

Malaysian TV's latest reality programme, *Nescafé Kick-Start*, will see the dream jobs of a few young people become a reality but before they take the steps to get closer to their dream, the participants will have to undergo an Emotional IQ test created by Dr Leonard Yong. RENE KIEW speaks to him about his LEONARD Personality Inventory test.

A PERSON'S intelligence quotient (IQ) may tell you how smart he is, but it is his emotional intelligence quotient (EQ) that will tell you what kind of person he is. That's why Dr Leonard Yong, a member of the American Psychological Association and managing director of Leonard Personality Incorporated Sdn Bhd, has a saying: "IQ gets you to the job, EQ gets you to the top."

However, unlike IQ, EQ cannot be measured in numbers. According to Dr Yong, there are two main components to emotional intelligence: firstly, intra-personal skill, which is to know yourself, and secondly, interpersonal skill, which is to know others and manage relationships with them.

"A person with a high EQ will be able to do both of these well – he will know his own strengths and weaknesses, and will also relate to people better," explains Dr Yong.

Instead of attempting to measure a person's EQ, Dr Yong developed a test that supplies a personality profile to help an individual discover his own strengths and weaknesses. Based on about 10 years of research, the test is called the LEONARD Personality Inventory and is now used worldwide. LEONARD is the acronym for "Let's Explore Openness, Neutral, Analytical, Relational, Decisiveness."

Each person has different levels of the five

Emotional signs

elements – openness, neutral, analytical, relational and decisiveness – in their personality make-up. This is what makes you who you are and it is also what causes you to react in a certain way when you are placed in various situations or have to deal with various people.

For example, if you have high levels of the decisive element, you want results, are quick to act, and feel impatient at times. On the other hand, if you have high levels of the analytical element, you are cautious and guarded about making decisions. Most Malaysians have high levels of the neutral element because our culture teaches us to be accommodating and tolerant.

The LEONARD Personality Profile explains that our behaviour is driven by inner needs. For example, people with a high level of the decisive element are driven by the inner need for achievement, while those with a high level of the neutral element are driven by an inner need for stability. On the other hand, if you have a high level of the relational element you would be driven by an inner need for recognition from others.

Dr Yong is quick to add that there is no ideal profile because there is no ideal personality.

A better understanding of yourself could also lead you to choose the career that is best suited for you. Youth often find it difficult to choose a career because there are so many options open to them. Even if you were to take up a career based on your own interest, you may find it does not suit your personality.

"Some young people move from job to job and spend years searching for the line of work that best suits them, in order to achieve success in their chosen field," Dr Yong says.



Dr Leonard Yong developed the LEONARD Personality Inventory as a means of testing a person's emotional IQ.

That's why *Nescafé Kick-Start*, the new reality television programme that aims to give youth a chance to achieve their dream jobs, will require all 200 short-listed participants to sit the LEONARD Personality Inventory. Results will be handed over to the judges and will factor in the panel's final decision when they choose the 16 semi-finalists.

The organisers of the programme, Nestlé Products Sdn Bhd, wish to make sure that each participant's dream job is the right job for him or her.

"We do not want people to aim for certain jobs just because that job is glamorous, has the potential to make lots of money, or because the person wants to defy his parents," says Armstrong Sdn Bhd client services director Christina Wong, who was speaking on behalf of Nestlé.

Dr Yong asserts that the Personality

Inventory has a 95% reliability rate even though people may not answer the test questions about their reactions, behaviour and preferences from an objective point of view. However, for greater accuracy, a participant could get parents or friends to rate him, as well, and compare the results.

This is what will happen when the field is narrowed down to four finalists on *Nescafé Kick-Start*. Each participant's parents will fill in the LEONARD Personality Inventory on their behalf as well. Not only will this ensure greater accuracy in determining whether the participant's dream job is suitable for him, it will also foster greater understanding between the parents and their child. The result is a stronger support base for the youth to pursue his dreams.

At this stage, each of the four finalists would have already received RM30,000 and additional sponsored prizes, enabling them to take the next step towards realising their dream jobs. Local television station 8TV will record their journeys as they go about achieving their dreams – their successes, challenges, disappointments and frustrations. The public will have to vote for the winning participant via SMS. Public votes make up 50% of the total score, where the other 50% will come from the panel of judges.

As any entrepreneur can attest, it's not easy to start a new business. However, even if your personality is not completely suited to your dream job, it's not too late. Knowing your strengths and weaknesses gives you the chance to take decisive steps to change for the better. Moreover, this is one area in which youth have an advantage because it is easier for them to modify their attitudes and behaviour compared to adults. On average, it takes a year to modify one's own behaviour, but the older the person is, the longer it takes. Once an individual realises this, it's easier for him or her to become a more flexible and adjust to certain situations even though he or she may not be totally comfortable.

■ *Intrigued by the Emotional IQ test? The LEONARD Personality Inventory test can be taken online at www.leonard.com.my for RM135. Results come with a detailed personality profile and suggestions of areas for change. For more information, contact Agazia Sdn Bhd at ☎ 03-2158 4426 or send a fax to 03-2168 4201. For more information about Nescafé Kick-Start, visit the show's official website at www.kickstart.com.my.*