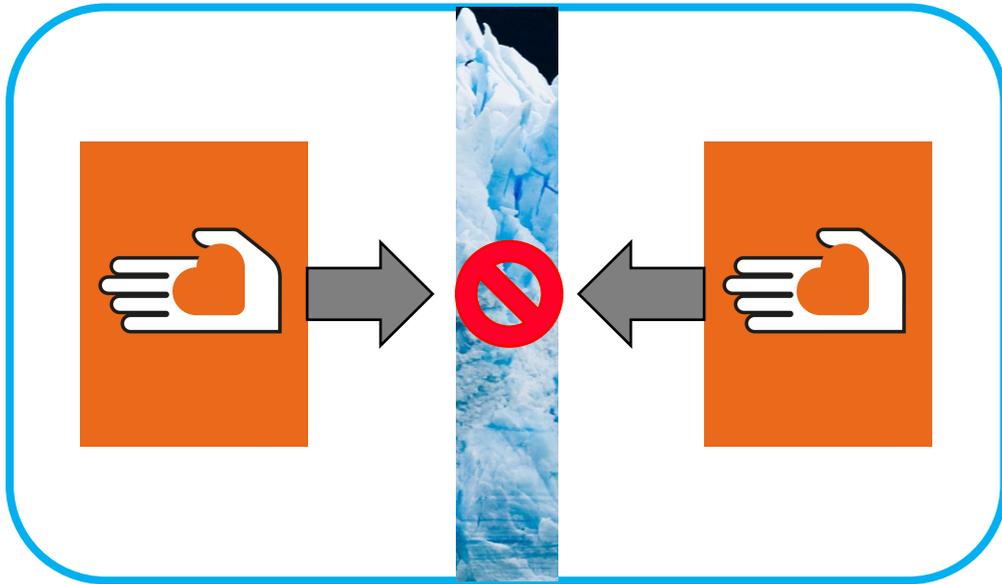




HumanGuide®



Pandemic!

Don't touch – a big problem!

For whom is it worst
and what can you do?

***Rolf Kenmo** makes very interesting reflections on how different personality types react in the Corona pandemic. Valuable knowledge to understand people's different perspectives on what to focus on and how the pandemic can be handled.*

Karin Tydén, Mind Hacker and author of "Mind Hacking for rebels"



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Don't touch – a big problem!

For who is the pandemic worst and what can be done?

Corona makes that many people now suffer from isolation and don't touch must be avoided. Otherwise you can become deadly ill or contribute to the death of others. People are different, so you suffer differently. Those who suffer the most are, of course, those who have a great need for closeness and touch. They also have a letter abbreviation... They are called HSP, i.e. Highly Sensitive People. If you are alone with this quality, then it is of course absolutely the worst.

Knowing and using one's senses is one of the most important qualities for human survival. In addition, when touching a person's skin, a certain nerve cell is activated, which sends a signal to a part of the brain, which is responsible for pleasure, releases a cocktail of hormones, which include dopamine, serotonin and oxytocin, which calms anxiety and makes us to feel happier.

It has proven very important that that the mother gets physical contact with her child, as soon as possible after the birth. It is equally important during the child's upbringing. Just look at what happened at Hitler's "children's factories", where Aryans should be produced. It did not go well for them. Unfortunately, there are also examples from today - orphanages for orphans in Romania.

How common is it then to be highly sensitive? This quality is found in about 20% of the population according to research. In our database of HumanGuide tests, 18 % have more than 6 on a 9-point scale (based on 5420 tests among Swedes). In other words, they are not a small minority - they are many.

As I said - isolation and don't touch - is not so easy to suddenly be able to live up to. The power of habit is great. You may be able to do it in the beginning, when it gets so much attention, but then the habit strikes. If you are stressed or a certain situation suddenly arises, then it is even easier to make mistakes.

If I should be "disgustingly positive", it can be said that there has been some corona training since metoo started. On the other hand, it is a dilemma: when is it OK to hug and when is it not? ”

People are different and the personality theory Eight boxes

We all know that people are different. Unfortunately, we often forget it, when we give advice, for example. We often give advice that suits ourselves. A similar mistake we make when we recruit, that we often recruit candidates, who act as ourselves - no matter what kind of job... It provides security. People with low self-esteem in particular are often tempted to do so. On the other hand, those with a good self-esteem see it as more enriching with diversity. One should of course recruit according to the requirements of the job - not that diversity is good in itself.

The driving force for how people act depends on their personality and values as well as self-esteem. Therefore, it may be practical to use a personality theory to reflect on



hypersensitivity and other factors in the personality. There are many such theories. I will use the underlying personality theory for the HumanGuide test. The personality theory is called Eight boxes and is a simplification of L Szondi's (1893-1986) personality theory. The purpose of simplification is that a layman should be able to quickly learn it, as a distinct language to describe the personality. Then you can benefit from it in many ways. Not only in order to select a suitable candidate in recruiting, also for personal development, team development, conflict management, etc. The theory also has a strong advantage compared to many other theories. It consists of eight basic dimensions (factors), so the test result is more nuanced compared to, for example, DISC (four dimensions) and similar, as well as tests based on the Big Five model (five dimensions) .

Below are explanations of the eight dimensions of the theory. All this information and more can be found in the web app your.humanguide.se. The purpose of the symbols and colours is to more quickly learn to use the theory, i.e. that personality theory should also be useful for lay people... Further information on the website humanguide.com.

Factor	Symbol	Characteristics
Sensibility		Perceptive, considerate, careful, accommodating, complaisant, sensual, diplomatic, obliging, likes closeness
Power		Energetic, speedy, driving, eager, competitive, strong, active, result-orientated, straightforward, fearless
Quality		Reliable, quality-conscious, conscientious, supportive, persevering, comprehensive, thorough, unselfish, caring, dutiful
Exposure		Spontaneous, charming, witty, proud, likes attention, trendy, charismatic, colourful, dramatic, ready-witted
Structure		Orderly, methodical, likes planning, neutral, distinct, correct, realistic, objective, disciplined, forethoughtful
Imagination		Imaginative, inventive, improvises easily, clever, likes to experiment, ingenious, development-orientated, freedom-orientated, visionary, artistic
Stability		Stable, economical, wary, creature of habit, thrifty, down-to-earth, tradition-bound, conservative, cautious
Contacts		Outgoing, sociable, open-hearted, easy-going, playful, humorous, food-loving, contact-orientated, optimistic, cheerful



The problem with the pandemic is different in different cultures...

When it comes to closeness and body contact, the norms vary a lot between cultures.

For example, in 2020 we did a translation into Finnish of the HumanGuide test, so now it is available in 15 languages. Then one of those involved from Finland said: "We have very little problem with keeping social distance in Finland". It is also interesting how the culture affects the language, which must be taken into account in the translation. For example, it was interesting that in Finnish there was no word for sensitive... That you hold back emotions in Finland may be why Finnish tango is so melancholic and that many from Finland become so emotional when they have a party...

It is also interesting, when cultures meet each other. Several years ago I had leadership training with a colleague in the south of France. The participants were managers from a Swedish company. One of the managers came from the North of Sweden, where people are generally a little more reserved. He was a manager in a factory and had been fascinated by all kisses on the cheek in France, so he said in a final comment for the one course week: "If we were to introduce kissing on the cheek at the factory, then would probably productivity increase 10% ..."

A further example... In an app with tips on how to act and not act in different cultures, there was an advice for Brazilians. The background is that there you like both cheek kisses and hugs, etc. This means that when a Brazilian meets someone from another country, he can slap someone in the stomach and say: "You seem to live well." Then the advice in the app was that this could be misunderstood by the other - he thinks I have become fat...

Driving and reflecting factors

Personality theory consists of two kinds of factors: Driving and reflecting.





The driving ones are more active and take more initiative. The reflecting ones are more thoughtful before doing anything. The result is that if someone has very many driving factors with a high value, then that person will of course be very driving. And in a similar way, it will be for the reflecting ones.

When something drastic, such as a pandemic, occurs, the driving ones become very frustrated and tend to somehow come up with an attack on the obstacles. On the other hand, those with reflective factors can become very obstacle-fixed and thus passive.

In the following, the response to the pandemic for each of the eight factors will be described. In addition, some tips on what exactly those with that factor, such as a strength, can do to handle the pandemic in a good way. Finally, there will be some examples of "whole personalities", i.e. how they probably react and act.

Highly sensitive people have a high value for Sensibility and are greatly affected by the pandemic

As I have already said - if you have a high value for this factor, you are highly sensitive. This means that you take in much more through all your senses compared to others. Therefore, it is easy for the highly sensitive to become overstimulated. I've read about someone of them, who uses headphones at times to find peace - peace of mind. Meditation and relaxation are also good methods. Exercise and physical activity provide well-being and relaxation, as a result.

Everyone with a strong need for *Sensibility* as a great need for touch. However, not by anyone. You have to like the person and that the touch is in a appreciated way.

But now the risk is instead that you are understimulated Moreover, you miss your relationships more than others.

If you have high on *Sensibility*, then you don't like to trouble others, and especially not to create conflicts. This makes it more difficult to take initiatives, but if someone else wants help, they are happy to stand up. In a pandemic, with *Sensibility* they can get support from a Chinese proverb to leaders: In glorious times, you should preferably wear silk gloves. In a crisis, it is possible to use hard gloves... In addition, you can never be loved by everyone. If you have it as an ambition, it will be easy to lose yourself. It is actually wise to protect your ego...

However, there is a good strategy, if you have one or more close relationships, that you live with. Then you should compensate in this close circle for the loss of touch and relationships outside the close circle, for example at work, etc.

Now, however, it is the case that no human being is dominated by just one driving force. This makes it interesting how the highly sensitive can handle the pandemic depends on what other strong driving forces they have - strengths.



Power and the pandemic

The natural reaction is that the pandemic will be a challenge. The biggest risk is probably that *Power* does something ill-considered. Then it can be good to also have *Structure*, who likes to think before ;-)

When it comes to *Power*, they actually like to have obstacles, because it is such a great reward to get past them ;-)

The biggest problem for *Power* is probably a problem, which they are not always aware of. They can be speeded up. Because they want so much, it becomes easy to get a large workload. It comes gradually, so the environment usually notices it faster than the *Power*-person. Therefore, it can be smart to "program" your breaks, because during the break it is easier to feel that you are speeded. Others may notice it, when *Power* falls asleep in front of the TV.

Quality and the pandemic

They have a similar problem as *Power*, i.e. they easily get too much workload. In addition, they have difficulty giving up, possibly if they become ill... They must learn to make reasonable demands on themselves and realize that it is a human right to rest. They can't help anyone, if they run out of themselves. Then they also oppose their ideal that people should help each other. If they have run out of themselves, they will be a burden for others ...

For *Quality*, there is a paradox. They can get advice from others that they should not have been given a duty on the brain. It is unreasonable that they strive to help everything and everyone. The paradox, however, is that they get energy from helping others. Therefore, they must learn to recognize the symptoms that now there is a risk of crossing the line to exhaustion, for example that they forget things. If they care about their dreams, then they can think about how they can be interpreted. For example, if they often dream that they are having a hard time, then they often have it for real!

At the same time, of course, people with *Quality* can be pillars in society. Many of them apply for careers in care and rescue. Others should be grateful for that, but it is important that *Quality* people also take care of their recovery.

Exposure and the pandemic

People with *Exposure* like to be in the center. Therefore, they are very aware of what applies in society. For safety's sake, they follow the advice. Sometimes too obvious because they want to give a good impression. The opposite version also exists - those that are more rebellious. Often those who have low on *Structure* (difficult to be disciplined) and high on *Imagination* (want them free). Note reactions from e.g. Mr Trump and his friends ...

One problem with *Exposure* is that they can be very spontaneous. You need to think before, when you are together with other people...



Structure and the pandemic

Structure has a very big advantage compared to most people, when it comes to living during a pandemic. Namely, they are good at self-discipline. They can even be of great help to others. Both in situations to monitor the action and to plan how one should act in different situations. In the latter case, they can be seen as good risk analysts. Then the next factor - *Imagination* - must come up with suggestions for solutions for different risks. The solutions should then of course be reviewed by *Structure* ;-)

Imagination and the pandemic

Imagination is rather stimulated by problems. No...yes not those who restrict their freedom or mean that they can do something banal on repetition, such as washing their hands. For example, they benefit from electric toothbrush, which marks the brushing time by 4 x 30 seconds, it increases the chance that the user brushes long enough, but also that it does not become too much.

Another problem with those, who have a high value of *Imagination* is that they easily get into the things they like, and then there is the risk that they forget the restrictions ...

Imagination likes to experiment, which makes it good, if they themselves also have the strength *Structure* or that someone in the close circle can supplement with it. This increases the chance that it goes the way and that it does not fail, which can lead to illness.

Finally, there is a very important aspect for creative people. Paranoia. Hmmm? Well, the originator of the basic personality theory behind the HumanGuide test, Szondi, was a doctor who was researching in genetics. In his studies, he discovered an unusual mental illness in the family for both the woman and the man in a married couple. He researched further and found several such cases. Finally, this led to a dream, where he saw a pattern of mental illnesses. He also realized that a mental illness can be seen as an extreme position of something that is "normal". So the risk of getting a certain mental illness is greatest, where the factor that has the greatest strength for a person, i.e. this human need is exaggerated. Unfortunately, not many people in the world have paid attention to Szondi's theory, so they only discover parts of his structure. For example, there is a professor Elaine Aron, who has discovered that some people are HSP, i.e. Highly Sensitive Person. What is then described, according to Szondi's theory, is that one has *Sensibility* as a strength. Other research has concluded that geniuses may have mental problems (e.g. *Imagination*).

Back to the risk of paranoia. When it comes to all these eight factors, there is a risk of the mental illness, but then you are extremely high on the scale. On the other hand, if someone has a high value for *Imagination* in the test, then of course there is the risk that from time to time you get a little light paranoia, i.e. you imagine things that are not true. A clear example is that someone is very hypochondriac. This is especially true for someone, who also has a high value for *Sensibility* and a low value for *Structure*. I once read about a film producer who had a hard time collaborating with the director. Why? Well, on Monday he had a blood clot in his leg, on Tuesday kidney cancer, on Wednesday ALS, etc...



During a pandemic, there is a risk that those with *Imagination* may think that the pandemic is just a scam or that it is some kind of conspiracy, where there is some hidden purpose. They can also refuse to be vaccinated, if they have heard anything unfavourable about the vaccine.

What then does the risk of a little paranoia mean? Well, the creative person may have difficulty trusting others. Can therefore consciously test important people in the environment: "Is X loyal to me?"

Stability and the pandemic

Stability thinks that crises are very unpleasant, because they always strive for security. They protect themselves in many different ways. Likes to have money in the bank in case... Etc.

If a crisis then occurs, despite all the fences, well, then it will be extra unpleasant. If you then start talking about a second wave, mutations, etc, it becomes very unpleasant.

Stability has easy to follow instructions. They can even add their own. If they should receive relief, it is important, for example, to receive information from people they trust. That the information is concrete and clear. That you keep a common thread in communication. That you keep what you promise, for example that it is always information at 2 pm on Tuesdays. Obstacles are clearly communicated.

Contacts and the pandemic

Contacts have major problems during a pandemic. Just like *Sensibility*. *Contacts* want to be in the company of others. As much as possible. *Sensibility* wants closeness to others and especially to their close relationships.

A good strategy for *Contacts* is that in your close circle, those it is OK to be close to, compensate for the contacts, which you have outside your close circle.

For *Contacts*, it can be a great challenge to have sufficient discipline, so they do not give in to their impulses, when they get great abstinence. Compare with e.g. longing after sweets ...

Some examples of personalities and the pandemic

Now you will see examples of personalities and their impact from the pandemic and what can be a good strategy for each of them

- "Severe case, the doctor cried", i.e. a personality, who probably suffers a lot from the pandemic
- A very driving personality
- A very reflecting personality
- A person who fits with the so-called Level5 Leadership



For each example, the test result will be displayed, as a so-called AppProfile. The whole box filled with colour means that it is a primary factor, i.e. a strength. Partially filled in means that it is a secondary factor.

STRENGTHS: SENSIBILITY & IMAGINATION



For such a personality, a pandemic becomes a big challenge. The biggest concern is that you can easily imagine that you have got the infection. On the other hand, you are afraid of the infection, which means that you do what you can in order to avoid the infection. *Imagination* contribute positively to that behaviour, because you then think more creatively than others, how you can get infected. The conclusion is that for this person it is wise to take the help of someone, who has more on *Structure*, to avoid the *Imagination* shining away.

STRENGTHS: ONLY DRIVING



A lot of initiative will be taken here. Again, it is wise to take the help of others, so it does not become a whirlwind of activities without this person act with a thoughtful approach.



STRENGTHS: ONLY REFLECTING



Of course here too, it is wise to collaborate with others, so that this person isn't paralyzed. At the same time, of course, it is good to follow recommendations and to avoid infection. Problems arise if sudden changes are required.

SO-CALLED LEVEL 5 LEADERSHIP

There are many opinions about what is a good leadership for a company. Of course, it depends a lot on the company as such and also the situation now. In addition, it is understood how the future is likely to be and what goals you have.

When it comes to personality and leadership, there is a perception in the bestseller "Good to Great". The book is based on five years of research on successful companies in the United States. The criterion was that they would have been the best in their industry for 15 years. This leadership is called "Level5 Leadership".

Such leadership is easy to describe with the theory Eight boxes, as mentioned above

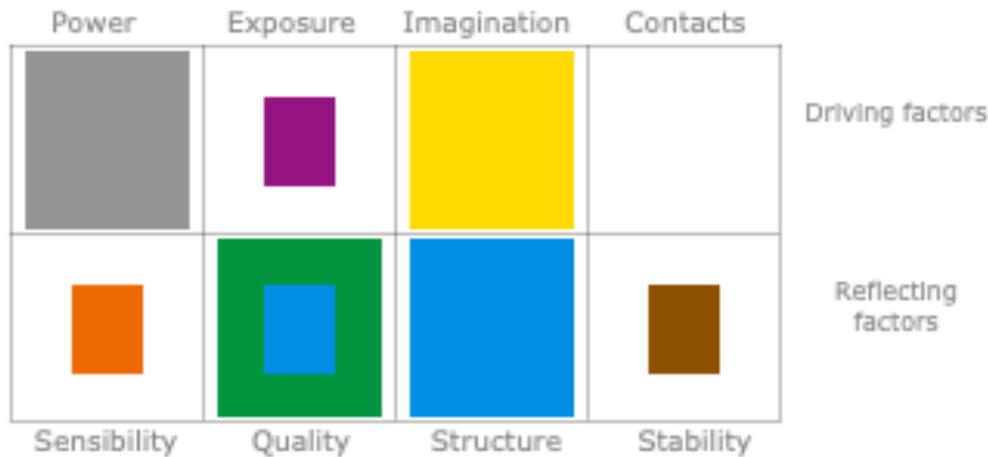
- *Power*, i.e. is result-oriented and can make tough decisions
- *Quality*, i.e. likes to act sustainable, long-term and strives to follow a healthy morale
- *Structure*, i.e. seeks facts and realism and keeps focus
- *Imagination*, i.e. is open and quick to realize important changes in the outside world
- *Exposure*, i.e. has a low profile and does not mind that others are in the center and do not want yes-sayers around them

This is also confirmed by our thousands of tests done, which we have in our database.

Such a personality has a good balance between driving and reflecting, so that is probably why companies with such leaders become successful.



With the HumanGuide concepts, such a leader can look like below. The completely colourful boxes are the primary factors - the strengths. Among them is a ranking, which is shown by the fact that the strongest strength is *Quality* (core factor) and the next strongest is *Structure* (second factor). The boxes that are only filled in partly are secondary.



What can be done in general for pandemic management ?

A generally good strategy is to take stock of your strengths and reflect on how they can strengthen each other. For example, if someone has *Sensibility*, as their strongest strength (driving force) and *Power*, as their second strongest. Then you have to "tell" your *Sensibility* not to be so considerate and take sensible initiatives with your *Power*. You can also benefit from this strategy after the pandemic has passed;-)

Before the pandemic, it was apparently a lot of lonely people - especially men, who went more often than they needed to cut their hair just to get touched. When the pandemic came, they really had to figure out a new way...

Not everyone likes to have pets, but if you are alone, a dog in particular can be a nice company, including a way to get and give touch. Cats are interesting. They can come and stroke your legs. Then many people think that they are begging for food or touch. Research has shown that they need to do this in order to eat well ...

Today there are new ways to socialize instead of IRL, i.e. In Real Life, as the young people say. You are seen on video, which is something between IRL and telephone. Today, that technology has developed a lot and it is constantly improving. Sure it's not like IRL, but it's a much better meeting than by phone.

The absolute best action is of course to be vaccinated ;-)



And now what ...

A small guide, so you can manage until you are vaccinated. Depending on your strengths so should

- *Sensibility* not be too caring about others, but also think of oneself, but of course strive for a reasonable balance between one's own and others' interests
- *Power* to think a little more before...
- *Quality*, just like for *Sensibility*, think a little more about yourself and what is a reasonable balance between thinking about yourself and the needs of others
- *Exposure* be more on its guard against its spontaneity
- *Structure* beware of complications and feel free to help others remember the recommendations
- *Imagination* more often do risk analysis compared to when it is normal in society
- *Stability* does not become paralyzed and too locked. Do a risk analysis and feel free to test them on others
- *Contacts* figure out some way to constantly be aware of the risks of the pandemic, so the need of companionship makes that the risks are forgotten. Remember to use video conferencing and social media, as a decent replacement

Good luck!

Rolf