

What about Personality?

By René Scholz, May 5th, 2004

The Economic Factor

The single most important economic factor is our internal management, i.e. our personality.

Decisions

Everything we do finally serves the satisfaction of our needs. Our personality decides, how it should happen. Every human being - which is even more obvious when we act as customers, members of the workforce, managers or entrepreneurs - has personality, as every human being has needs he or she has to take care of. Therefore, the knowledge of the structure of human needs is paramount to any decisions we take.

The Structure of Human Needs

Our biological needs are easily and affordably met in an economically developed society. On the other hand, the satisfaction of our cultural needs increasingly creates interesting economic opportunities. Cultural needs - in our working definition - are our longing for human community (Which we term "love".), our longing for opportunities ("power") and our longing for explanations concerning our life ("value"). With due respect and consideration for the work of Abraham H. Maslow¹⁾ and of Rolf Schirm²⁾, René Scholz³⁾ employs a scientific definition of love, power, value in order to systematically, with lasting effects and in an easy to understand manner establish facts concerning personality as an economic factor. The lengthy history of the term "Person"/"Personality"⁴⁾ leads to the knowledge and the skills to make the state of affairs turn to one's own favour by means of one's own personality. This is a major feature of the successful.

Personality

Personality comprises the knowledge and the skills to sense, obtain, create, distribute and join love, power and value. First and foremost personality requires taking care of the needs of others, i.e. customers, members of the workforce, the management before turning to one's own needs. The significance of personality may therefore well be described by the individual capability to serve the needs of others before serving one's own.

Daily Implementation

There is a wide range of examples from trade mark management, CRM to any good general management. Even though some may not be aware of the theoretical background, up to a certain degree everybody uses this knowledge. Personality Management is but the systematic, long lasting and effective implementation of the knowledge and the skills to take care of the needs of others.

The Means

Community (love) is created by communication. Opportunities (power) are created by motivation. Explanations to life (value) are ensured by manners. Love, power, value therefore represent our cultural - i.e. specifically human - needs. Motivation, communication and manners take care of our needs. These are the means of success.

Summary

Personality sums up our opportunities. Let's use them.

Sources

- 1) Abraham H. Maslow, *Motivation and Personality*, 1953, Harper and Row
- 2) Rolf W. Schirm und Hellmut W. Hofmann, *Das Biogramm*, 1980, Gruner und Jahr
- 3) René Scholz, *Liebe Macht Sinn*, 1999, Verlag Hans Jacobs
(Die 2. Auflage, 2001, ist vergriffen, die 3. Auflage ist in Vorbereitung.)
- 4) Martin Brasse (Hrsg.), *Person*, 1999, Reclam