PQ10

SELECT

Sam Sample

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❖ Introduction

🔍 The Assessment

PQ10 is a measure of tendencies and personality preferences and has been developed specifically for online testing.

PQ10 reflects modern neuroscientific thinking about personality which provides a biological basis and functional structure to one of the most widely accepted models of personality today; namely, the 'Big Five' model of personality. The model provides a hierarchical structure arranged under two broad traits, Plasticity (how people adapt to and engage with the world around them) and Stability (how people maintain stable relationships, motivation and emotional states).

|		**Big Five Factor**	**Underlying Trait**
Plasticity	**Ideas**	**Openness** Cognitive stimulation, intellectual curiosity, and creativity.	**Inquisitiveness** Intellectual engagement with ideas and challenges. **Creativity** Creative and artistic engagement.
	People	**Extraversion** Social and behavioural stimulation.	**Power** Power, responsibility, and influence over oneself and others. **Sociability** Social interaction and engagement with others.
Stability		**Agreeableness** Social stability and social harmony.	**Compassion** Empathy, thoughtfulness, concern, and care of others. **Diplomacy** Maintaining social harmony and adherence to social norms.
	Results	**Conscientiousness** Persistence, dependability, and adherence to rules and structure.	**Drive** Persistence in the pursuit of long-term goals. **Orderliness** Maintaining order, structure, routine, and process.
	Resilience	**Emotional Stability** Resilience, confidence, self-belief and composure in response to uncertainty or perceived threats.	**Emotionality** Maintaining composure and effectively managing moods and negative feelings. **Confidence** Maintaining confidence and self-assuredness in the face of challenges or threats.

The Report

This report provides an overview of likely behaviours as well as suggesting possible coaching or development actions for consideration. Use this report to identify development goals, raise self-awareness, identify potential obstacles and explore ways forward based on the GROW coaching model.

This is a confidential assessment report. As such, the information contained in this report should only be interpreted by a trained professional and in the context of other relevant information (i.e., actual experience, interests, skills, and aptitudes).

PQ10 is an indicator of behaviour and preference only. The publishers, therefore, accept no responsibility for selection or other decisions made using this tool and cannot be held responsible for the consequences of doing so.

Rating Scale

Charts in this report are described in terms of a standardised Sten score that is presented on a scale of 1 to 10. As a guide, scores of 1 to 3 indicate a strong preference for the left side of the scale, while scores of 5 to 6 indicate a neutral preference for either end of the scale, and scores of 8 to 10 indicate a strong preference for the right side of the scale.

Scale Ranges

Low   Moderate-Low   Neutral   Moderate-High   Strong Preference

1 2 3 4 5 6 7 8 9 10
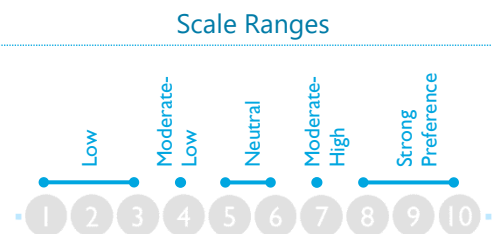
Comparison Group (Norm)

Assessment results have been compared against the following norm group.

Assessment	Norm Name	Sample Size
PQ10	International Participants (2025)	73586

Impression Management

In some contexts, test takers may attempt to distort their results. The following scales explore the risk of distortion in this profile.

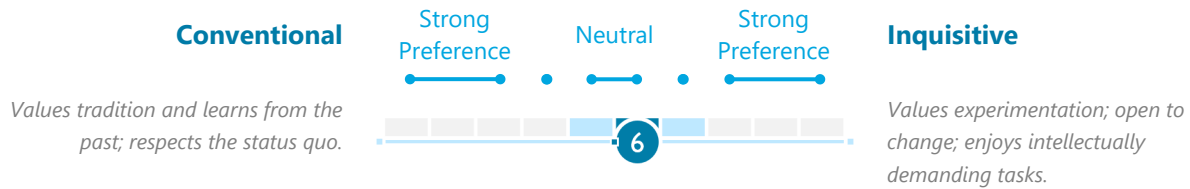| Scale	Score	Risk	Interpretation
Social Desirability	4	Moderate-Low	Likely to have responded honestly without projecting an overly positive image. No further action is needed.
Central Tendency	6	Moderate	Appears to have selected middle or uncertain answers more than 40% of the time. This may be the result of a desire to reveal little true personality, or may be a function of a genuinely moderate personality. Whilst this tendency is evident, the risk of distortion remains moderate.

❖ Executive Summary

Detailed below is a summary of the potential strengths and challenges that can be inferred from these assessment results.

Potential Strengths	Potential Challenges
Ideas	
• Should be reasonably adept at making decisions that combine what has worked well in the past with an openness to new ways of working. • Profiles as having an abstract/creative outlook and is likely to see connections between ideas not readily apparent to others.	• May need to work on keeping an open mind to new ideas at times. • May have little interest in the mundane, practical aspects of a task.
People	
• May be slightly more reserved than the average person and appreciate some private time and personal space. • Profiles as having a balance between being assertive without being autocratic. • Unlikely to let emotion influence decisions. • Likely to exercise a cautious check on own behaviour and take care not to offend others.	• May build relationships more slowly than others and may dislike being the centre of attention. • Likely to selectively choose when to step up and take charge of a group and/or situation or when to follow. • May struggle with deadlines and quick decision making. • May hold back from sharing own views directly.
Results	
• Unlikely to carry work stress into personal life and should find it easy to relax and unwind. • Should appreciate the need for planning without getting bogged down by details.	• May lack a sense of urgency and drive and may come across as being too laid-back. • May lack the patience for highly detailed planning.
Resilience	
• Likely to be easy to 'read'. • Feelings and emotions should be clear to others. • May be quick to discount personal strengths, which in turn, may prompt striving harder.	• May be overly sensitive and struggle to bounce back from setbacks. • May be overly fixated on anticipated dangers and pitfalls and invest a lot of energy dwelling on past mistakes.

❖ Ideas: Openness

Openness reflects cognitive stimulation. Higher scorers are curious, value creativity, and seek novelty and variety.

Conventional	Strong Preference	Neutral	Strong Preference	Inquisitive

Values tradition and learns from the past; respects the status quo.

6

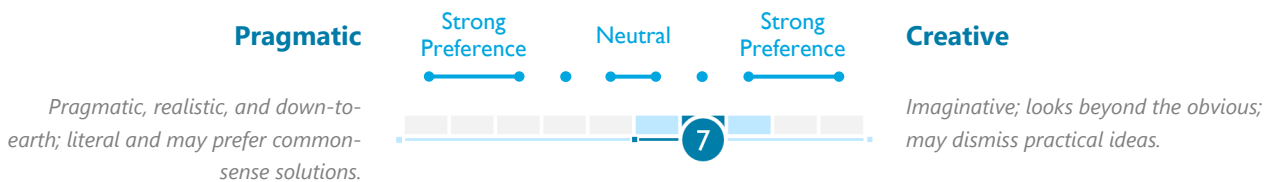*Values experimentation; open to change; enjoys intellectually demanding tasks.*

Potential Strengths

- Appears no more or less open to change than others.
- While receptive to new ideas, may be wary of fads.
- Should be reasonably adept at making decisions that combine what has worked well in the past with innovation.

Potential Challenges

- Likely to be slower than some others in adapting to change but should be willing to consider possibilities.
- May need persuasion to keep an open mind to new ideas if well beyond prior experience.

Pragmatic	Strong Preference	Neutral	Strong Preference	Creative

Pragmatic, realistic, and down-to-earth; literal and may prefer common-sense solutions.

7

Imaginative; looks beyond the obvious; may dismiss practical ideas.

Potential Strengths

- Can be described as more abstract or creative than most and should enjoy debating ideas and concepts.
- Likely to have a stronger preference than most for looking beyond the obvious.
- May see connections between ideas not readily apparent to others.

Potential Challenges

- May need the support of others to translate own ideas into reality.
- Likely to have little interest in the mundane, practical aspects of a task.
- May discount a practical solution as being too simplistic.

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❖ People: Extraversion

Extraversion reflects one's need for social and behavioural stimulation. Extroverted individuals tend to be socially confident and may seek influence over others.

Subdued	Strong Preference	Neutral	Strong Preference	Empowered

Subdued
May prefer to follow; may prefer to support than lead; may avoid responsibility.

5

Empowered
Happy to lead; takes charge; may be assertive and controlling.
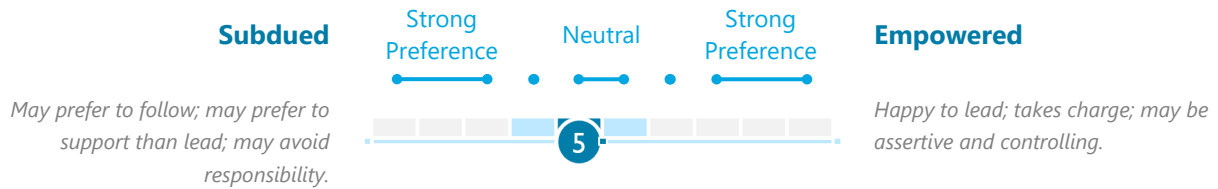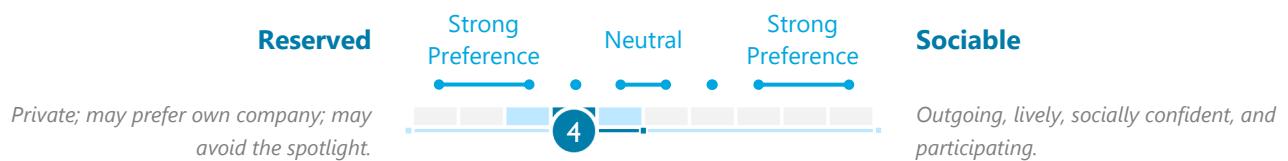
Potential Strengths

- Can be expected to be as willing as most people to take charge in a situation, while being equally happy to take a back seat as required.
- Should be reasonably motivated to influence others and gain their admiration.

Potential Challenges

- Appears likely to selectively choose when to be assertive and when to hold back.
- May need to determine when to take control and when to follow.

Reserved
Private; may prefer own company; may avoid the spotlight.

Reserved	Strong Preference	Neutral	Strong Preference	Sociable

4

Sociable
Outgoing, lively, socially confident, and participating.

Potential Strengths

- May be slightly more reserved than the average person.
- Will likely not need a lot of visibility in a role.
- Likely to prefer relationships of depth and longevity.
- May appreciate some private time and personal space.

Potential Challenges

- Likely to be slower than others to ask for support or help.
- May relate more smoothly to some people than others.
- Could feel uncomfortable if unexpectedly made the centre of attention.

❖ People: Agreeableness

Agreeableness relates to one's concern for social stability or social harmony. Agreeable individuals value cooperation over conflict and are compassionate towards others.

Indifferent

Unsentimental; inwardly focused; may not readily show empathy for others.

Strong Preference — Neutral — Strong Preference

③

Compassionate

Empathetic, caring, and compassionate; thinks about others' needs.
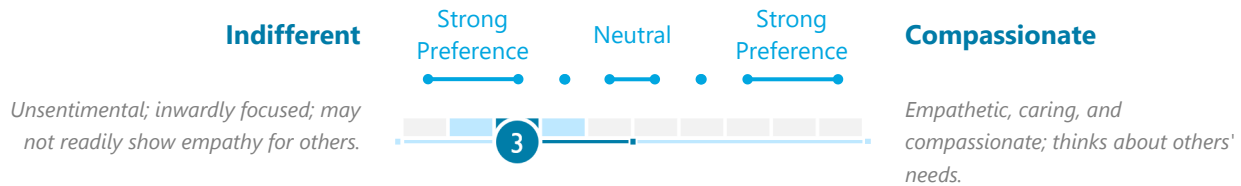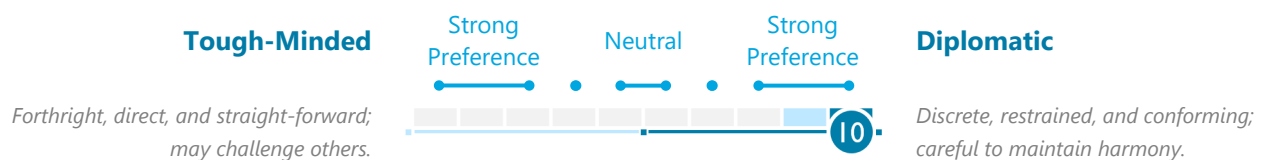
Potential Strengths

- Profiles as a particularly unsentimental and objective individual, so is unlikely to let emotion influence decisions.
- Likely to be ideally suited to working with problems involving facts and data rather than people and their emotions.
- Appears likely to prioritise own goals and interests over those of others.

Potential Challenges

- May come across as emotionally distant.
- Could feel uncomfortable dealing with problems of a personal nature.
- Will possibly have difficulty building close personal relationships with others.

Tough-Minded

Forthright, direct, and straight-forward; may challenge others.

Strong Preference — Neutral — Strong Preference

⑩

Diplomatic

Discrete, restrained, and conforming; careful to maintain harmony.

Potential Strengths

- More likely than others to seek harmony and avoid conflict.
- Likely to exercise a cautious check on own behaviour and take care not to offend others.
- Should moderate what is said or done to suit the demands of the situation.

Potential Challenges

- Will likely need to check that the intent of a message does not get lost in an effort to be diplomatic.
- Much more likely than others to hide true feelings to keep the peace.
- May hesitate to share views directly.
- Could struggle to face conflict head-on.

❖ Results: Conscientiousness

Conscientiousness describes motivational stability or persistence in the pursuit of long-term goals and adherence to rules. High scorers have a strong preference for planning, structure, attention to detail, and goal setting.

Relaxed

Strong Preference   Neutral   Strong Preference

Driven

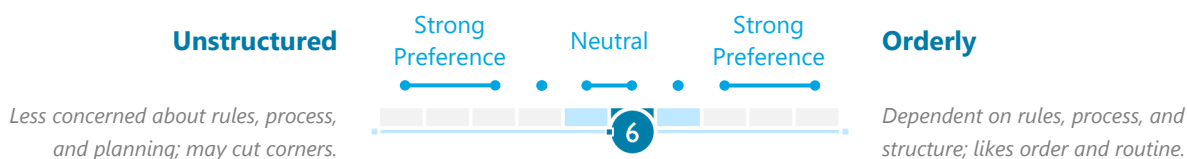*Relaxed; tolerant of distractions; able to separate one's work and personal life.*

3

Ambitious; hard-driving; may find it difficult to relax.

Potential Strengths	Potential Challenges
• Unlikely to allow work responsibilities to impact personal life.	• May lack a sense of urgency and drive.
• Likely to find it easy to relax and unwind.	• Could be too laid-back.
• Work may not be the 'be-all-and-end-all'.	• Will possibly be prone to procrastination and miss deadlines.
• May be more tolerant than others to work distractions.	• May be more wasteful of time and/or resources than most others.

Unstructured

Strong Preference   Neutral   Strong Preference

Orderly

Less concerned about rules, process, and planning; may cut corners.

6

Dependent on rules, process, and structure; likes order and routine.

Potential Strengths	Potential Challenges
• Likely to appreciate the need for planning without getting bogged down by detail.	• Likely to sometimes underestimate the planning involved to deliver more complex projects.
• Should be reasonably adept at anticipating problems and roadblocks.	• May be more tolerant of loose detail than some others would like.
• Can be expected to be as effective as most others at coordinating people and resources to get things done.	• Could lack the patience for highly detailed process mapping.

❖ Resilience: Emotional Stability

Emotional Stability refers to how people maintain emotional defences in response to uncertainty and threats. It includes concepts of resilience, composure, confidence, and freedom from self-doubt.
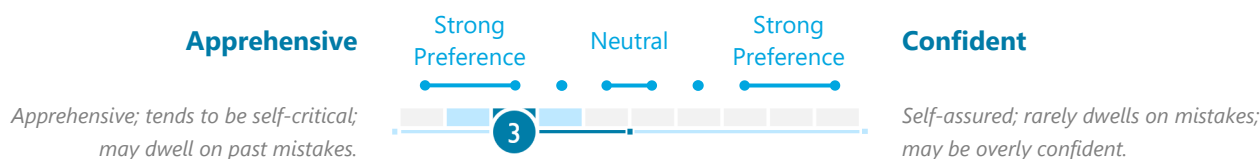
Sensitive	Strong Preference	Neutral	Strong Preference	Composed

Sensitive
Emotionally sensitive; actively seeks to eliminate perceived threats.

3

Composed
Emotionally stable and steady; rarely flustered; calming.
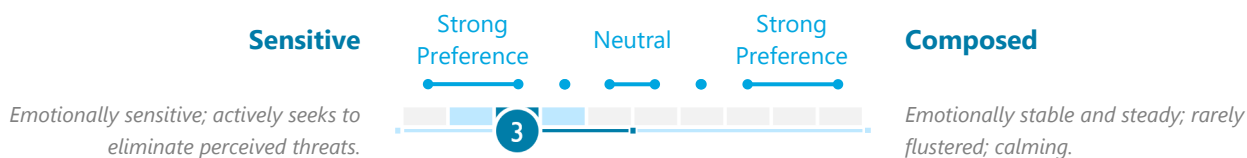
Potential Strengths

- Unlikely to mask thoughts and feelings.
- Likely to be easy to 'read' and colleagues should know where they stand.

Potential Challenges

- May get easily overwhelmed under pressure.
- Likely to be overly sensitive to personal criticism.
- Could struggle to maintain progress in the face of setbacks.
- May find it difficult to mask feelings when things don't go as planned.

Apprehensive	Strong Preference	Neutral	Strong Preference	Confident

Apprehensive
Apprehensive; tends to be self-critical; may dwell on past mistakes.

3

Confident
Self-assured; rarely dwells on mistakes; may be overly confident.

Potential Strengths

- Likely to sell strengths and skills more modestly than others.
- Should possess a keen insight into own short-comings.
- May experience high levels of self-doubt, but this may prompt striving harder.
- More concerned about consequences than most, so less likely than most to take unnecessary risks.

Potential Challenges

- May appear overly tentative and apprehensive.
- Might be overly fixated on anticipated dangers and pitfalls.
- Could discount own successes.
- May invest a lot of energy dwelling on past mistakes.
- More likely than others to lose confidence when things get tough.

❖ Coaching Recommendations

Share the feedback report and corroborate the results before considering any development interventions. Adopt a supportive and balanced approach to ensure observations are supported and accepted.

Ideas

Openness

A balance between being conventional and inquisitive.

- Confirm this is the case and explore the situations in which the participant promotes change.
- Discuss upcoming changes with the participant. Explore if the participant's flexible approach influences the participant's attitude towards change.
- How does this stance benefit or hinder the participant's ability to explore new ideas?

More creative and intuitive than average.

- Confirm the participant recognises this preference.
- Discuss if this preference enhances or undermines role or goal success.
- How can the participant ensure decisions or actions are realistic and practical? What options does the participant have to support this, including seeking critical input from more pragmatic colleagues?

People

Extraversion

A balance between following and taking charge.

- Confirm this observation with the participant.
- Explore if the participant recognises which of these approaches (assertive versus subdued) is advantageous for goal performance and when.
- Discuss if the participant needs support or is willing to adopt one style more predominantly than others.

More reserved and private than average.

- Confirm the participant agrees that this is an accurate synopsis.
- Discuss with the participant how this preference for privacy informs the participant's goals or aspirations.
- What options can the participant identify for adopting alternative behaviours to support goal achievement.

Agreeableness

Much more self-focused than average.

- Confirm that the participant recognises this observation.
- Explore if others have described the participant as demonstrating insufficient compassion.
- What issues does this raise for the participant's goal achievement?
- What opportunities can the participant identify to moderate this tendency if detrimental to success?

Much more diplomatic than average.

- Discuss if the participant recognises this observation.
- Discuss how this has been a beneficial attribute for the participant.
- Explore if this trait may constrain goal achievement or role success; is it possible the participant may find it difficult to criticise or challenge others?

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		Much more relaxed than average.	**A balance between being unstructured and organised.**
Results	**Conscientiousness**	• Confirm the participant is aware of this trait. • Whilst some may appreciate the participant's laid-back nature, others may perceive this trait as indicative of a lack of drive. Does the participant recognise this risk? Would this present obstacles to goal achievement? • Can the participant think of strategies to mitigate these risks?	• Confirm this finding with the participant. • Discuss current goals or role requirements and establish if future success would benefit from moving towards more trait driven behaviours; including either a greater adherence to procedures or greater expediency.
		Much more sensitive than average.	**Much more apprehensive than average.**
Resilience	**Emotional Stability**	• Discuss if this is indeed an accurate description of the participant. • How does this preference affect role performance and what are the implications for achieving current goals? • Discuss if there is a need or willingness to explore strategies to manage this style to support development objectives.	• Confirm if this is the case for the participant and how this may impact current role performance. • Discuss how a lack of confidence might manifest itself. • What options can the participant identify to address any challenges this causes? • How willing is the participant to explore strategies to manage this issue?

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❖ Development Plan

Use this section to help guide and document your coaching discussion. The forms are based on the GROW coaching model which was designed to help identify goals (Goal), build self-awareness (Reality), explore development options (Options or Obstacles) and gain commitment to act (Will).

Goal

What do you want to achieve or change? Identify SMART goals that are Specific, Measurable, Attainable, Realistic and Time-bound.

Reality

What aspects of your feedback do you feel contribute to your goal achievement or hinder you from achieving your goals?

Options

What options do you have for achieving your goals and making a change? What are some of the obstacles keeping you from pursuing these options?

Will

What will you do to move forward towards your goal? What will you do if you face challenges? How will you review progress?

❖ Appendix: Higher-Order Profile

Detailed below is a higher-order profile summary for Stability, Plasticity and big five scale results. Use this profile to gain a higher-level understanding of likely preferences.

Scale	Description	Strong Preference — Neutral — Strong Preference (1–10)
Plasticity	**Plasticity reflects the need for reward, stimulation and engagement. Higher scorers seek to explore new goals, relationships, and ways of interpreting the world.**	**5**
Openness	Openness reflects cognitive stimulation. Higher scorers are curious, value creativity, and seek novelty and variety.	7
Extraversion	Extraversion reflects one's need for social and behavioural stimulation. Extroverted individuals tend to be socially confident and may seek influence over others.	4
Stability	**Stability reflects a tendency towards self-regulation. Higher scorers are less prone to impulsive behaviour.**	**4**
Agreeableness	Agreeableness relates to one's concern for social stability or social harmony. Agreeable individuals value cooperation over conflict and are compassionate towards others.	7
Conscientiousness	Conscientiousness describes motivational stability or persistence in the pursuit of long-term goals and adherence to rules. High scorers have a strong preference for planning, structure, attention to detail, and goal setting.	5
Emotional Stability	Emotional Stability refers to how people maintain emotional defences in response to uncertainty and threats. It includes concepts of resilience, composure, confidence, and freedom from self-doubt.	3

❖ Results at a Glance

Detailed below is a summary of underlying trait scores. What this means on-the-job is detailed more fully in the remainder of this report.

Left Description	Strong Preference — Neutral — Strong Preference	Right Description

Scale: 1 2 3 4 5 6 7 8 9 10

Ideas

Openness

Conventional
Values tradition and learns from the past; respects the status quo.
— score: **6** —
Inquisitive
Values experimentation; open to change; enjoys intellectually demanding tasks.

Pragmatic
Pragmatic, realistic, and down-to-earth; literal and may prefer common-sense solutions.
— score: **7** —
Creative
Imaginative; looks beyond the obvious; may dismiss practical ideas.

People

Extraversion

Subdued
May prefer to follow; may prefer to support than lead; may avoid responsibility.
— score: **5** —
Empowered
Happy to lead; takes charge; may be assertive and controlling.

Reserved
Private; may prefer own company; may avoid the spotlight.
— score: **4** —
Sociable
Outgoing, lively, socially confident, and participating.

Agreeableness

Indifferent
Unsentimental; inwardly focused; may not readily show empathy for others.
— score: **3** —
Compassionate
Empathetic, caring, and compassionate; thinks about others' needs.

Tough-Minded
Forthright, direct, and straight-forward; may challenge others.
— score: **10** —
Diplomatic
Discrete, restrained, and conforming; careful to maintain harmony.

Results

Conscientiousness

Relaxed
Relaxed; tolerant of distractions; able to separate one's work and personal life.
— score: **3** —
Driven
Ambitious; hard-driving; may find it difficult to relax.

Unstructured
Less concerned about rules, process, and planning; may cut corners.
— score: **6** —
Orderly
Dependent on rules, process, and structure; likes order and routine.

Resilience

Emotional Stability

Sensitive
Emotionally sensitive; actively seeks to eliminate perceived threats.
— score: **3** —
Composed
Emotionally stable and steady; rarely flustered; calming.

Apprehensive
Apprehensive; tends to be self-critical; may dwell on past mistakes.
— score: **3** —
Confident
Self-assured; rarely dwells on mistakes; may be overly confident.

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