitude.	Have large social network.
Avoid being the center of attraction.	Enjoy being the center of attention.
Think before they Speak.	Tend to think out loud.
Prefer working in quiet and independent environment.	Loves being an large group.
Can be seen s reserved.	Outgoing, Enthusiastic and Positive.
Take time to take decision.	Make quick decisions.
Need time alone to recharge and reflect	Gain energy from being around other people.

PERSONALITY AND IT'S TYPES

TYPE"A"	TYPE"B"
Competitive	Easy Going
Ambitious	Laid Back
Self Critical	Relaxed Attitude
Organized	Less organized
Focused on Goals	Like to procrastinate
Impatient	Patient
AS a result they are likely to more stressed	As a result they are less stressed

THANKS!

