HBF for Startups

A unique Personality Mapping Tool.
We do more with less:
- Deeper insight
- Team cohesion ratings
- Fully comprehensive
- Grows with time

Especially designed for the Startup space. We have assessed hundreds of startup teams, crunched data, done comprehensive reviews of academic literature and case studies to give you personalised data

Team Report for:
Startup XYZ

Our data says that to get the best out of your team you should consider...

1

Blindspot Risk
...managing your:
INTUITION

Your team has similar levels of intuition meaning you will use you gut in similar contexts and situations going with gut feeling in similar ways. Intuition often balances with logic and cognition and can cause friction here also.

2

Friction Risk
...managing differences in:
ORIENTATION

Those with a high desire for orientation like to know what is happening and where they are going. Those low will be ambiguity tolerant and may fail to appreciate the needs and desire of knowing for those rated higher.

3

Team Values
...balance your desire for:
NEW EXPERIENCES

Your team values having new and exciting experiences. This will make you energetic with new stimuli and open to new experiences. However, this could also lead to you becoming bored quickly or lack of focus on tasks that need repetition.

How to Use This Report

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1   Build Awareness

By drawing awareness to personality traits we can appreciate each other more
By measuring personality we can put people in more suitable roles
By measuring personality we can create a safe place to discuss issues

2   Create a common language

We can create a common language to describe issues that may have been miscommunicated
We can call out behaviours and personality and have a common understanding of these
We can create language around certain performance enhancers and blockers

3   Mitigate

We can mitigate certain issues by creating structures to avoid personality issues
We can make sure we hire the right people to match our values and fill in lack of skills
We can create processes by which we mitigate our personality risks

4   Manage

We can manage individuals better when we understand their personality better
We can manage ourselves better
We can make sure the right people do the right things that match their personalities

5   Develop

We can develop and become better at working together by understanding personality dynamics
We can proactively look to develop some personality traits and focus attention on them
We can help each other to develop and use our personality traits to better effect

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HBF reports on individuals and teams in more detail than other passements on the market. Because of our unique behavioural framework we can match data in multiple ways and give accurate predictions and data points. Also unique is that we consolidate all previous data so the more you take the assessment, the better and more accurate the reporting becomes and we can also measure stability of traits over time.
We report in three levels of detail from **Bronze** giving a simple overview, to **Gold** giving full insight into personality and team dynamics.

Bronze Reports	Silver Reports	Gold Reports
Team Personality Rating	Individual Personality Mapping	Emotional Drives
Team Cohesion rating	Detailed Cohesion mapping	Stress & Resilience
Team Values	14 Values mapped	Detailed Role Mapping
Team Health	Individual health ratings	Team Pairings
4 Roles	8 Roles	

Team Dynamics - Overview

Report Level: Bronze   **Startup XYZ**

This gives an overview of key team metrics. This gives you an overall Startup Brain Rating in the middle. The ratings are covered in more detail on the following pages

Here we rate key startup personality traits that our data and research shows is predictive for startup success.

STARTUP PERSONALITY RATING

Excellent
Very good
Good

92%

Are you sure you're in the right place?

Here we measure how much personalities match in the team. Though high variation can be good, it can also cause friction. This must be managed well and respect and awareness created.
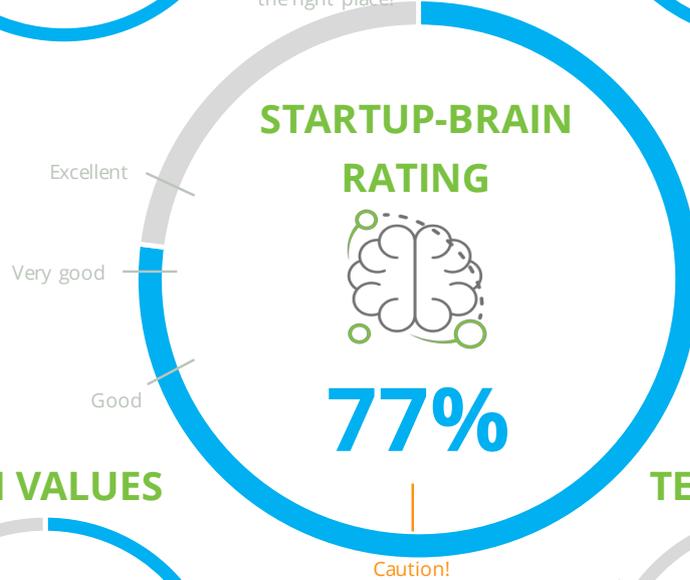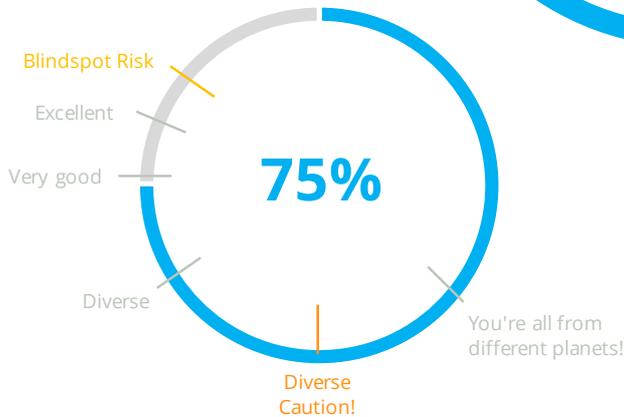
TEAM COHESION RATING

Blindspot Risk
Excellent
Very good

74%

Diverse

You're all from different planets!

Diverse Caution!

STARTUP-BRAIN RATING

Excellent
Very good
Good

77%

Caution!

TEAM VALUES

Blindspot Risk
Excellent
Very good

75%

Diverse

You're all from different planets!

Diverse Caution!

TEAM HEALTH

Excellent
Very good
Good

67%

Are you still alive?

Critical!

Values are the traits and manifestation of traits that we value in individuals and consider worthy to aspire to. If these are missing they may cause particularly high friction and disruption.

Health is underrated for startup team performance. It essentially measures brain health and ability for sustainable high performance. Yes, there will be intensive periods but health remains critical.

Team Dynamics 1

Report Level: Bronze   Startup XYZ

Here we look at Startup Personality where we match traits we have identified as important for startups. We then look at cohesion ratings which predict where friction and blindspots may occur because of personality dynamics

STARTUP PERSONALITY RATING

Excellent
Very good
Good

92%

Highest

1	AWARENESS	80%

Your team rates very high on awareness - you will be aware of situations, contexts and social input. Be careful not to be oversensitive - we all also tend to overate our awareness - check this.

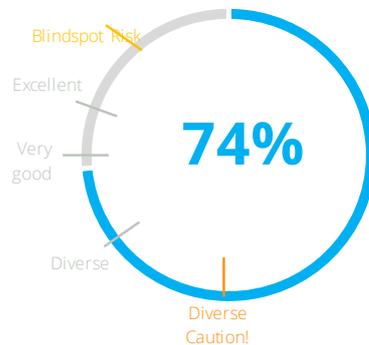| 2	SENSATION SEEKING	88%
3	DUTIFULNESS	86%

Lowest

23	ORDERLINESS	48%
24	FOCUS & ATTENTION	47%
25	INHIBITION	45%

Your team rates low on Inhibition meaning you will be uninhibited, give things "a go", not worry about making mistakes, and be willing to give new ideas "a shot". Some inhibition is, however, wise.

Please check **team cohesion** rating to see how these are distributed.

TEAM COHESION RATING

Blindspot Risk
Excellent
Very good
Diverse

74%

Diverse
Caution!

Blindspot Risks	Av.	Range
1 INTUITION	75%	13%

Your team has similar levels of intuition meaning you will use you gut in similar contexts and situations going with gut feeling in similar ways. Intuition often balances with logic and cognition and can cause friction here also.

2 KNOWLEDGE & LEARNIN	75%	13%

Your team has similar levels of value and desire for knowledge and learning. If high, you will be constantly learning and searching for new knowledge but may become distracted by new learnings. If low, you may fail to see the value of new knowledge.

3 CONTROL	68%	15%

Your team has a unified sense of control meaning you will all need to feel in control before moving forward - this may impact spontaneity and going with the flow - which sometimes is a good option also!

Friction risks		
1 ORIENTATION	73%	47%

Those with a high desire for orientation like to know what is happening and where they are going. Those low will be ambiguity tolerant and may fail to appreciate the needs and desire of knowing for those rated higher.

2 HUMOUR & PLAY	61%	45%

Those high on humour and play will look to have fun and enjoy joking and a playful atmosphere. Those low on this trait will see those high as less serious and potentially as wasting time and effort.

3 CONFLICT	54%	45%

Those high on conflict may enter into conflict and override those low on conflict without noticing - they will also potentially take up meeting time constantly debating topics.
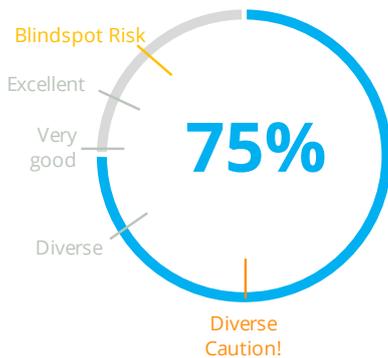
Team Dynamics 2

Report Level: Bronze   Startup XYZ

Here we look at Startup team values which show where you on average and will invest energy. Team health is then covered - an underestimated area in startups.

TEAM VALUES

75%

Blindspot Risk
Excellent
Very good
Diverse
Diverse Caution!

Highest Values

1   NEW EXPERIENCES   78%

Your team values having new and exciting experiences. This will make you energetic with new stimuli and open to new experiences. However, this could also lead to you becoming bored quickly or lack of focus on tasks that need repetition.

2   KEEPING PROMISES   77%

3   THINKING   76%

Lowest values

15   POWER   58%

16   ORDERLINESS   57%

17   SELF CONTROL   55%

Your teams values cognitive control less and have a lower ability to exert cognitive control meaning your focus and attention may drift or you jump between different projects. This can lead to creativity but impact productivity negatively.

TEAM HEALTH

67%

Excellent
Very good
Good
Critical!

Sleep   Sleep is when brain cells build connections and the body can recover. It also enables detoxification of the brain and therefore higher performance the following day.

58%

Exercise   Exercise has multiple benefits for the body. Its impact on the brain are also dramatic, stimulating brain growth detoxifying the brain and increasing positive hormones that are beneficial for the

70%

Nutrition   Nutrition is how the body and brain derives energy and the raw building block to regenerate the body. There are also many side effects such as hormonal balances, cleansing of toxins not to mention a healthy microbiome that has multiple cognitive and physical impacts.

74%

Quick Tips

✓ Regular sleep patterns are critical: 7-8 hrs is necessary for just about everyone (people mostly underrate their need for sleep)

✓ Avoid blue light, for example from TV or computer screens, before sleeping (activates brain chemicals for wakening)

✓ A brisk 3-minute walk every hour is the simplest way to get exercise, lower stress, and stimulate productivity and creativity

✓ Light activity is really important (and vastly underestimated) - doing some house work, odd jobs - ensure you move often

✓ Much has been said and written about diet but the simplest tips are: low sugar and high fibre

✓ Plan time for social contact in your week - have someone to confide in and where you can be yourself - real contact is importa

✓ Spend some time each day doing nothing - day dreaming. Your brain will thank you for it!
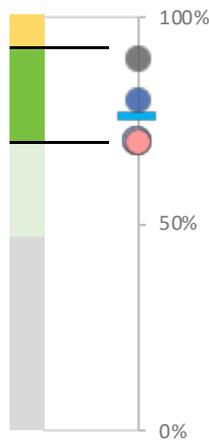
Team Roles

Report Level: Bronze   ## Startup XYZ

Here we map groups of skills which plots each team members to certain level of a team type. These four team types are often used in many classic assessments. We have the ability with HBF to analyse many more team types.
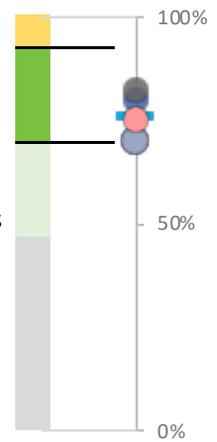
Thinker

Team Average

76%

Roles that are suited to Thinkers
- Technical innovation
- Analytical
- Strategic
- Complexity
- Specialists
- Academic

+ Too many thinkers and you remain in analytics and details
- Too few thinkers and you fail to hit deep quality

Pragmatist

Team Average

76%

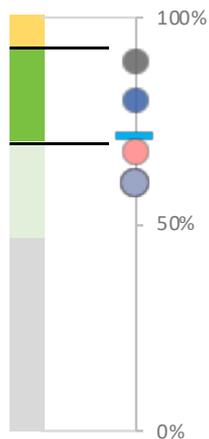Roles that are suited to Pragmatists
- Production
- Sales
- Administrative
- Customer innovation
- Problem solving

+ Too many pragmatists and you have only quick and dirty solutions
- Too few pragmatists and may fail to make progress

Humanist

Team Average

71%

Roles that are suited to Humanists
- HR
- Mediating
- People roles
- PR
- Partnerships
- Relationship roles

+ Too many humanists and you will be a warm & nice place but not make tough
- Too few humanist and trust and relationships will drop

Directive

Team Average

65%
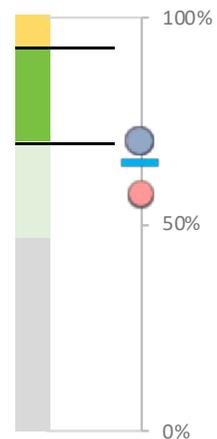
Roles that are suited to Directors
- Leadership
- Decision making
- High responsibility
- Tough negotiations

+ Too many directors and everyone will fight their opinions
- Too few directors and you may lack direction and decisiveness

Team

- John H
- Bob H
- John H
- Reagan Nickelson
- Kate Patulski

Specific Startup roles with Silver and Gold reports
- Creative
- Innovator
- Systems thinker
- Specialist
- Generalist

FAQ

What are good personality traits?

Personality traits are neither good nor bad, they just are. Each trait has an upside and a potential downside. Awareness will help you to appreciate others and mitigate any personality risks you or your team may have.

What about my values?

Values are what you value and are related to your personality traits. These are strong drivers for behaviour and also team cohesion and how you derive energy.

Is it bad to have low-rated values?

No, of course not. We all have higher and lower-rated values. Your lower-rated values will show where you will invest least energy. It will conflict with those that have these values rated higher.

What is blindpsot risk?

If the team have the same personality traits at the same level, you will tend to get on well in this area. However, you will also likely miss different thinking patterns or be constantly drawn off track. For example, if you all score low on orderliness you may fail to set up orderly processes that will help your business grow. If you all score high on learning you will be constantly fascinated by new information in place of getting current stuff done.

What is Team Friction?

If you have different personality traits it can lead to misunderstandings, misinterpretations and friction in the team. We want diversity because this means we can cover a variety of skills and competencies but this may come at the cost of some friction. This can be avoided by being aware and appreciating the different traits.

Why do you include health?

This is almost always left out. The human body and brain can only function if it is healthy - sounds obvious but we often fail to focus on this. Look after yourself!

What does the team average represent?

The average is simply the average of team members. This average hopefully falls into a good range for startups. However, if there are wide variations this may not fully be reflective of your team.

Team Cohesion

Team cohesion measures the spread: the difference between highest and lowest values in the team. Similar values mean you are likely to get on. Large differences may be good but can cause friction.

Startup traits

We have identified a number of traits that are particular important for startups. These may be compensated for by strengths in other areas. We offer reports matching these traits to your startup and growth stage.

Is dominance and conflict a good or bad thing?

The dominance and conflict traits can be positive and negative for obvious reasons. Ideally a team would need a few individuals with higher dominance traits who take on a leadership role and perform well in external negotiations, for example. *Conflict* predicts the ability to approach difficult issues - too high and we become overly conflictual, too low and we avoid problems. These both need to be managed and mitigated well in startups.

Horses for courses

We all have personality differences but ideally our role will match to our personalities. This mitigates any differences. If I work in administration, my orderliness should be higher. If I am in sales, extraversion would be a good trait to have. If we value our traits and use them well, we can use everyone to their best and make the startup a success.

Diversity

Diversity of personality, according to the research, increases performance and group IQ. So we do want personality diversity but this may need to be managed. Awareness is the first critical step. Using this tool and further detailed analysis will help you get to grips with personality and best use your strengths.

Manage and mitigate your risks

Create awareness and manage and mitigate your risks. You can identify areas in the report. Some may cause friction and you may be aware of them, others may not have been noticed. Highlight which are the top three for you as a team and devise a plan to manage and mitigate them.

How?

First, build awareness.

Second, assess yourselves.

Third, incorporate the language in your discussions.

Fourth, hire for diversity.

Fifth, keep assessing yourselves.

What about the science?

See next side!

Where have you collected data

In multiple projects and locations globally - accelerators, investment platforms, visitors to our website. We can also compare to datasets from corporate business, education, and different sectors.

Detailed Mapping

Appendix (for Cofounding)   **Startup XYZ**

			Team Average	**Team Cohesion**
1. VITAL PERSONALITY average	####	SU	Average of team	Cohesion level and friction risk
Sensitivity			🟩	🟧
Learning			🟩	🟩
Speed		★	🟩	🟩
Boredom		★	🟨	🟩

2. PRIMAL PERSONALITY

Achievement	★	🟩	🟩
Curiosity	★	🟩	🟨
Safety		🟨	🟩
Inhibition		🟨	🟧
Dominance		🟨 High levels, high risk	🟩 High levels, high risk
Conflict		🟨 High levels, high risk	🟧 High levels, high risk

3.1 EMOTIONAL DRIVERS

Self-Esteem		🟩	🟩
Control		🟧	🟩
Orientation		🟩	🟧
Attachment	★	🟧	🟧
Pleasure		🟧	🟩

3.2 EMOTIONAL ABILITY

Intuition	★	🟩	🟨

4.1 HIGHER PERSONALITY

Self		🟩	🟩
Focus/Attention	★	🟧	🟩
Learning	★	🟩	🟨
Greater good		🟩	🟩
Humour & play	★	🟧	🟧

4.2 COGNITIVE ABILITY

Logic	★	🟩	🟩

5. INTEGRATED PERSONALITY

Extraversion		🟧	🟧
Sensation seeking		🟩	🟩
Orderliness		🟧	🟩
Dutifulness	★	🟩	🟩

6. AWARENESS

Adaptability	★	🟩	🟩
Awareness	★	🟩	🟩

★ Startup Traits

Silver and Gold Reports match these to Startup stages

🟩 Ideal
🟨 Too much of a good thing?
🟧 Low

🟩 Ideal range — Not too high, not
🟨 Blindspot risk — All very similar
🟧 Friction risk