

Beyond Branding

Gauteng Business' advertorial policy

Beyond Branding is a special section of *Gauteng Business* in which advertisers are given the opportunity to contribute to the editorial content of the newspaper.

The editor has full editorial control over the advertorials and approves every article before publication.

Gauteng Business has a strict no-advertorial policy in all other sections of the newspaper.

For more information about our policy, contact Ryk van Niekerk, editor of *Gauteng Business*, at ryk@gautengbusiness.co.za.

Graphology Q&A

● Unveiling the mystery of handwriting analysis

ANTOINETTE GMEINER

Many people are in the dark about graphology or handwriting analysis.

This question and answer session sheds light on most enquiries.

What is graphology?

Graphology is the science of interpreting a person's character from their personal handwriting.

It is a scientific method of identifying, evaluating, and understanding someone's

personality using the strokes and patterns in handwriting. This is not a document examining, when a person examines a sample of writing to determine the author.

Why is graphology useful?

Coupled with psychology and the knowledge of human behaviour, it can be used for many purposes.

A short list can include recruitment, marriage compatibility, career guidance, motivating workers and child development.

How accurate is graphology?

It is only as accurate as the analyst is talented. Most professionals claim to be 85% to 95% accurate.

Compared to other personality assessment tools and tests, handwriting analysis is sometimes more accurate and more revealing.

What can be read about a person from his handwriting?

Handwriting reveals hundreds of elements of a person's personality and character, including glimpses from the subconscious mind, emotional responsiveness, intellect, energy, fears and defences, motivations, imagination, integrity, aptitudes, sex drives and issues of trust. There are over 100 individual traits revealed in an unlimited number of combinations.

What can you not tell from handwriting analysis?

It cannot identify age, gender, race, religion, a right or left handed person, or the future.

How does handwriting reveal personality?

Handwriting is often referred to as brain writing. Research scientists in the field of neuro-science categorises neuro-muscular movement tendencies as correlating with specific observable personality traits.

Each personality trait is represented by a neurological brain pattern. Each neurological brain pattern produces an unusual neuro-muscular movement that is the same for every person who has that personality trait.

When writing, these tiny movements occur unconsciously. Each written movement or stroke reveals a specific personality trait.

Handwriting analysts identify these strokes as they appear in handwriting and describe the corresponding personality trait.



Your mouth won't give you away, your hand will.

How many companies use graphology for personnel selection?

Of the companies in England, 7.9% use graphology during personnel screening. Approximately 80% of French businesses use graphology to evaluate job applicants.

How does graphology compare to other forms of personality analysis tools?

Graphology can analyse a person's personality without their knowledge, but with their consent. This reduces the possibility of inaccuracies due to conscious or subconscious efforts by the subject to influence the result.

Who uses handwriting analysis?

- Individuals for self-improvement;
- Single people to aid in the selection of compatible partners;
- Couples to improve current relationships;
- Employers for personnel selection;
- The courts for forgery and questioned documents;
- Law enforcement in investigating evidence involving handwritten notes; and
- Businesses for credit rating assistance.

What about people who print?

People who print have erected a barrier to keep the world from knowing them. They do not easily express their inner feelings.

People who print take longer to experience intimacy and tend to have a strong external protective mental shell that is often seen as confidence.

Those that mix and match cursive and print are quite normal. This indicates a tendency to be in a hurry and flexible, given unusual circumstances. Too much printing or block printing

reveals a barrier to intimacy and inability to express feelings.

What about a lefty?

It does not matter even if they write with their foot or mouth. It's the brain that willed the handwriting to look a certain way, not the hand. It is true if lefties write the script in a position in which they feel comfortable and in control.

Does it matter if my handwriting changes?

No, handwriting is like a face, speech and action.

A stroke of writing that shows friendly traits is like a smile on the face.

Our handwriting, like our face or body language, changes with our mood. Some people are really too temperamental to be predictable. But everyone has a part that is hard to change, even if they are temperamental.

Can I bluff through forging my writing?

You cannot unless you are an excellent actor, but even they get tired.

Someone who tries to forge handwriting has to fight against his own stamina. If they get too tense or tired, they soon reveal their true selves.

What can be told about a person's signature?

The signature represents what a person wants the world to see or what they want to be, an image that may or may not be the same as the inner self. Because a signature contains only a few letters, it does not provide enough information for the analyst to make a complete and accurate evaluation.

● Gmeiner is the chief executive officer of Orion Business Solutions and a registered graphologist. For more information contact her at 011 718 6484 or www.oriongroup.co.za.

It's amazing how much you can read from one's handwriting when you know what to look for!

PEOPLE INSIGHT

through **analysing handwriting!**

*In Geoff + Michael,
Best wishes
Mlannde
7-2-98*

Nelson Mandela

Love from Gerd Blyton

Enid Blyton

Become a graphologist and discover a world of information from handwriting analysis or graphology.

You can earn money from your newly gained skills. (Many top companies make use of Graphology when recruiting prospective employees.) Whether you use these skills in the commercial world or for charity as a part of fund-raising at a school fete.

Orion Business Solutions proudly announces that it will be presenting a one year course in Graphology, starting in February 2007.

All our graphologists are registered with the American Association of Handwriting Analysts (AAHA).

Lectures will take place Wednesday evenings/Saturday mornings at a cost of R 6200 (Excl.) for the whole course (2 sessions a month).

Avoid disappointment. Contact us now and register for the course that will open up a whole new world for you:

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