



**Hanzehogeschool  
Groningen**  
University of Applied Sciences



**Tina Klok**  
Lecturer Professional Skills & Communication  
Hanze University of Applied Sciences  
School of Business Management  
Business Management Studies  
GSM: +31 (0)6 23528321  
[j.klok@pl.hanze.nl](mailto:j.klok@pl.hanze.nl)

# Business Management Studies

**School of Business Management**

**share your talent.  
move the world.**

## Agenda

1. Introduction
2. Triune Brain Theory
3. Biostructure
4. Way of working
5. Objectives
6. Lessons learned
7. Open questions / discussion

**Can a profound self-knowledge  
about personality traits increase  
the motivation to achieve academic  
success?**

## Method/ thematic field -'The **STRUCTOGRAM**®'-

- Developed by Paul D. MacLean, offering scientific base out of evolution theory
- Nature has given humans three types of brains, that despite large differences in structure, function and task should form a trinity
- Basis of Biostructural Analysis: connects genetically determined patterns (nature) with situational, external factors (nurture)
- Offers insights in human personality development

*“An interest in the brain requires no justification other than a curiosity to know why we are here, what we are doing here and where we are going.”*




STRUCTOGRAM®

17-10-  
2016

**share your talent. move the world.**

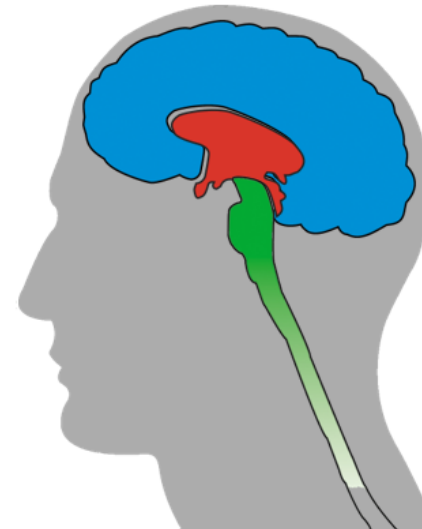
## Method/ thematic field -Triune Brain Theory-

Lizard Brain	Mammal Brain	Human Brain
Brain stem & cerebelum	Limbic System	Neocortex
Fight or flight	Emotions, memories, habits	Language, abstract thought, imagination, consciousness
Autopilot	Decisions	Reasons, rationalizes

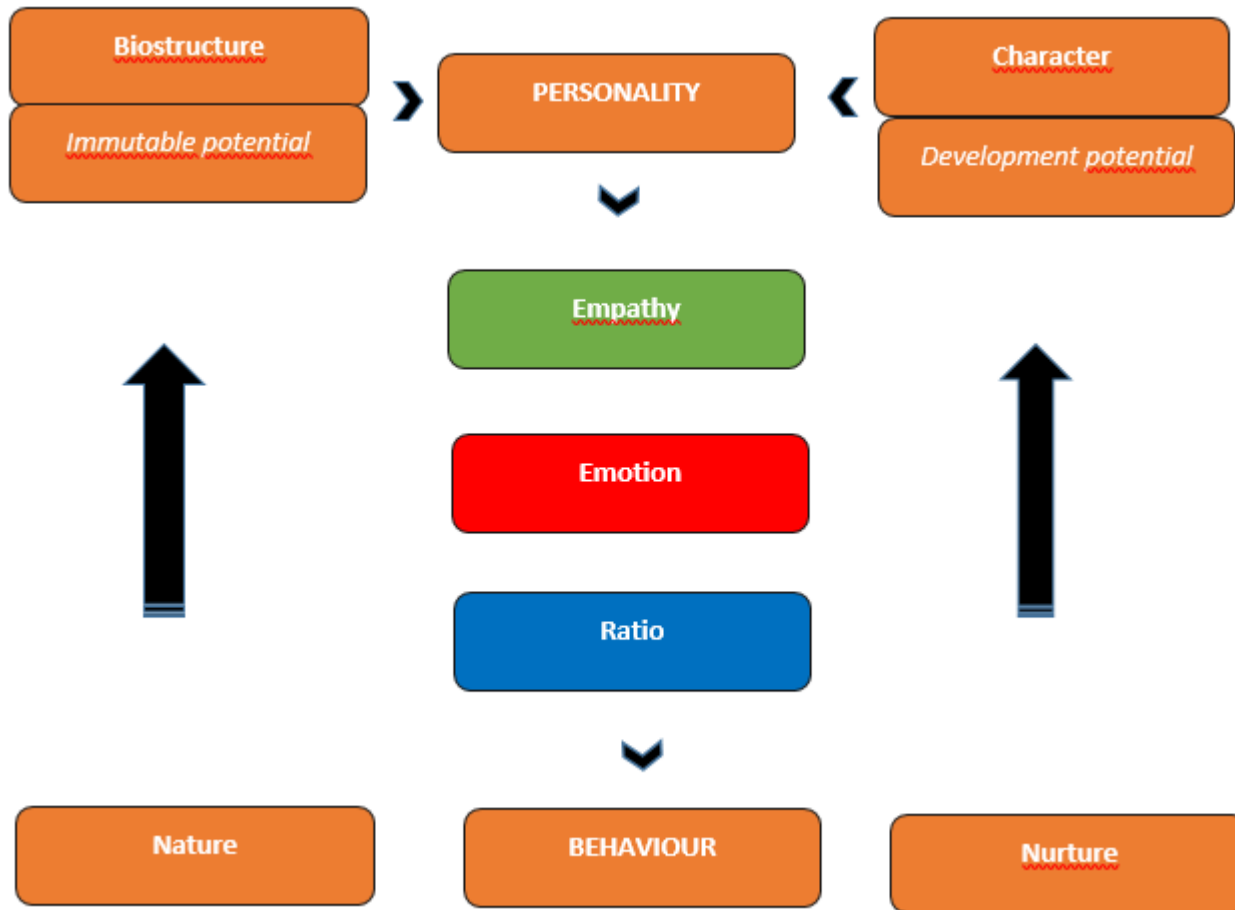
 Experiences

 Dynamics

 Reasoning

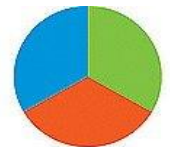


# Method/ thematic field -*Personality and Behaviour*-



## Method/ thematic field -*What does the 'STRUCTOGRAM' offer?*-

- Personality Analysis
- Recognizing your strengths, weaknesses and limitations / pitfalls
- Sharper self-image
- Deploy strengths more targeted
- Understand other people better



STRUCTOGRAM®

## Method/ thematic field *-Individual dominance-hierarchy (biostructure)-*

### Strongest component:

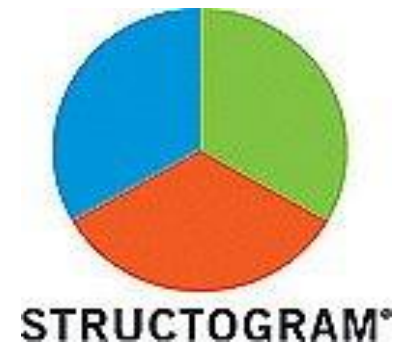
- Responsible for the **essential motivation**
- Foundation for action and reaction behavior

### Second component:

- Converting the 'objectives' of the strongest component

### Weakest component:

- Fulfillment of basic needs of psychosomatic network (i.e. refueling metabolic system (serotonin, adrenaline, dopamine))





## Basic conditions

### Targetgroup within 'School of Business Management':

- First year students
  - School of Business Management (BMER), part time
  - Post-HBO (polytechnic) Business Management Studies
  - Study Broad Middle Management
  - Human Resource Management, part time

### Other institutes within Hanze University of Applied Sciences:

- Social Legal Services, part time
- HBO (polytechnic) - Law, part time

## Objectives

- Study Coach can better guide students on the basis of proper knowledge
- Students speak the same language in both:
  - (Individual) coaching sessions
  - Training of management skills
- Monitor student progress with an important role for **motivation**, study skills and interests
- Coaching session on career development opportunities

## Implementation

- Structogram Analysis embedded **as the base** of 'Professional Curriculum'
- Students are actively trained since 2014-2015
- Analysis conducted in the first month of the first year of the curriculum
- Training offered by certified teaching staff

## Impact

- Coaching groups are formed after making the personality analysis
- Students must make three assignments from the 'Structogram' workbook as part of their digital portfolio:
  1. Memorize your successes and failures and explain it from the Structogram
  2. Explore your experiences and try to recognize patterns
  3. Identify your opportunities and risks. Your weakest component also affects your personality

### Resulting in:

- Input for their Personal Development Plan
  - Professional learning goals as a base for professional growth and development
- Powerful reflection tool

## Lessons learned

1. Education should focus less on intelligence exclusively
2. We need to pay more customized attention to the development of the students' personality in academic counseling with a strong focus on **motivation**, study skills and interests to increase academic success rates
3. Whereas the role of the teacher is shifting towards supervising instead of plain knowledge transfer, more attention should be paid to development of coaching skills with the teaching staff

## Open questions / discussion

### Open question:

Concrete investigation into students' and teachers' experiences and it's relation to study success rates

### Discussion:

- Do we recognize ourselves in this?

## Literature

- Deci, E.L., & Ryan, R.M. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, Vol 55(1), 68-78.
- Feltzer, M.J.A. & Rickli, S.G. (2009). De Invloed van Persoonlijkheidskenmerken en Andere Factoren op Studie-Uitval in het Hoger Onderwijs. Departement Psychologie en Gezondheid, Universiteit van Tilburg ([http://nolostcapital.de/sites/nolostcapital.nl/files/blogattachments/Publicatie\\_De\\_Invloed\\_van\\_Persoonlijkheidskenmerken\\_en\\_Andere\\_Factoren\\_op\\_Studie-Uitval\\_in\\_het\\_Hoger\\_Onderwijs.pdf](http://nolostcapital.de/sites/nolostcapital.nl/files/blogattachments/Publicatie_De_Invloed_van_Persoonlijkheidskenmerken_en_Andere_Factoren_op_Studie-Uitval_in_het_Hoger_Onderwijs.pdf))
- Kuijpers, M. & Meijers, F. (2010) Uit de schijnwerpers, in het daglicht van monoloog naar dialoog. Lectoraat Pedagogiek van de Beroepsvorming, De Haagse Hogeschool ([http://www.frans-meijers.nl/cmsuploads/1274614544\\_Boek%20kenniskring.pdf](http://www.frans-meijers.nl/cmsuploads/1274614544_Boek%20kenniskring.pdf))
- Mittendorff, K., den Brok, P. & Beijaard, D. (2011). Students' perceptions of career conversations with their teachers. *Teaching and Teacher Education*, 27, 515-523. (<http://www.sciencedirect.com/science/article/pii/S0742051X10001733>)
- Schoemen, J. (2014). Evolution of Personlity. Luzern: IBSA Institut für Biostruktur-Analysen AG
- Schoemen, J. & Stutz, P. (1977). Zelfkennis Structogram Training System. Luzern: Institut für Biostruktur-Analysen AG