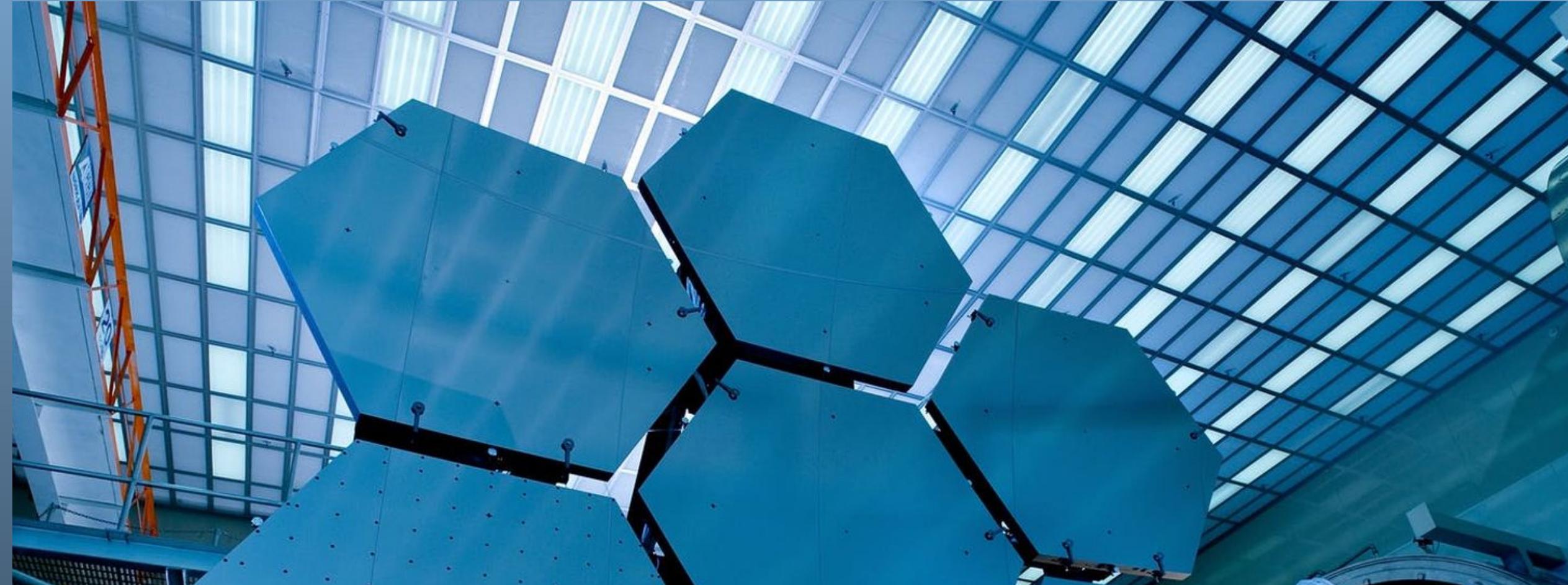


# ORANGE ROMANIA DEMOGRAPHIC RESEARCH ON PROCESS COMMUNICATION MODEL THEORY



# Summary

**Survey** conducted by **Raluca Alecu**, Process Communication Model Certified Trainer at the request of **Orange Romania**.

**Fieldwork:** Orange Romania Employees in January-December 2021.

**479 Orange Employees** that represents **20%** of all Orange Employees were participating at Process Communication Model **Online Workshop** and completed a Questionnaire of 45 Questions that shows their Profile - **PPI (Personality Profile Inventory)** on Process Communication Model Theory "PCM"

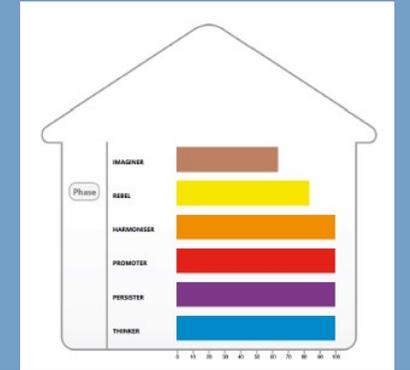
**Methodology:** Research on quantity on demographics and relevant quality findings on 479 PCM Profiles in Orange Romania. All the 479 Participants were from all Orange Departments, Men and Women with different Job Roles and responsibilities.

The interpretations and opinions contained in survey are solely those of the author and from the PCM Theory.

# SURVEY ON THE 479 ORANGE ROMANIA PARTICIPANTS AT PROCESS COMMUNICATION MODEL ONLINE WORKSHOP IN 2021 WITH RALUCA ALECU



# INTRODUCTION ON PROCESS COMMUNICATION MODEL THEORY



There are six distinct Personality Types: **THINKER, PERSISTER, HARMONISER, IMAGINER, REBEL, PROMOTER**. One of these is our foundation or '**Base**' Type, which we are born with or develop very early in life. Once this Base Personality Type is set it will last for a lifetime.

In other words, whatever our basic **Personality Type** is, we will always be strongest in the characteristics and behavior of that Type. Because each of us has a **Personality Structure made up of all six Types**, in different orders and strength, **we exhibit the characteristics of all of them**. If you listen someone's predominant **Perception**, this will indicate what their **Base Personality Type** is. Therefore **when discussing an important topic we are more likely to stay on our first floor Base** and **filter the situation** through our favorite, strongest Perception.

Each Personality Type is **OK**. No Type is better or worse, more or less smart, more OK or less OK than any other. Each Type has specific **motivators** characterized by differences in **Character Strengths, Psychological Needs, Perceptions and favorite Communication Channels**.

# INTRODUCTION ON PROCESS COMMUNICATION MODEL THEORY

Recognizing differences in Character Strengths, Psychological Needs, Perceptions and favorite Communication Channels is crucial in:

- Connecting
- Motivating
- Resolving Conflict

Because each of us has a Personality Structure made up of all **Six Types**, in different orders and strength, we exhibit the characteristics of all of them.

The more information you know about your Personality Structure and someone else's Personality Structure, the more information you will have to generate positive communication and interactions.

# SURVEY GOALS

The Findings on this Survey are to help Orange Employees to **connect** and **communicate** better with others, to be more **motivated** in their personal and professional life, know how to **deal with stress** and to **grow** their **personal efficiency**.

Through the Process Communication Model Theory, Orange Employees can understand, accept and deal with the differences between employee's Character Strengths, Psychological Needs, Perceptions and favorite Communication Channels.

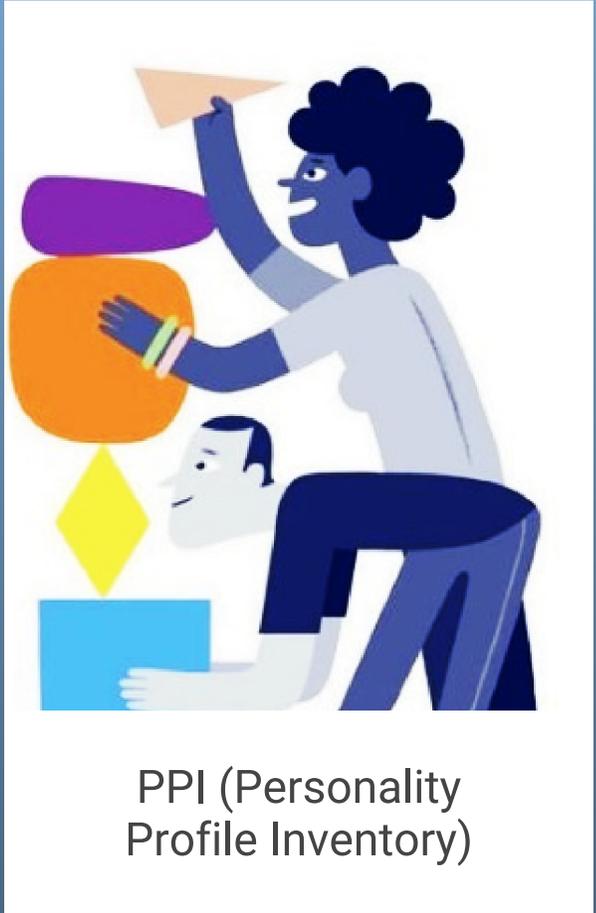
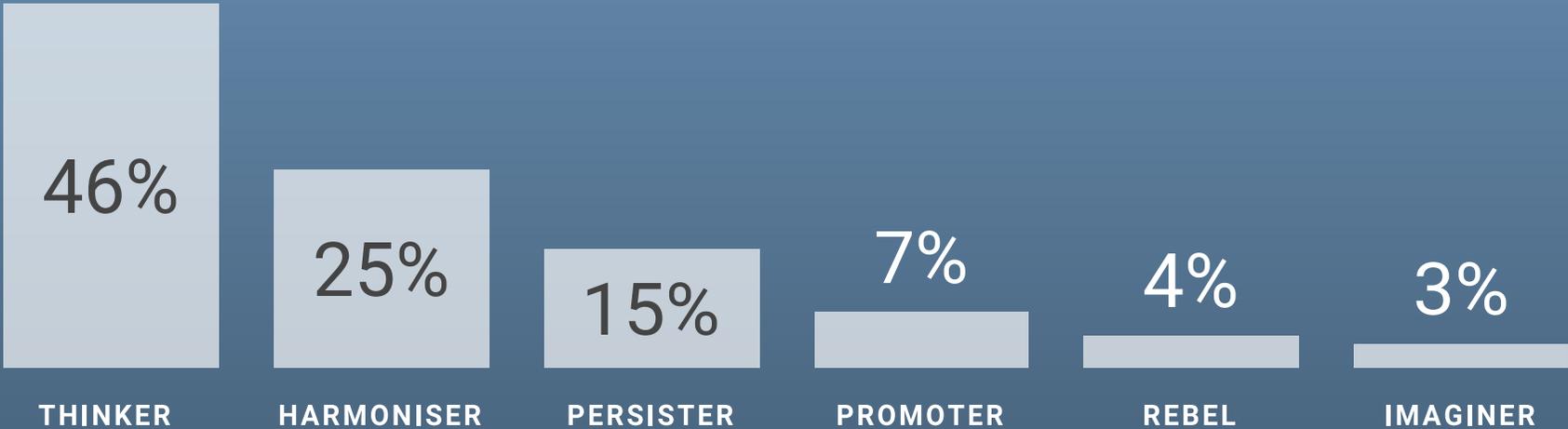
Findings on this Survey on Demographics on PCM Profiles will provide **Business Insights** which will help **ORANGE Learning Processes, HR Programs, Leadership Programs, Sales Improvement Actions**.



# **SURVEY FINDINGS**

**2021**

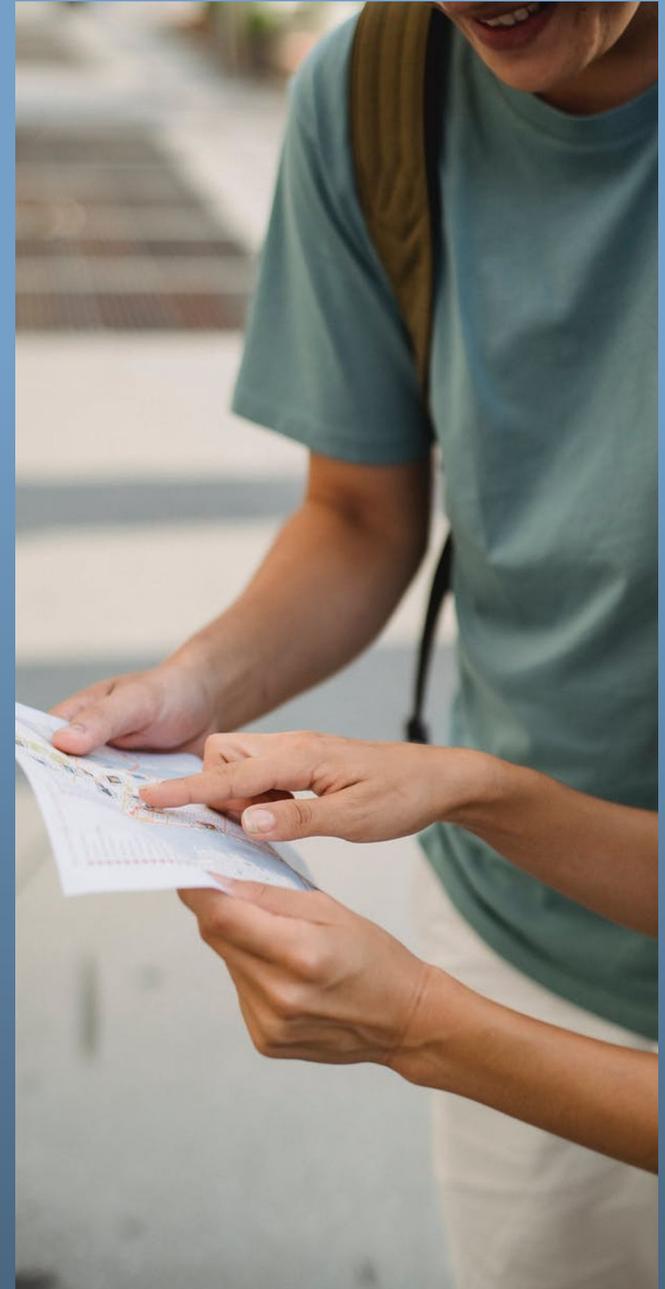
# SURVEY RESULTS: DISTRIBUTION OF THE SIX PERSONALITIES IN ORANGE ROMANIA PERSONALITY PROFILE INVENTORY BASE



# PERSONALITY PROFILE INVENTORY BASE IN ORANGE ROMANIA

Everyone views the world around them in at least six different ways: through their **Perceptions of Thoughts, Opinions, Emotions, Inaction (Reflections), Reactions (likes and dislikes) or Actions**. Not only are these the filters by which we experience the world, these **Perceptions** become the way we **contact** others and prefer that they **contact us**.

Each of us has a **Primary Perception** or preference about **HOW** we say the content and then **WHAT** we are saying.



# PERSONALITY PROFILE INVENTORY BASE ORANGE ROMANIA - FINDINGS

**46%** of the PPI (Personality Profile Inventory) on PCM are Personality Base **THINKER** whose primary Perception is **Thoughts** and value facts. The way they view the world is by identifying and categorize people and things. They prize data and information

**25%** of the PPI (Personality Profile Inventory) on PCM are Personality Base **HARMONISER** whose primary Perception is **Emotions** and value relationships. The way they view the world is by people and situations. They prize family and friendships.

**15%** of the PPI (Personality Profile Inventory) on PCM are Personality Base **PERSISTER** whose primary Perception is **Opinions** and value trust. The way they view the world is by evaluating people and situations through a belief system. They prize loyalty and commitment



# PERSONALITY PROFILE INVENTORY BASE ORANGE ROMANIA - FINDINGS

**7%** of the PPI (Personality Profile Inventory) on PCM are Personality Base **PROMOTER** whose primary Perception is **Actions** and value initiative. The way they view the world is by experiencing situations and making things happen. They prize adaptability and self sufficiency.

**4%** of the PPI (Personality Profile Inventory) on PCM are Personality Base **REBEL** whose primary Perception is Reactions value fun. The way they view the world is by reacting to people and situations with likes and dislikes. They prize spontaneity and creativity.

**3%** of the PPI (Personality Profile Inventory) on PCM are Personality Base **IMAGINER** whose primary Perception is **Inactions** and value direction. The way they view the world is by reflecting about what is happening. They prize privacy and their own space.



# PERSONALITY PROFILE INVENTORY BASE IN ORANGE ROMANIA - FINDINGS

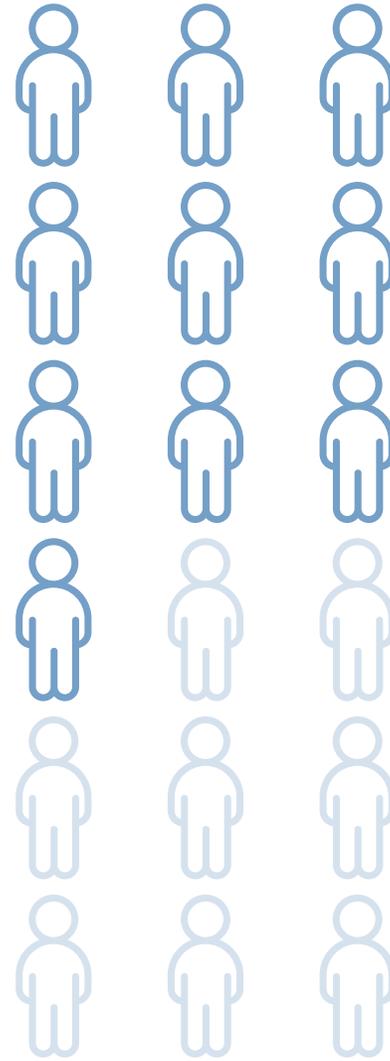
There are no major differences between Man and Women on the **Personality Profile Inventory** on Base in Orange Romania. The only significant difference is in **Harmoniser** where in Orange Romania there are **70% Women** and **30% Men** from the **Total of Harmoniser Base**.



# THINKER

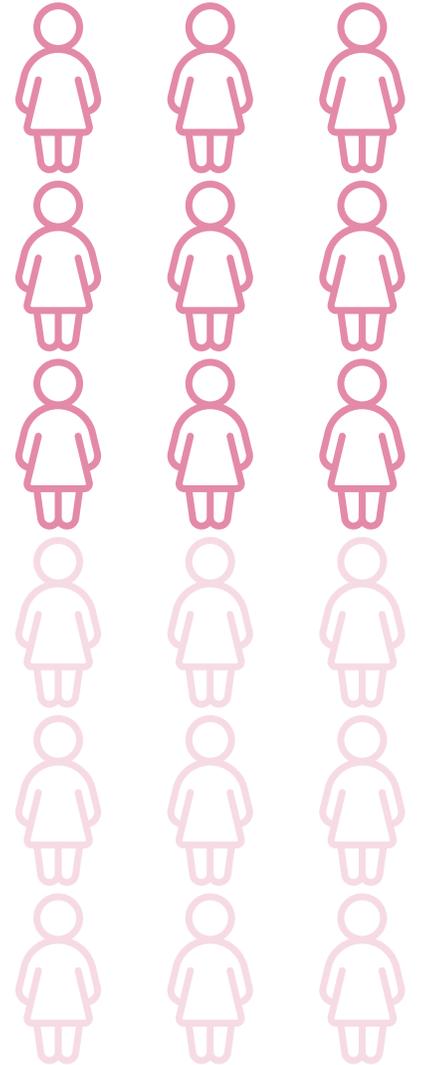
46%

51%



MEN

49%

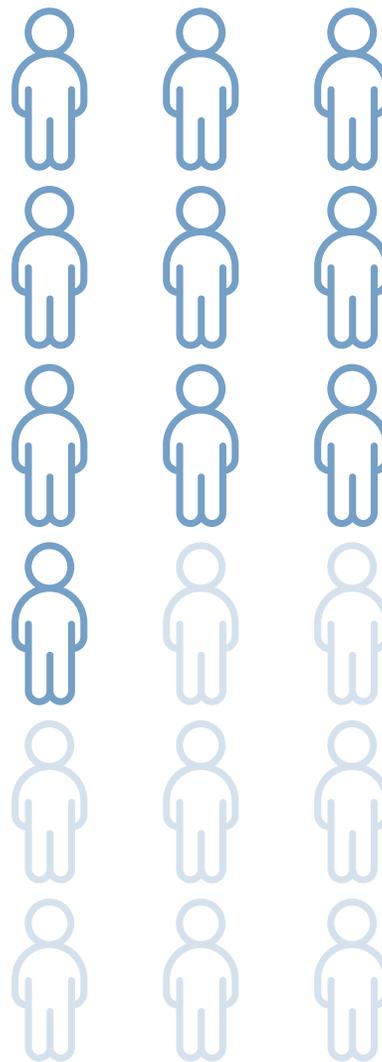


WOMEN

# PERSISTER

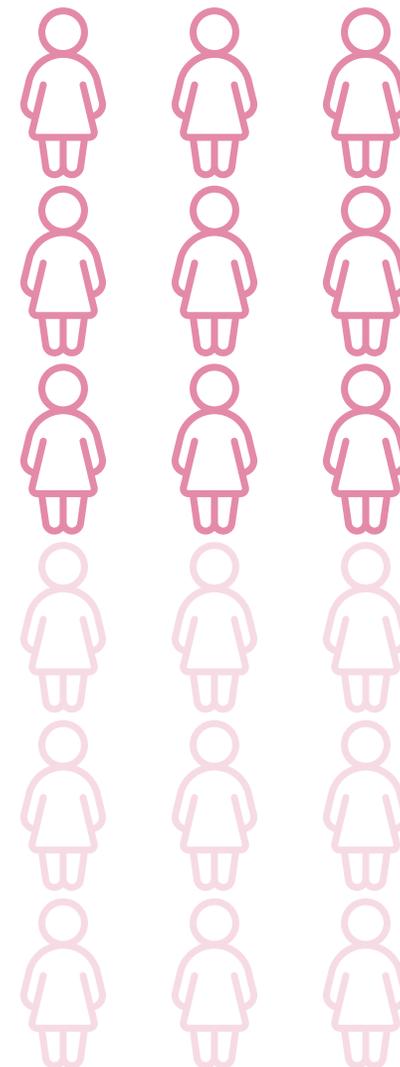
15%

51%



MEN

49%

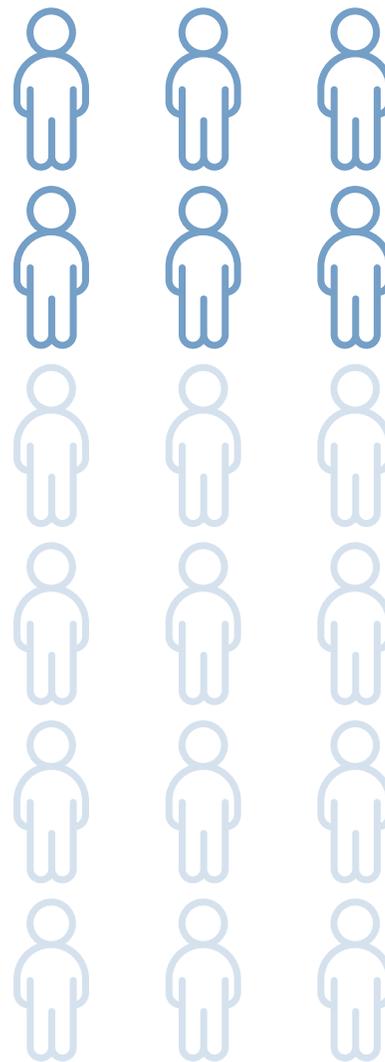


WOMEN

# HARMONISER

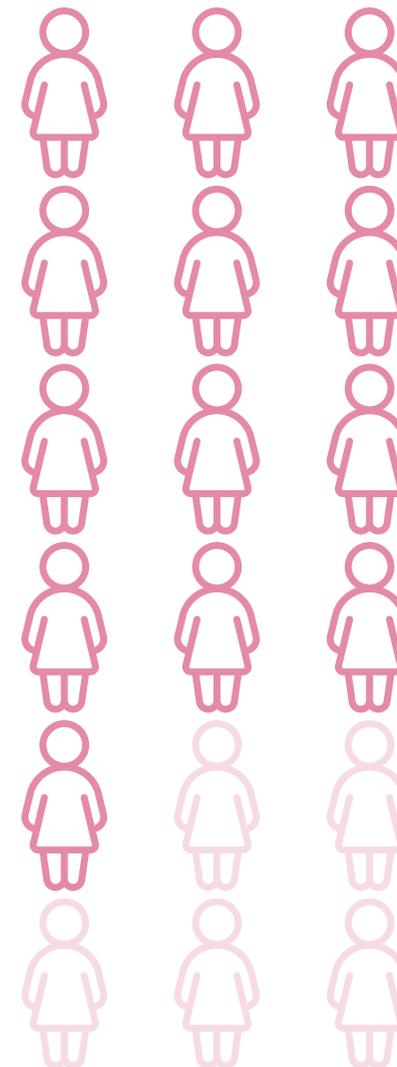
25%

30%



MEN

70%

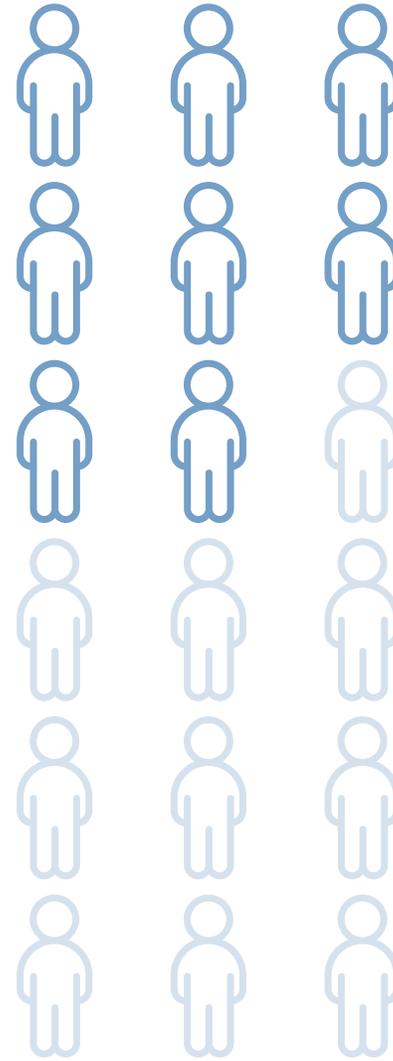


WOMEN

# REBEL

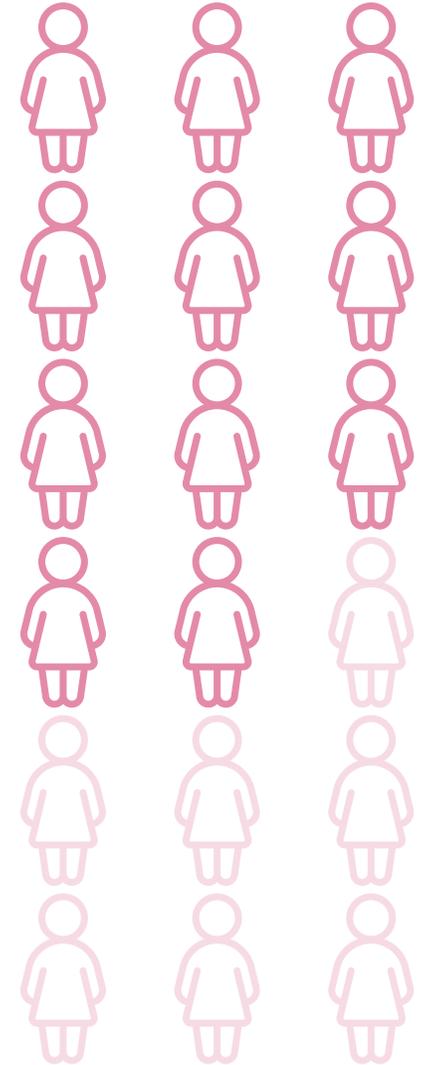
4%

41%



MEN

59%

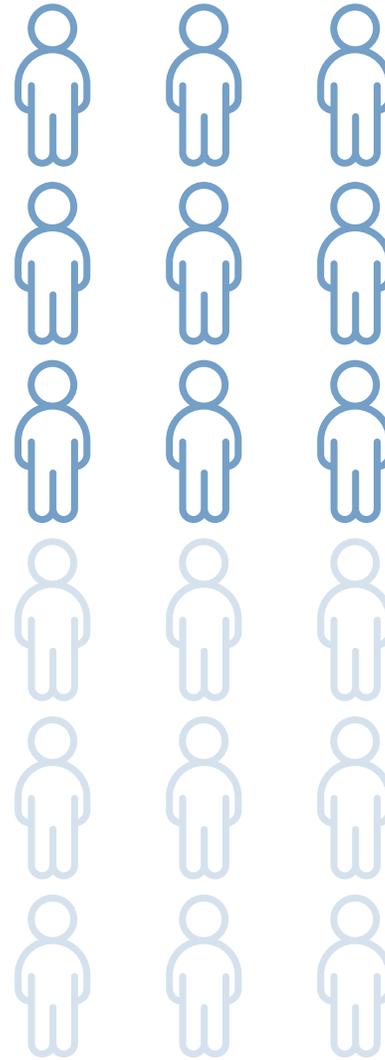


WOMEN

# PROMOTER

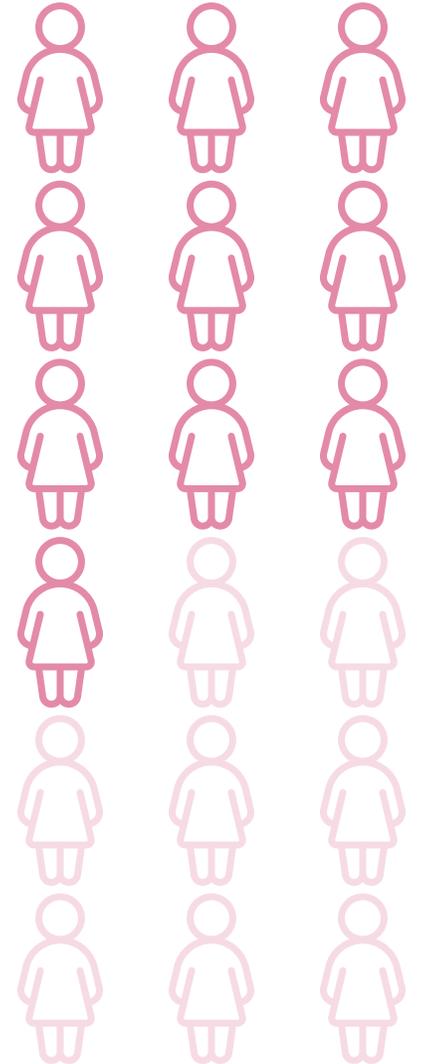
7%

48%



MEN.

52%

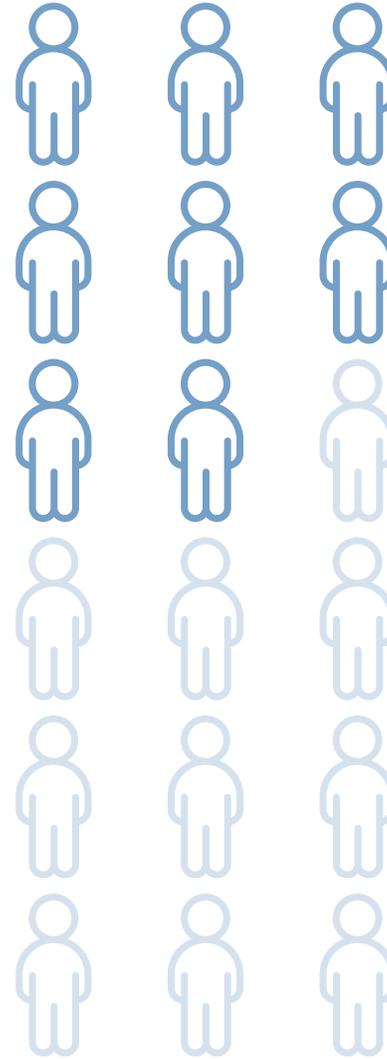


WOMEN

# IMAGINER

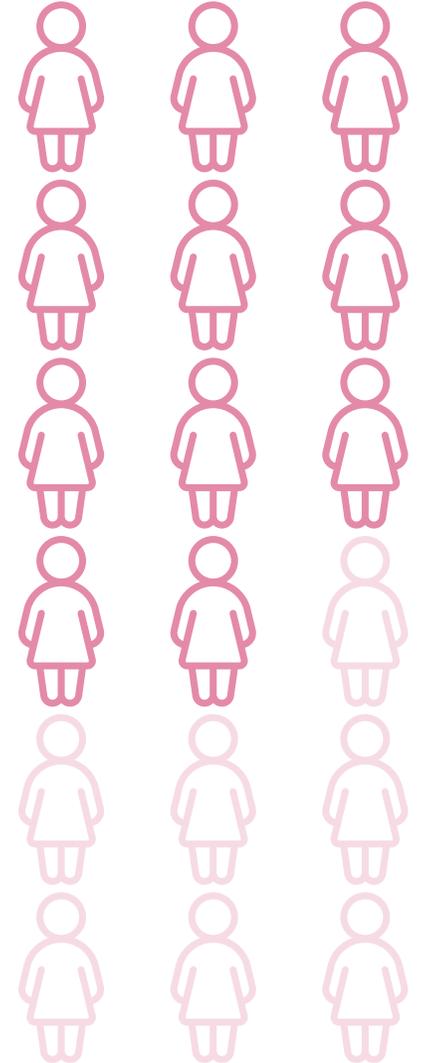
3%

43%



MEN

57%



WOMEN

# INTRODUCTION ON PERSONALITY PHASE AND PHASING PROCESS ON PCM THEORY

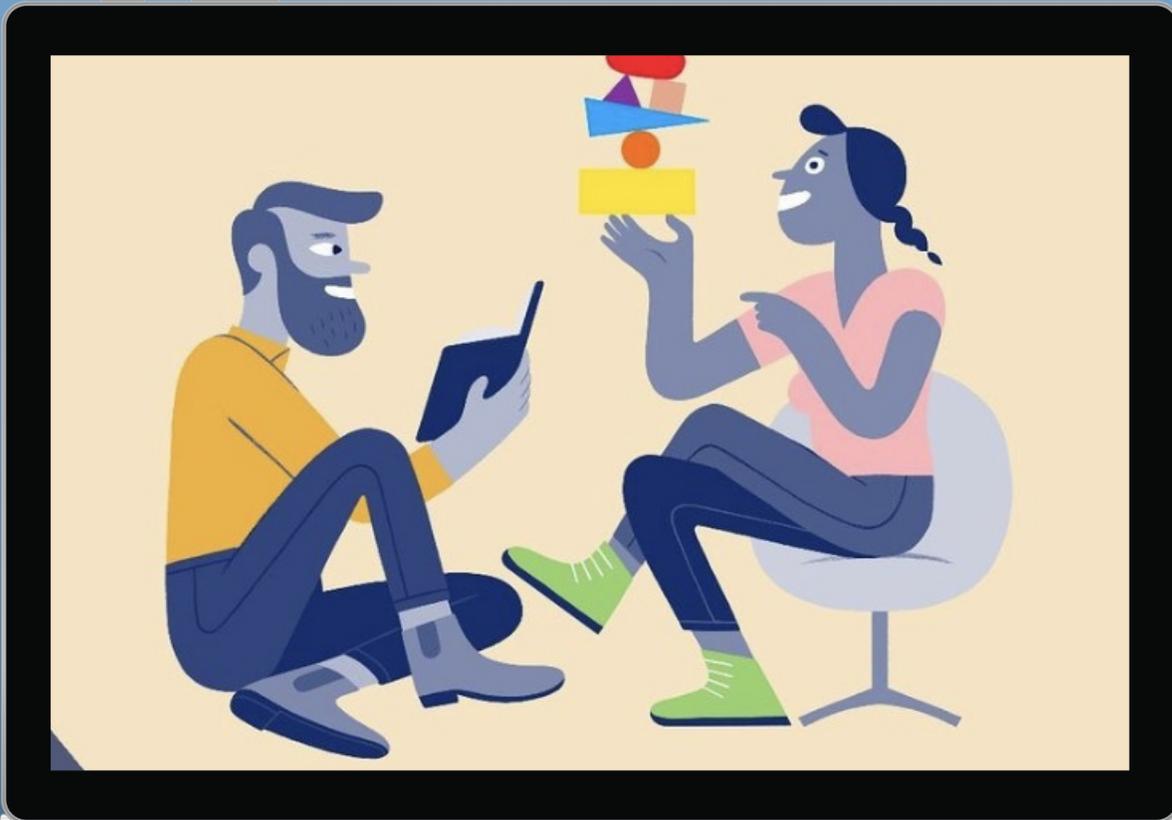
Your current floor Phase Personality Type identifies what **Psychological Need(s)** are most important for you to fulfill positively in order to be **motivated personally and professionally**.

Getting these Phase **Psychological Needs** met **positively** gives us the energy and ability to achieve goals.

When we do not get these **Phase Psychological Needs** met **Positively**, we attempt to get the very same needs met in a **negative** way without a conscious awareness, going in a distressed behavior. This behavior is **observable, sequential and predictable** and is referred to as a 'Distress Sequence'.

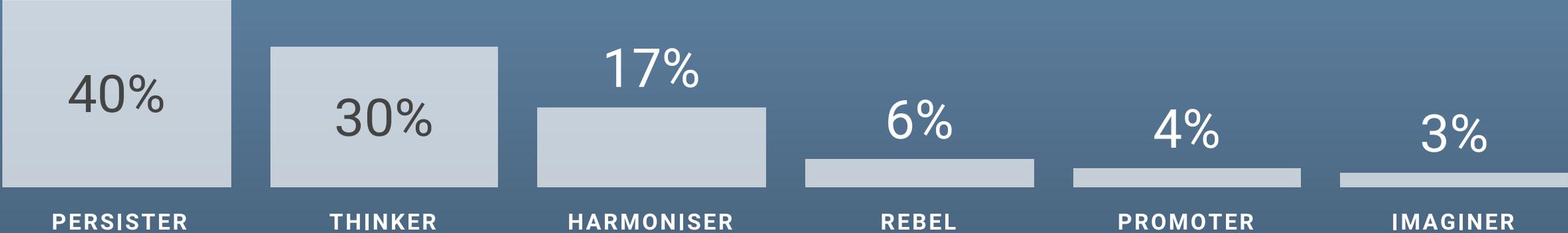
Originally our **Base (first floor)** is also our **Phase**. Our Base always remains strongest with Perception, Character Strengths and Interaction Style. When Base is also the Phase, the Psychological Need and distressed behavior is also that of the Personality Type of the Base.

# CONCLUSIONS ON PHASING



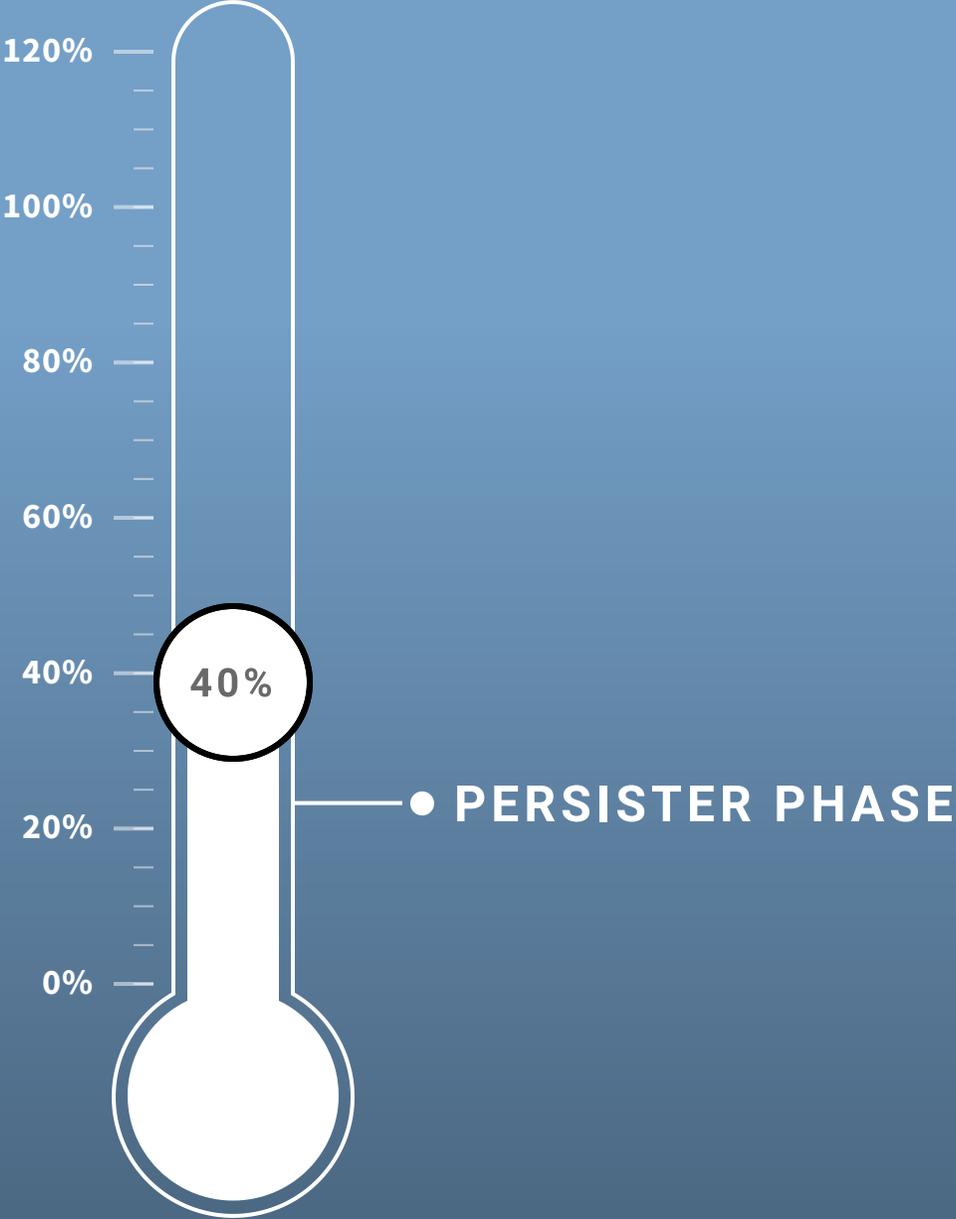
ABOUT TWO OUT OF THREE  
PEOPLE IN ROMANIA  
EXPERIENCE WHAT IS CALLED A  
PHASE CHANGE ONE OR MORE  
TIMES DURING THEIR LIFE.

# SURVEY RESULTS: DISTRIBUTION OF THE SIX PERSONALITIES IN ORANGE ROMANIA ACCORDING TO THEIR CURRENT PHASE



# PSYCHOLOGICAL NEEDS FOR PERSISTER PHASE

Recognition of Work  
Recognition of Conviction



# FINDINGS: 40% FROM ORANGE EMPLOYEES EXPERIENCE PERSISTER PHASE.

THAT MEANS THEY HAVE THE FOLLOWING NEEDS: Recognition of Work and Conviction

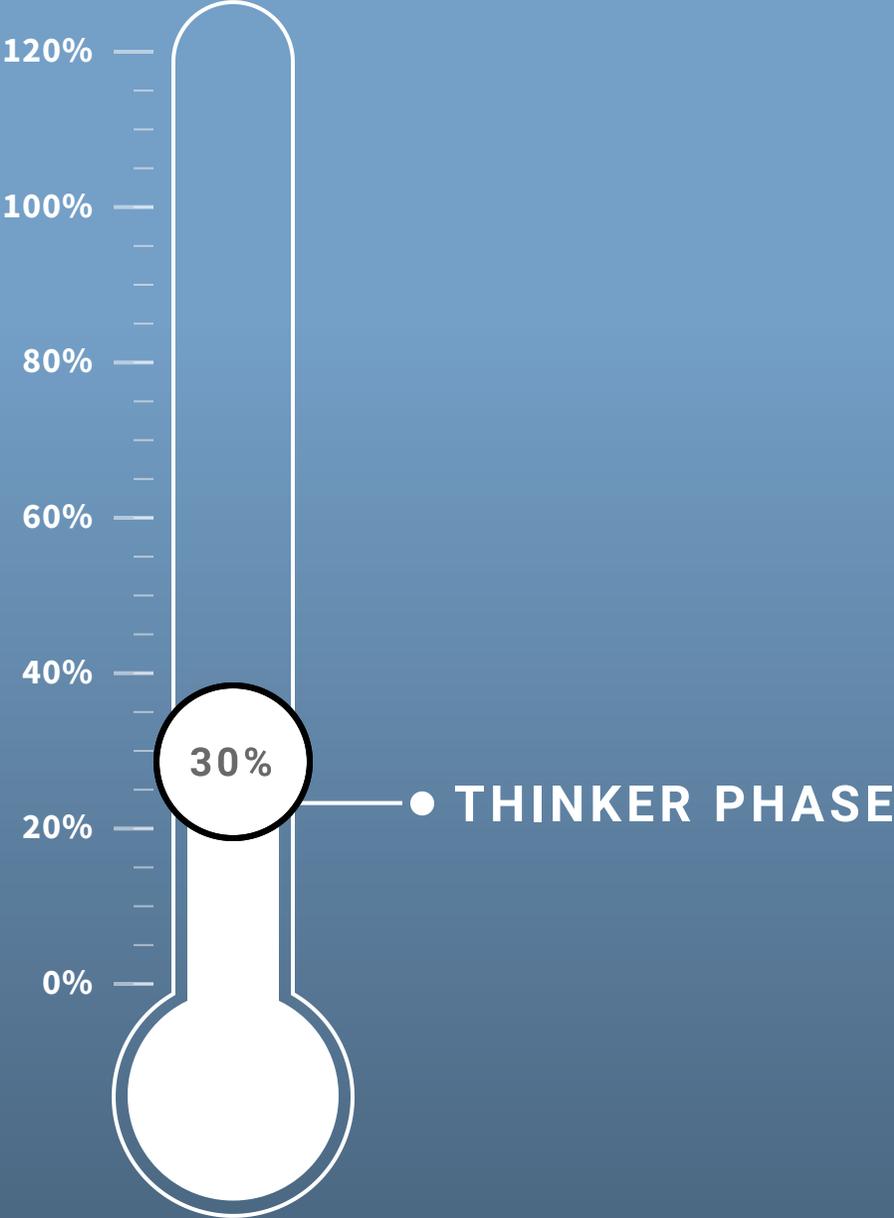
“ The PERSISTER need for Recognition of Work motivates him to be goal and achievement oriented. He takes pride in most everything he does. If something is worth doing, it certainly is worth doing well. He is not likely to devote his time and energy to a project unless he believes in it and his involved in it. ”

“ The PERSISTER need for Conviction motivates him to have strong beliefs and opinions. It is important for him to lead a life consistent with these beliefs, values and opinions. Whenever possible he is likely to want to exercise his influence, impacting upon the growth and direction of others. He will resonate with others who share his high standards of integrity, dependability and trust. ”

“ Involving him in circumstances where others acknowledge his with respect and admiration is of particular gratification in meeting his conviction need. ”

# PSYCHOLOGICAL NEEDS FOR THINKER PHASE

Recognition of Work  
Time Structure



# FINDINGS: 30% FROM ORANGE EMPLOYEES EXPERIENCE THINKER PHASE.

THAT MEANS THEY HAVE THE FOLLOWING NEEDS: Recognition of Work and Time Structure

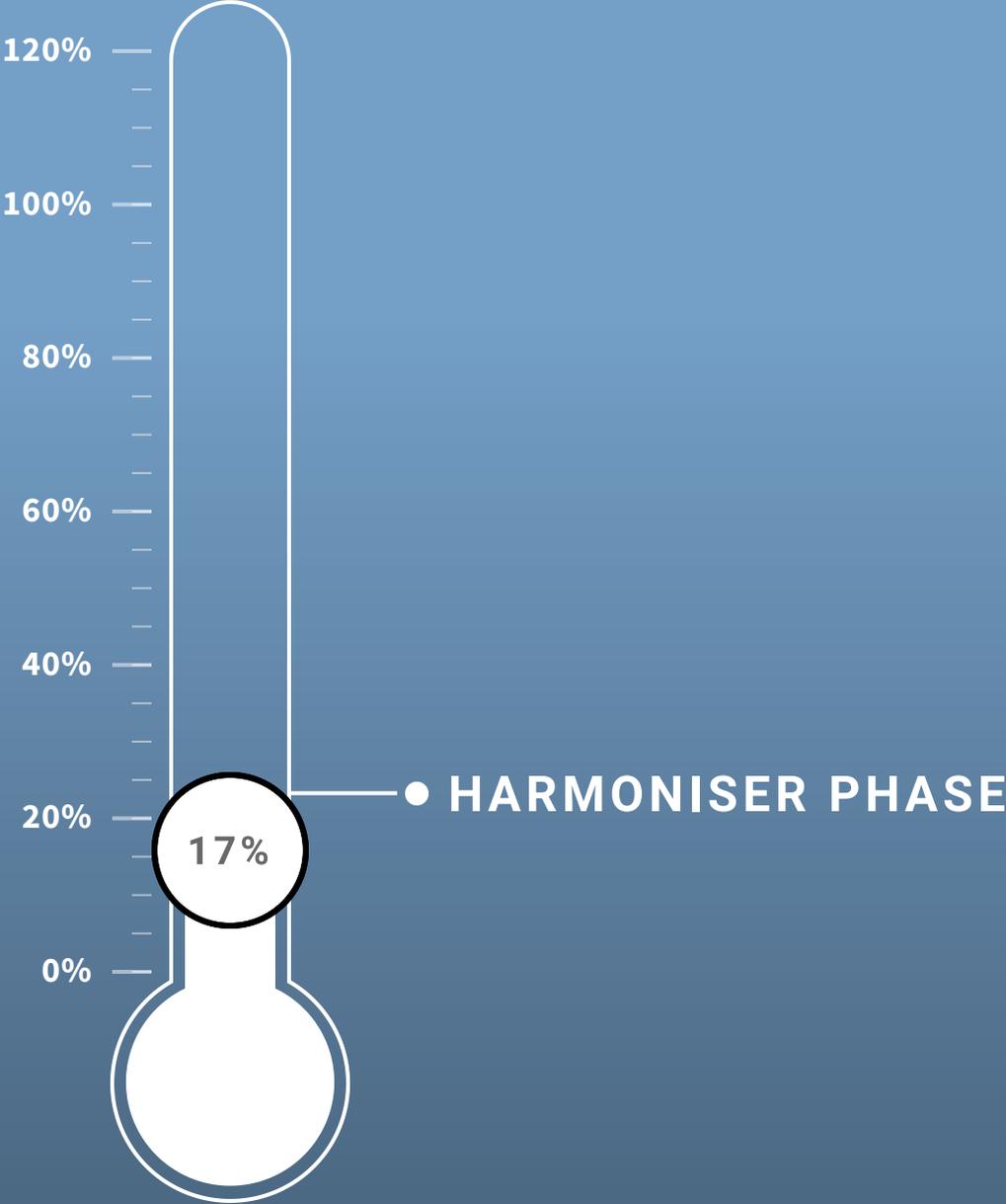
“ The THINKER need for Recognition of Work motivates them to be goal and achievement oriented. they take pride in the ability to think and perform, willing to work hard to reach their goals. Achievement is important to them. Affirmation from significant others about their accomplishments is welcomed. ”

“ The THINKER need for Time Structure motivates them to plan their time efficiently and organize their time so that they are in control of their schedule. They are prompt and expect others to be as well, so don't be late at meetings ”

“ Knowing deadlines, preparing and planning in advance and efficiently coordinating time frames are important to them. ”

# PSYCHOLOGICAL NEEDS FOR MARMOSISER PHASE

Recognition of Person, Sensory



# FINDINGS: 17% FROM ORANGE EMPLOYEES EXPERIENCE HARMONISER PHASE.

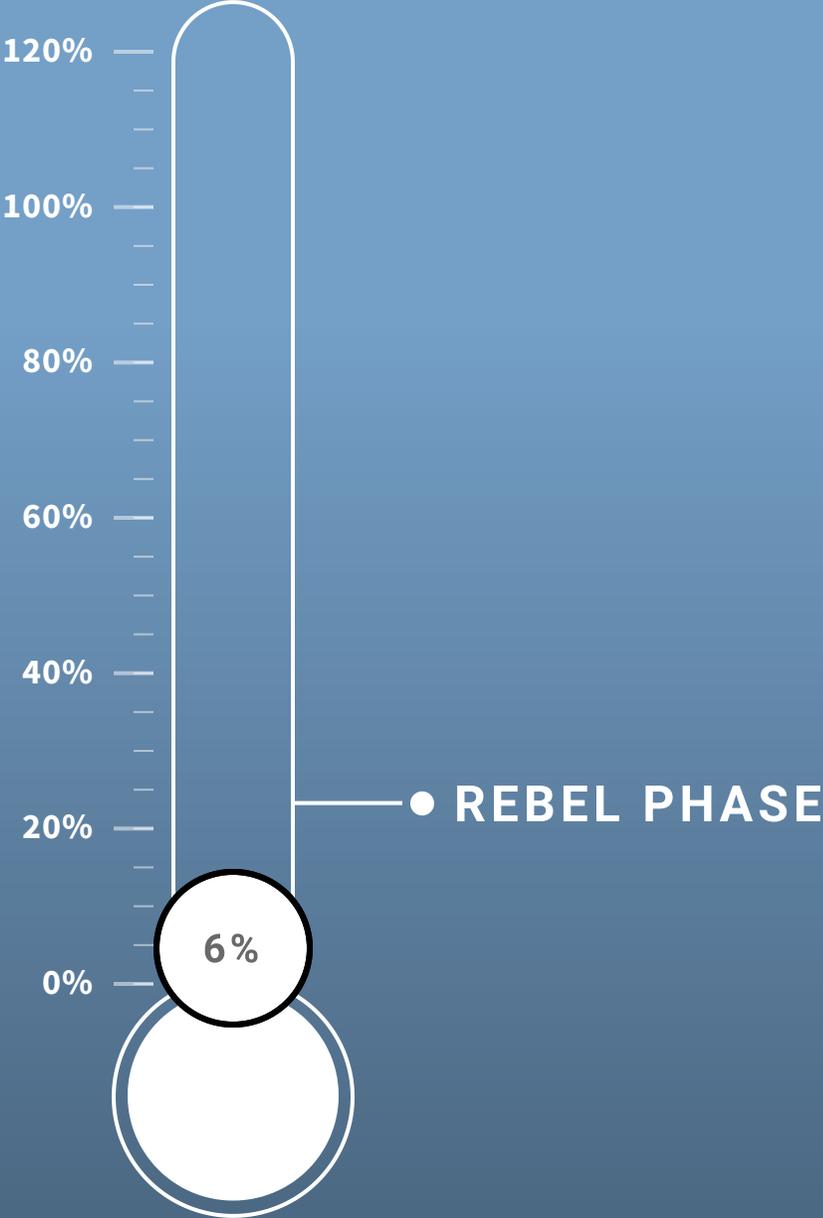
THAT MEANS THEY HAVE THE FOLLOWING NEEDS: Recognition of Person, Sensory

“ The HARMONIZER need for Recognition of Person motivates him to want to be unconditionally accepted. His desire to be recognized as a special and unique person. Personal relationships are important as well as establishing close professional ones. It is important that he arranges to be around people who like and care about him. ”

“ The HARMONIZER need for Sensory Satisfaction motivates him to pamper his senses so that he may intensely appreciate sights, smells, touches, tastes and sounds ”

# PSYCHOLOGICAL NEEDS FOR REBEL PHASE

Contact



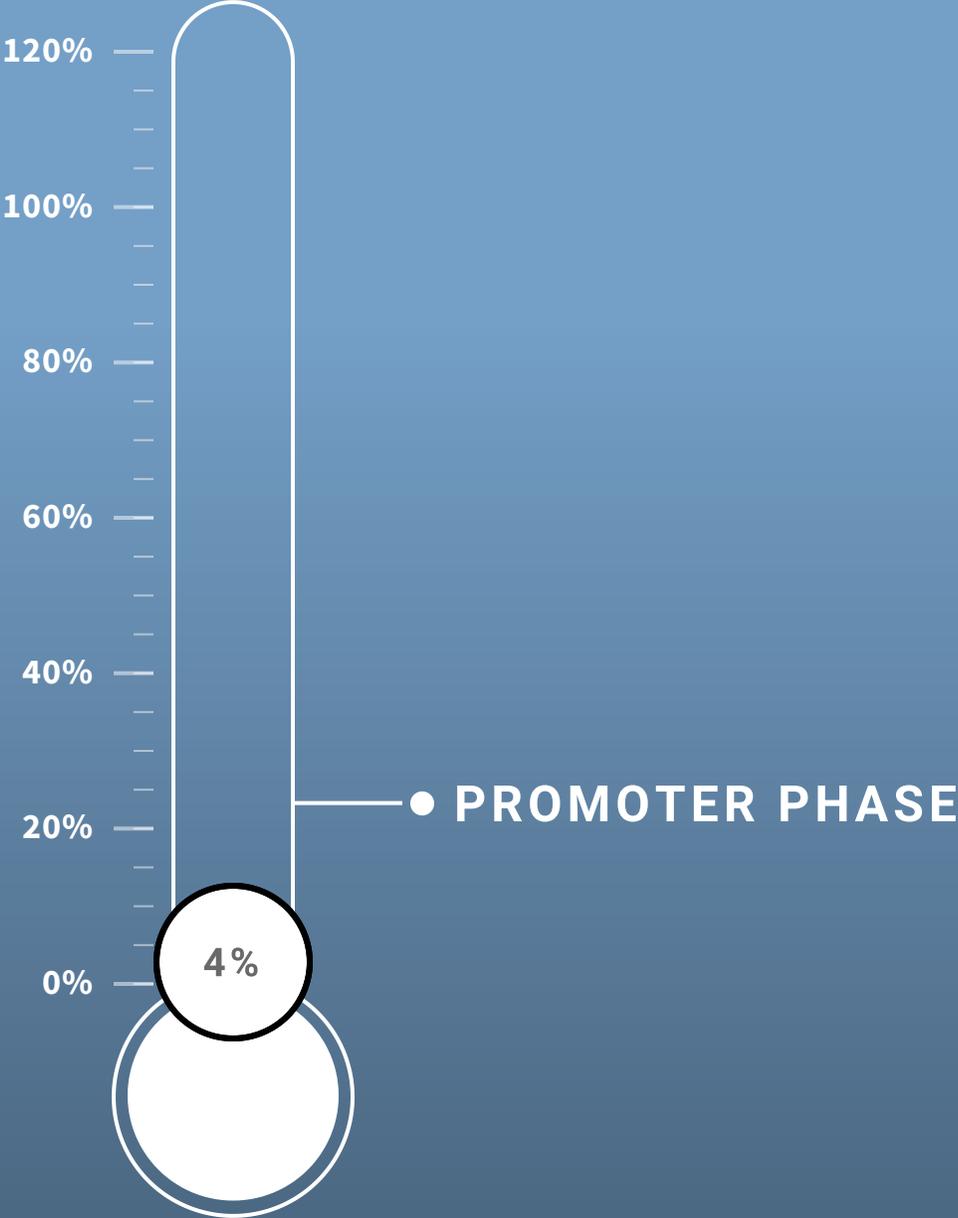
# FINDINGS: 6% FROM ORANGE EMPLOYEES EXPERIENCE REBEL PHASE.

THAT MEANS THEY HAVE THE FOLLOWING NEEDS: Contact

“The REBEL need for playful Contact motivates him to have frequent interactions with fun people who enjoy joking and laughing. Also, stimulating environments are important: bright lights, loud music, playful gadgets, or favorite poster .”

# PSYCHOLOGICAL NEEDS FOR PROMOTER PHASE

Incidence



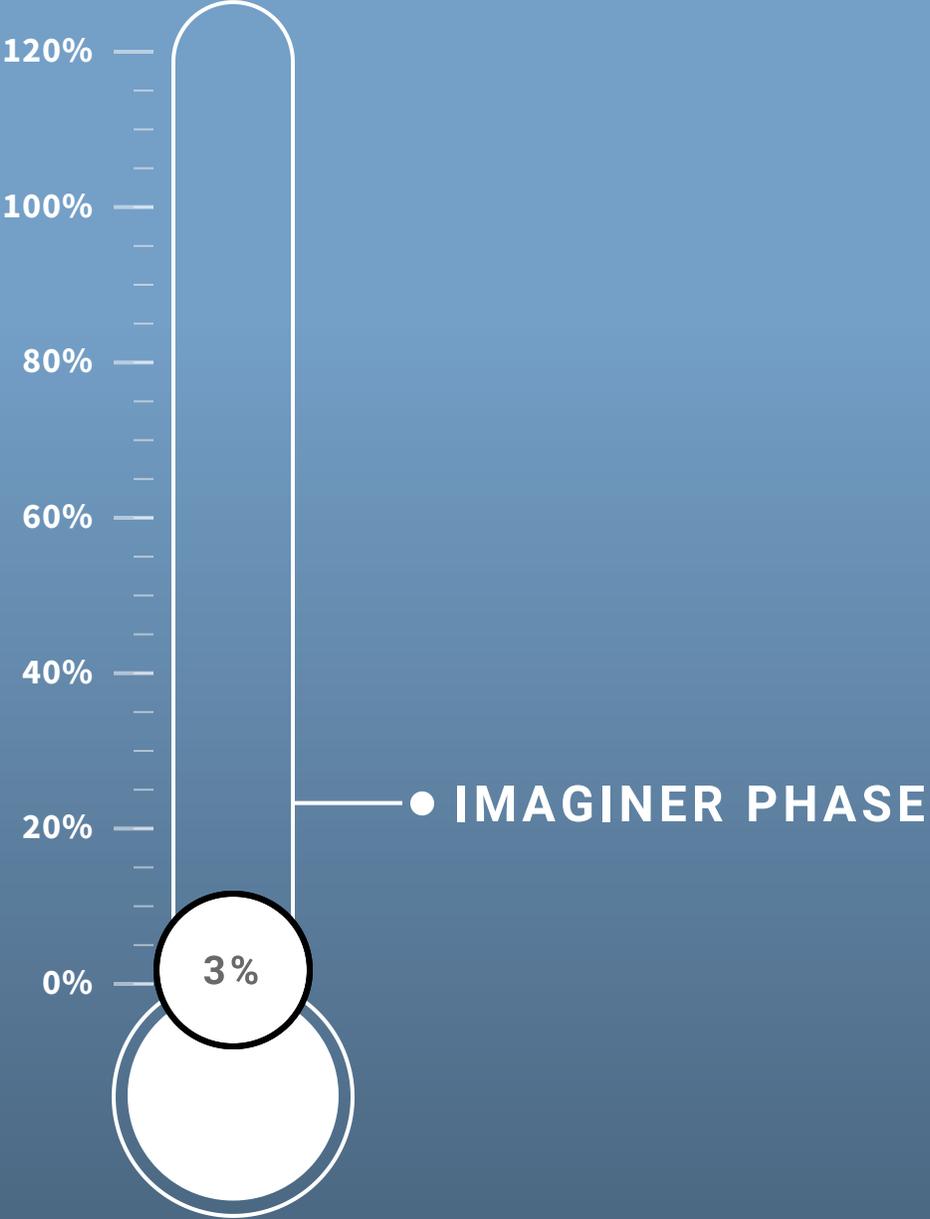
# FINDINGS: 4% FROM ORANGE EMPLOYEES EXPERIENCE PROMOTER PHASE.

THAT MEANS THEY HAVE THE FOLLOWING NEEDS: Incidence

“ The PROMOTER need for Incidence motivates him to want a lot of excitement in a short period of time. He may like challenges, risks, or competition. A rush or a thrill fills the bill.. ”

# PSYCHOLOGICAL NEEDS FOR IMAGINER PHASE

Solitude



# FINDINGS: 3% FROM ORANGE EMPLOYEES EXPERIENCE IMAGINER PHASE.

THAT MEAN THEY HAVE THE FOLLOWING NEEDS: Solitude

“The IMAGINER specific psychological need is Solitude that motivates him to stay accountable to spend time alone, without being disturbed by people, sounds or external stimuli. In such moments it is preferable for him to reflect, meditate or give free rein to his imagination.”

# LEARNING INSIGHTS BASED ON PERSONALITY PROFILE INVENTORY BASE DEMOGRAPHICS ON ORANGE ROMANIA.

## INTRODUCING ACTIONS IN LEARNING/TRAINING ACTIVITIES FOR EACH TYPE OF PERSONALITY

### THINKER

PRESENT DATA, INFORMATION, VISUAL MATERIALS, RECAP INFO, OFFER MANUALS, ENGAGE THEM IN PRELIMINARY WORK, ASSIGNMENTS, OFFER THEM APPS FOR LEARNING

### PERSISTER

INTRODUCE SHARE EXPERIENCES ACTIVITIES ALLOWING THEM TO RECEIVE APPRECIATION FOR THEIR COMPETENCE. ENGAGE THEM IN SHARE CONVICTIONS ACTIVITIES TO EXCHANGE OPINIONS

### HARMONISER

ENGAGE THEM IN SENSORIAL EXPERIENCES, SMALL GROUPS DISCUSSIONS, ACTIVITIES FOR EXPRESSING FEELINGS

### PROMOTER

ENGAGE THEM ON ROLL PLAYS, SHARE EXPERIENCES ACTIVITIES AND CHALLENGES AND DARE THEM TO EXCITEMENT MOMENTS

### REBEL

ENGAGES THEM IN FUN ACTIVITIES, GROUP ACTIVITIES AND STIMULATING ENVIRONMENTS IN ORDER FOR THEM TO ENJOY PLAYFUL CONTACT

### IMAGINER

OFFER THEM REFLECTION TIME AND GIVE THEM SPACE TO SHARE REFLECTION INSIGHTS. PREPAR IN ADVANCE INDIVIDUAL EXERCISES AND CLEAR INSTRUCTION

# EMPLOYEE ONGOING PROGRAMS BASED ON THE INSIGHTS ON PERSONALITY PROFILE INVENTORY BASE DEMOGRAPHICS ON ORANGE ROMANIA

## THINKER

DELEGATED PROCESSES IN MEETINGS  
CLEAR STEPS ON STRATEGY ON THE WAY WE WORK,

## HARMONISER

TEAM EVENTS FOR STAYING TOGETHER  
LEAD YOURSELF PROGRAM  
WELL BEING PROGRAM

## PERSISTER

CHEERS FOR PEERS  
FEEDFORWARD METHOD

## PROMOTER

NETWORKING PLACES  
NON CONVENTIONAL SPACES FOR MEETINGS

## REBEL

TEAM EVENTS  
SPECIAL PLACES FOR MEETING ON BREAKS  
PLAY STATIONS IN RELAXATION ROOMS

## IMAGINER

REMOTE WORK PROGRAM  
SMALL ROOMS FOR WORKING INDIVIDUAL

# ABOUT ME



I am a person who believes in development and I believe that if you can, it is a duty and a personal mission to make your own life and the lives of those around you a continuous evolution.

In the last 17 years I have studied and experimented a multitude of techniques, I have participated in numerous bootcamps, workshops, seminars and courses related to personal development. I have developed and delivered programs that combine thousands of hours of training, coaching and consulting on topics such as communication, self-knowledge, psychological profiling, applied in organizations, group dynamics to diverse and multicultural audiences.

I am Certified  
Process Communication Model Trainer since 2018 and since then I have delivered trainings to over 500 Process Communication Model participants.

**THANK YOU!**

**RALUCA ALECU**