

Topic: Type A & Type B Personality Assessment

→ Type A & Type B personality hypothesis describes two contrasting personality types.

In this hypothesis, personalities that are more competitive, highly organized, ambitious, impatient, highly aware of time management and/or aggressive are labelled Type A, while more relaxed, less neurotic, frantic, explainable personalities are labelled Type B.

→ People with Type A Personality traits:

→ People with type A personality traits are aggressive, ambitious, controlling, highly competitive, preoccupied with status, workaholics, hostile and lack patience.

→ People with Type B Personality traits: are relaxed, less stressed, flexible, emotional and expressive & have a laid-back attitude.

There can be great difficulties in the workplace when these two personalities have to work together.

People who have either of these personality types are usually best at specific tasks within an organisation.

→ Type A Investigation -

→ Type A Alfred wants to work twelve hour days and pushes for all of his ideas to be get used to get the side finished. In the past he has created a hostile work environment with his lack of patience with employees. Workers do not always respond to his demands, and therefore

Upper management is worried that the ride will end up further behind schedule.

On the other hand, Alfred is very aggressive and will focus on finishing the job as quickly as possible; so he can apply for a promotion to a director position. He is also extremely focused and would stay on top of the suppliers for the project. The consultant spent many hours with Alfred and now has some recommendations, that will improve his productivity & work relationships.

Consultant's Recommendation: Alfred needs goals with specific times and dates for completion of the ride.

Performance incentives need to be tied directly to his overall performance, which includes how his workers rate his managerial skills. Since he is a self-motivator, upper management does not need to micromanage.

③

→ Pattern (TABP)

① Competitiveness:

Type A individuals tend to be very competitive and self-critical. They strive toward goals without feeling a sense of joy in their effort or accomplishments.

Interrelated with this is the presence of a significant work-life imbalance. This is characterized by a high work involvement. Type A individuals are easily 'wound up' and tend to overreact.

Time Urgency:

Type A personalities experience a constant sense of urgency. They seem to be in a constant struggle against the clock.

Often, they quickly become impatient with delays & unproductive time, schedule commitments too tightly, and try to do more than one thing at a time, such as reading while eating or watching TV.

Hostility: Type A individuals tend to be easily aroused to anger or hostility, which they may or may not express overtly. Such individuals tend to see the worse in others, displaying anger, envy & a lack of compassion.

Such behaviour generally involves aggression, possible bullying, etc. Hostility appears to be the main factor linked to heart disease.

(4)

→ Type B Personality

People with Type B personality tend to be more tolerant of others, are more relaxed than Type A individuals, more reflective, experience lower levels of anxiety & display a higher level of imagination & creativity.

→ Empirical Research:

→ Friedman & Rosenman asked questions from the participants:

- Do you feel guilty if you use spare time to relax?
 - Do you need to win in order to derive enjoyment from games and sports?
 - Do you generally move, walk and eat rapidly?
 - Do you often try to do more than one thing at a time?
- from their responses, & from their manner, each participant was put into one of two groups:

→ Type 'A' Behaviour: Competitive, Ambitious, impatient, aggressive, fast talking.

→ Type 'B' Behaviour - Relaxed, non-competitive.

→ FINDINGS - The researchers found that more than twice as many Type A people as Type B people developed coronary heart disease. When the figures were adjusted for smoking, lifestyle etc. It still emerged that Type A people were nearly twice as likely to develop heart disease as Type B people.

5
→ Research Evaluation - limitations of the study involve problems with external validity. because the study used an all male sample it is unknown if the results could be generalized to a female population.

The study was able to control for other important variables, such as smoking & lifestyle. This is good as it makes it less likely that such extraneous variables could confound the results of the study.

→ Theoretical Evaluation

Such approaches have been criticized for attempting to describe complex human experiences within narrowly defined parameters.

Many people ~~or~~ may not fit easily into a Type A or B person.

The major problem within the Type A & Type B theory is actually determining which factors are influencing coronary heart disease.

Type A behaviour pattern is characterized by underlying hostility which is a major factor leading to coronary heart disease.