

Beyond Branding

Analyse your squiggles

● Read between the curls and swirls

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Graphology, the study of handwriting, is an accepted science and is used to assess people in business.

Handwriting analysis is an effective and reliable indicator of personality and behaviour and is a useful tool for organisational processes such as recruitment, interviewing and selection, team building, individual and team coaching and career planning.

It should not be Greek to managers and if properly analysed, they can select the

best people.

The science of graphology uses at least 300 different handwriting features. The graphologist's interpretation skill is in the psychological art of understanding particular blend features.

An expert graphologist can identify relevant features and the way they interact to read the character of the individual.

No single handwriting feature proves anything specific or absolute by itself. A feature can only identify a trend. It is the combination of features and the interaction between them that enables a full and clear interpretation.

There are a few basic aspects that need to be understood.

SLANT

'Right slant' indicates a response to communication but not how it takes place. The writer may wish to be friendly, manipulative, responsive, intrusive, selling, controlling, supportive, but to name some possibilities. If the handwriting is generally upright, this indicates independence.

A left slant tendency shows emotion and reserve. This writer needs to be true to him or herself and can be resentful if others push for more commitment from them.

SIZE

Handwriting is made up of three zones – middle, upper and lower. A basic average measure by which size can be judged is 3 mm a zone or 9 mm in total.

More than this is 'large' and less than this is 'small'.

Large size handwriting can mean extrovert and outgoing or that the writer puts on an act of confidence, although this behaviour might not be exhibited to strangers.

Small size handwriting means the opposite and can indicate a thinker and an academic, depending on other features in the script.

If the writing is small and delicate the writer is unlikely to be a good communicator with anyone other than those on their own wavelength.

These people do not generally find it easy to break new ground socially.

PRESSURE

Heavy pressure indicates commitment and taking things seriously but if the pressure is excessively heavy, that writer gets uptight at times and can

react quickly to what they might see as criticism. These writers react first and ask questions afterwards.

Light pressure shows sensitivity to atmosphere and empathy to people but can also, if the pressure is uneven, show lack of vitality.

UPPER ZONE

Tall upper strokes of letters such as 'l', 't' or 'h' suggest an individual strive to achieve goals and ambitions.

If they are very extended there may be unrealistic expectations of what the person feels they must achieve.

If there are reasonably proportioned upper zone loops, it suggests that the person prefers to think things through and use their imagination in a sensible way.

Wider upper zone loops indicate a tendency to dream up ideas and mull them over.

If the up stroke goes up and then returns on top of itself, the writer may be squeezing out imagination and keeping to the basic requirements of doing the job.

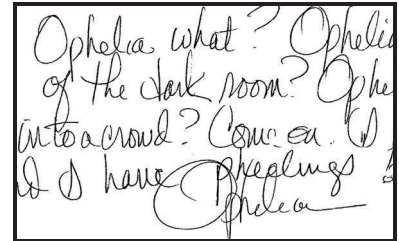
LOWER ZONE

Lower loops such as the letters 'g', 'y' and 'p' are also varied and have different meanings.

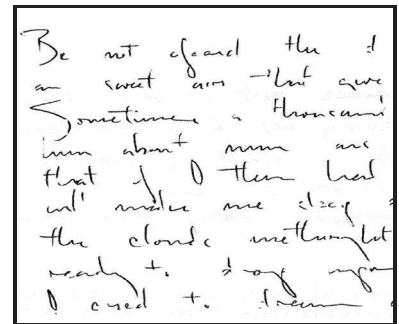
A straight stroke shows impatience to get the job done. A 'cradle' lower stroke suggests an avoidance of aggression and confrontation.

A full loop with heavy pressure indicates energy, money making, sensuality and possibilities, all subject to correlation with other features. A full lower loop with light pressure indicates a need or a wish for security.

If there are many varied shapes in the lower zone the writer may feel unsettled and unfocused emotionally.



Large size handwriting can mean extravert and outgoing.



Small size handwriting can indicate a thinker and an academic, depending upon other features in the script.

MIDDLE ZONE

The middle zone looks at letters such as 'a', 'c' and 'e'. The shapes of these letters can give interesting information. The middle zone in the script represents the ego and from it we get information as to how the writer feels and acts in public settings.

Some people's handwriting consists of only one style, but many people will have a mixture of styles.

Again this provides useful information.

All of these features have potentially positive and negative connotations. The analyst uses the flow and facility, or ease and smoothness of the script to infer a positive or negative interpretation.

These features and interpretations provide a small but useful guide to the way people behave, and particularly how they handle their social requirements.

In the next edition we will look at other interesting features.

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COACHING



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Our first intake will be in November 2006. Register before 15 October to avoid disappointment as the space is limited.

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