



## Personality and Risk

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WINSBOROUGH LIMITED

select develop lead engage







Double down



sex wa

money



**Hurrah boys, we  
got 'em . . .**

**war**



# Taliaferro: Balancing Risk

- leaders engage in a biased calculation in which the need to avert perceived loss weighs much more heavily than the chance for gain.
- This effect is multiplied when leaders are faced with material change in their relative wealth, status or prestige.
- Enables us to predict that some leaders are more likely to engage in risky warfare and persist when failure is imminent . .

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## Openness to experience

- High scorers are creative, adventurous, curious and like new experiences.
- Low scorers are closed, unimaginative and pragmatic.



## Conscientiousness

- High scorers are precise, diligent planners who prefer order and discipline
- Low scorers are impulsive, rule breakers who can be slap dash



## Extraversion

- High scorers are ambitious, gregarious, optimistic and achievement oriented
- Low scorers are shy, comfortable following and dislike risk



## Agreeableness

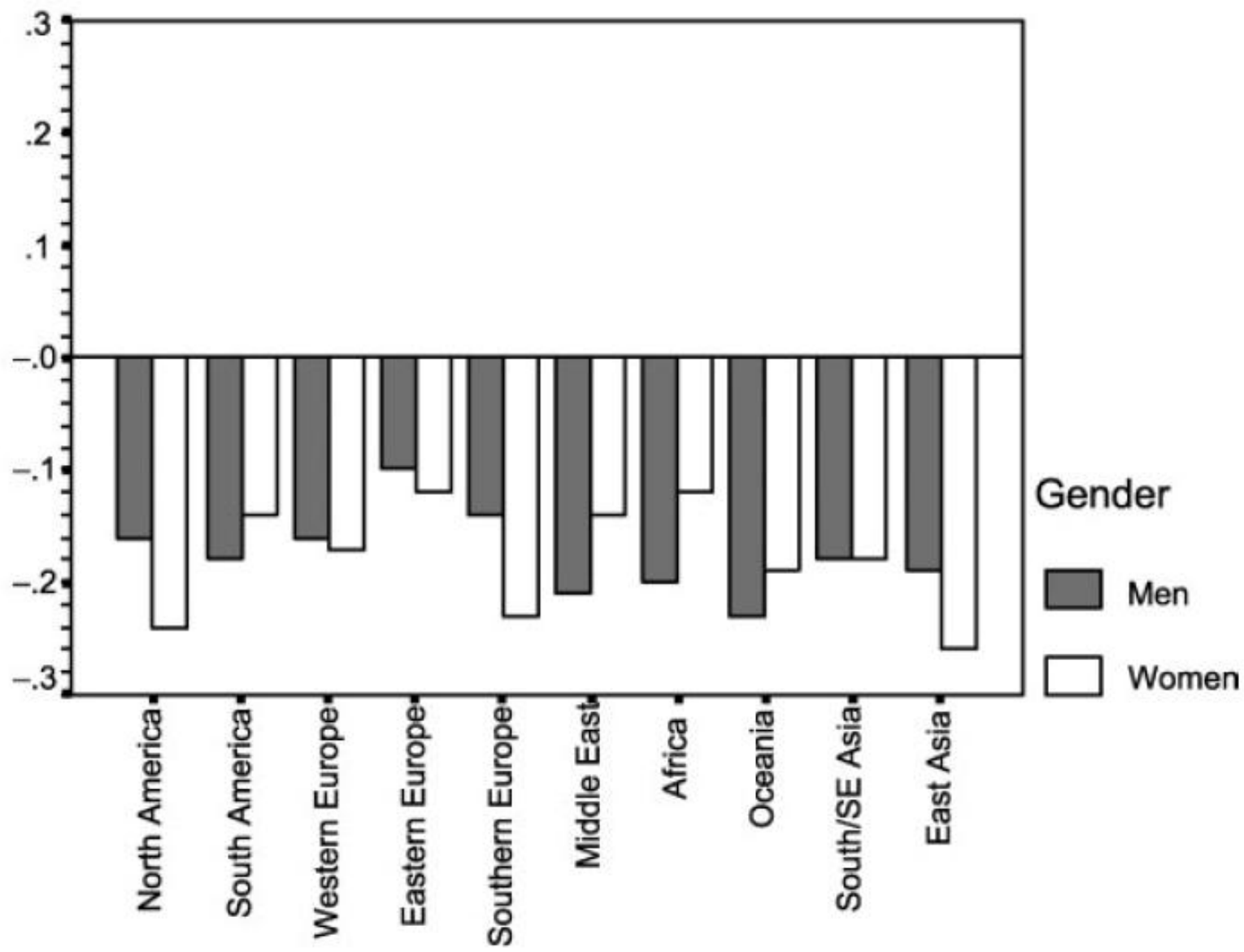
- High scorers are empathic, care about others and tactful
- Low scorers are blunt, direct and insensitive to other's needs

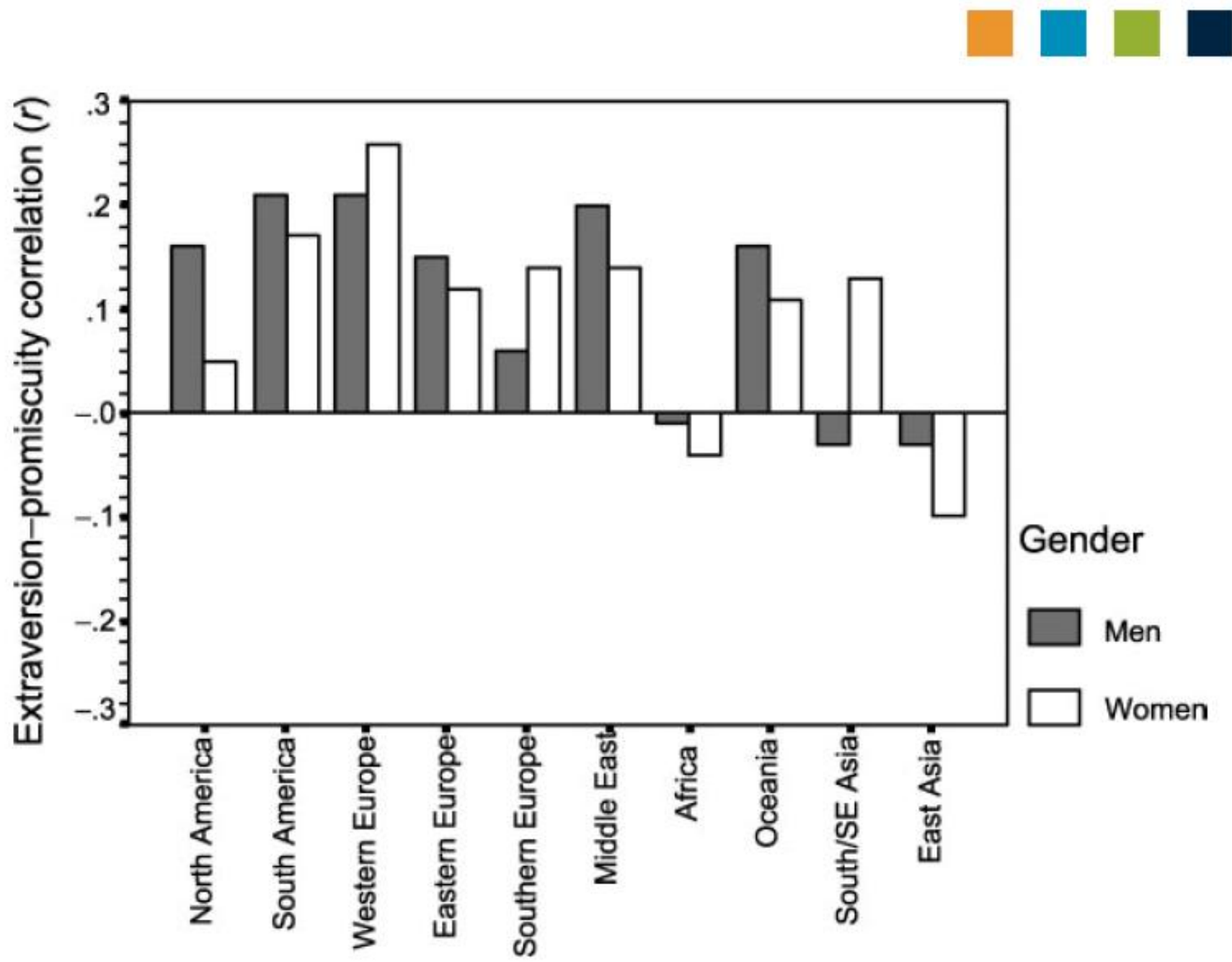


## Neuroticism

- High scorers are tense, unhappy and stress prone
- Low scorers are laid-back, self-confident and calm

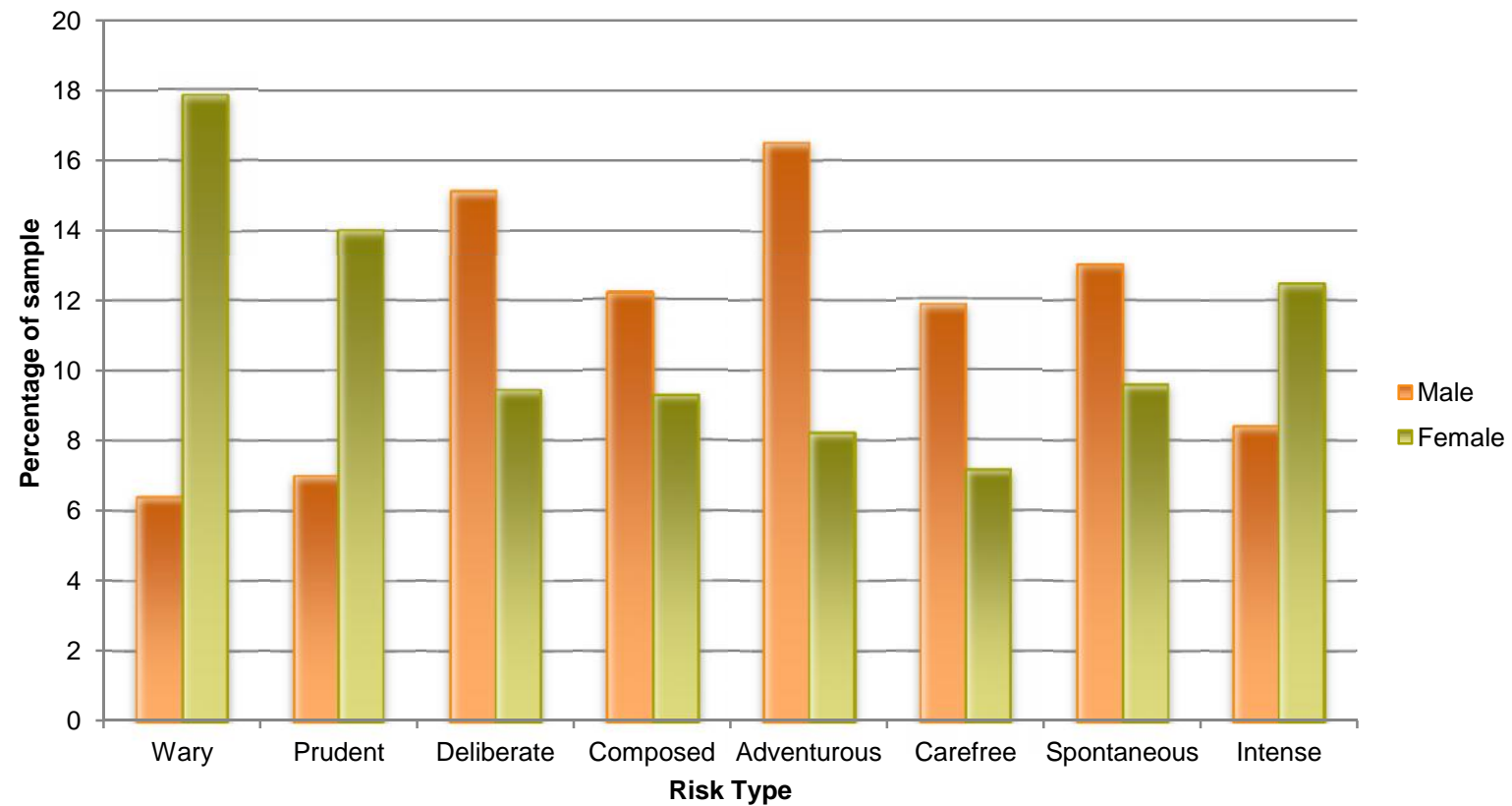
Conscientiousness–infidelity correlation ( $r$ )





# Gender Differences

Risk Types of males and females  
Males n=843, Females n=656





money



# THE GREAT AMERICAN BUBBLE MACHINE

From tech stocks to high gas prices, Goldman Sachs has engineered every major market manipulation since the Great Depression – and they're about to do it again





## I am looking for a job that involves:

Select up to 3 and then click "next"

☒ Marketing and selling new ideas

☒ Managing specific projects

☒ A high risk / high reward environment

☒ Working in a team environment

☒ Creating new business tools and technologies

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## Given the choice to concentrate on one project or to juggle many, I prefer to:

☒ Focus on one project at a time

☐ Juggle a variety of projects at once

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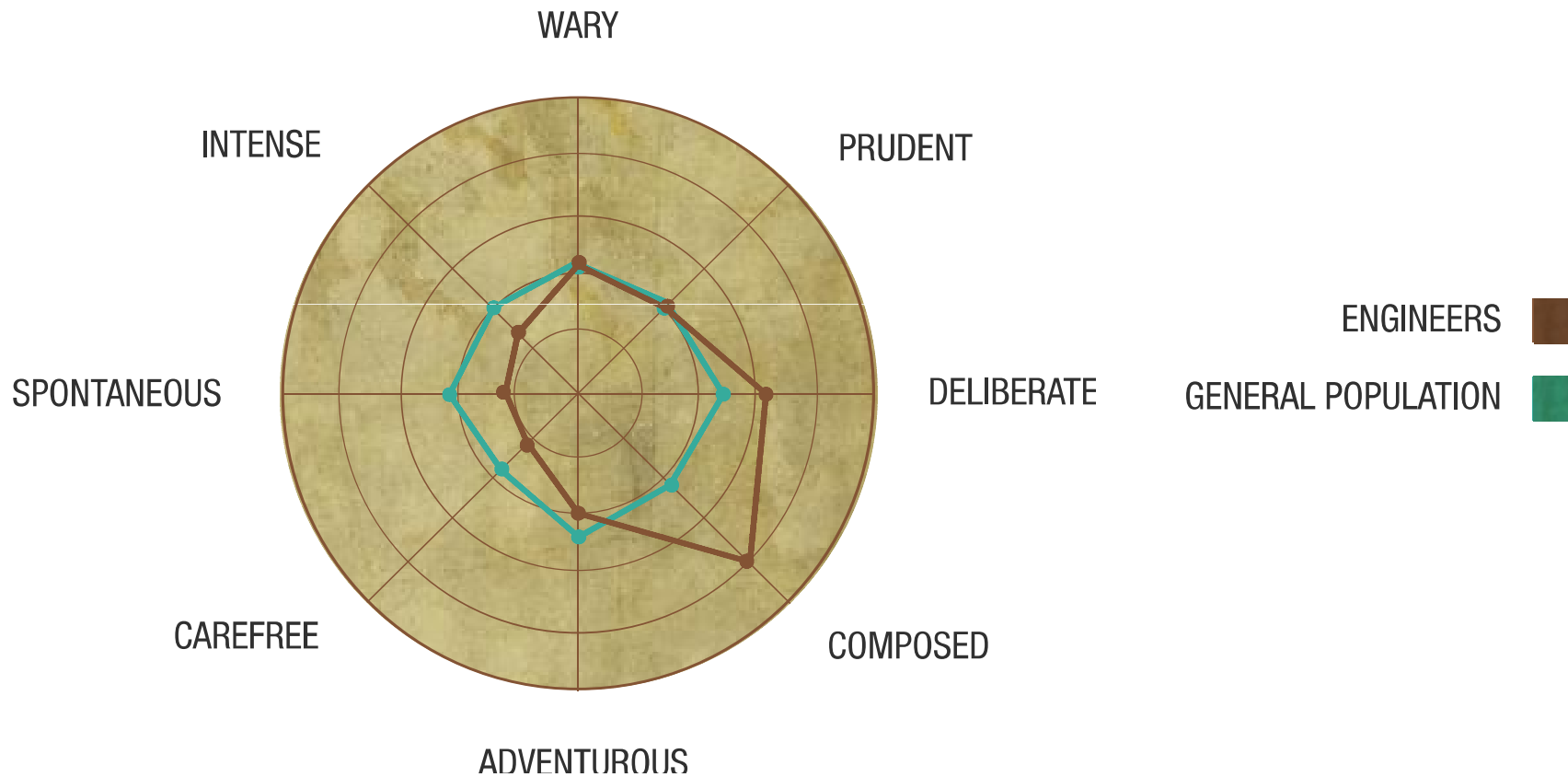
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**ASA**

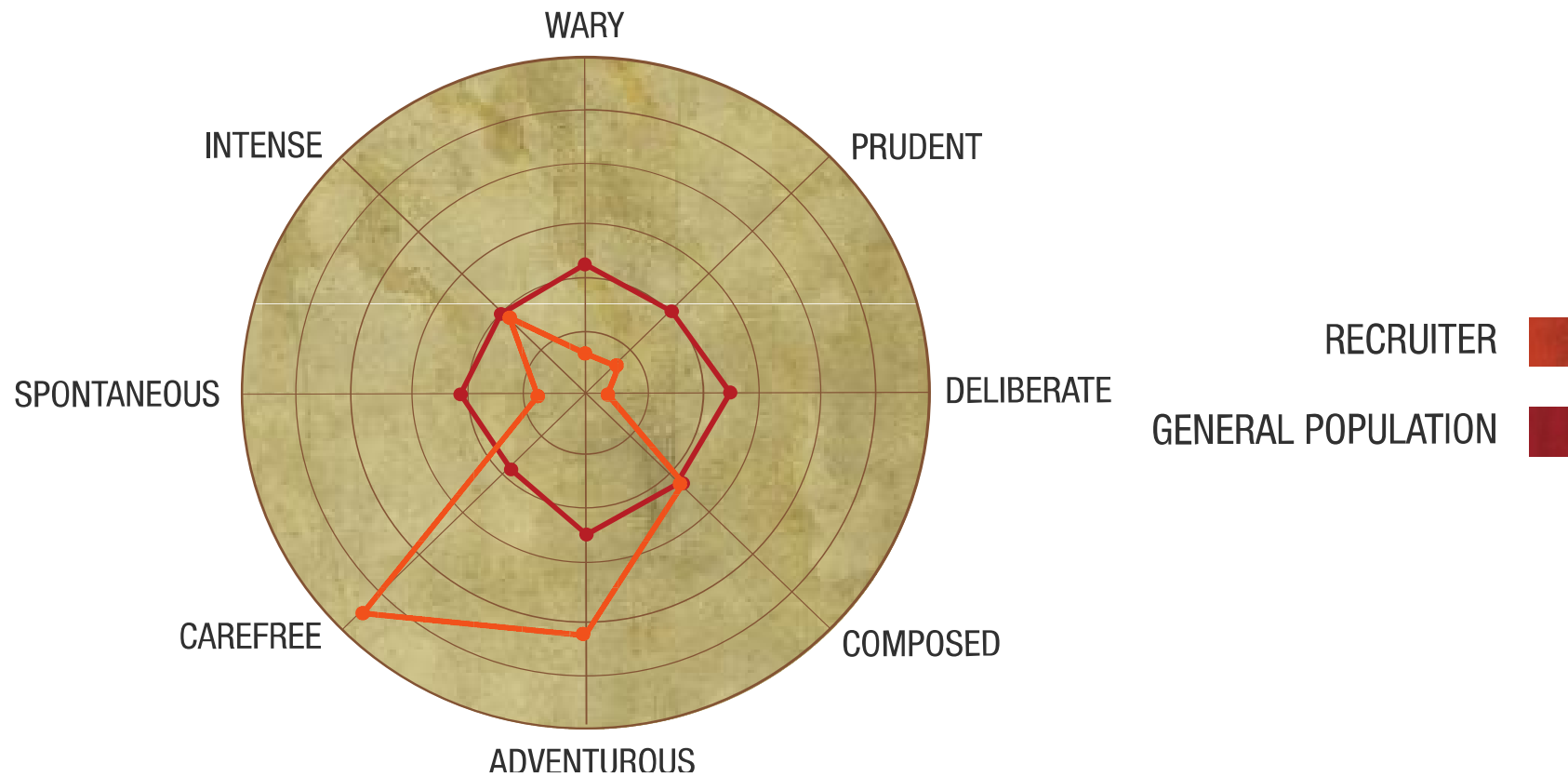
# Engineers & Risk

Engineers n=92, General Population n=2,000



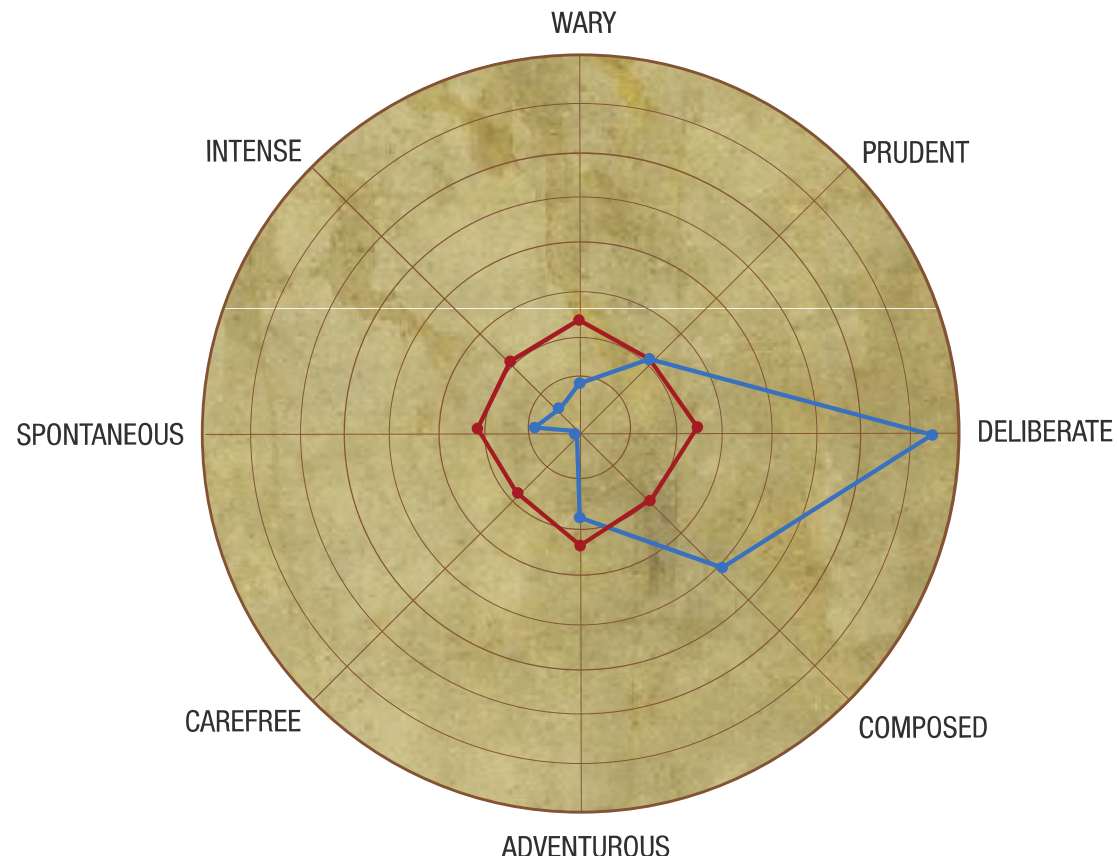
# Recruiters & Risk

Recruiters n=141, General Population n=2,000



# Auditor & Risk

Auditors n=198, General Population n=2,000



AUDITORS  
GENERAL POPULATION

# RISK



assessing people



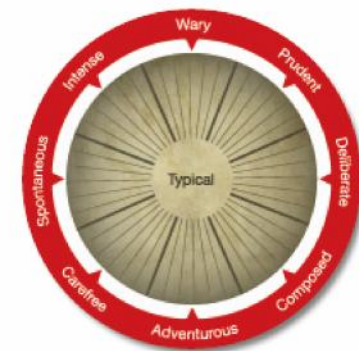
# FOG



# PERSONALITY



RISK TYPE



assessing the situation



# the Risk-Type Compass™

