

01 | MAKING A GOOD IMPRESSION IN THE MUSIC INDUSTRY



Measuring & Managing Talent with Scientifically Validated Assessment

Leadership & Individual Development

Selection & Succession Planning

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360° Feedback

Canada's Music Incubator's (CMI) Artist Entrepreneur program at Coalition Music is a non-profit initiative devoted to providing coaching and professional development for emerging artists in the music industry. Their goal is to help artists build the skills which they will need to thrive as small business owners, as well as provide ongoing support beyond the initial 10-week incubation period. The focus of the program includes mentoring, collaborating and networking. Multi-Health Systems (MHS), a publisher of psychological assessments, has started to assist CMI by examining some traits that were identified by the program organizers to be key to success in the music industry.

In this four-part series, I will explore the results of the most recent group to attend the incubator program. I will also provide strategies that the group can use to harness their strengths and overcome challenges.

The group of artists took four assessments in total, based on the interests of the CMI organizers and some recommendations by MHS:

- Paulhus Deception Scales™: An assessment of deceptive behavior.
- Multidimensional Perfectionism Scale™: An assessment of perfectionistic tendencies.
- Emotional Quotient Inventory 2.0 (EQ-i 2.0®): An assessment of emotional intelligence.
- Entrepreneur EDGE™: An assessment of entrepreneurial potential.

In this article, I will explore the results of the Paulhus Deception Scales (PDS).

The PDS examines one's propensity towards deceptive or desirable responses. This measure contains two subscales to examine specific types of deception: Self-Deceptive Enhancement (SDE) and Impression Management (IM). An individual with a high SDE score is likely to be self-centered and think they are naturally great at everything

(also known as "narcissism"). An individual with a high IM score is likely to try harder to impress others (such as a potential manager or a potential music label).

Narcissism (as captured by the SDE scale) was an area of concern for the CMI organizers. Given that the purpose of the incubator program is to mentor developing artists, it would be difficult to work with those artists who are unwilling to accept constructive feedback.

As seen in *Figure 1*, the average SDE and IM scores for the group are both in the Average (40-60) range, suggesting that their narcissistic tendencies are not highly different from that of the general population. However, they do fall very close to the "Above Average" range (and would be classified as "Slightly Above Average").

Group averages for the "Paulhus Deception Scales" assessment

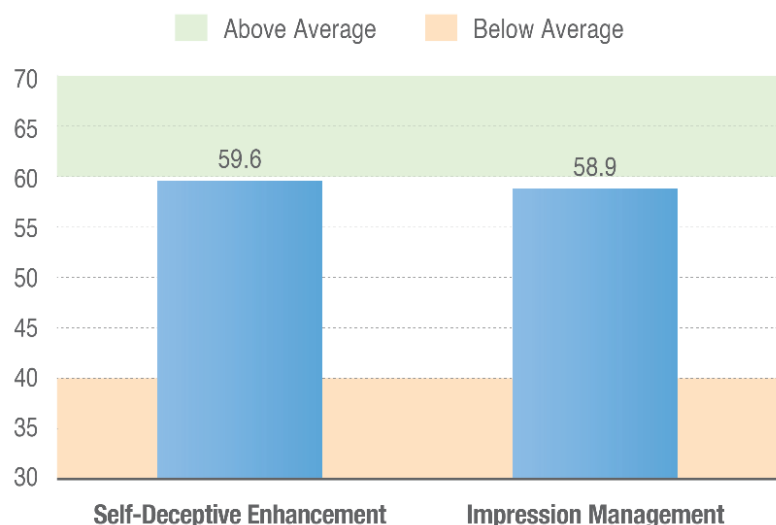


Figure 1. Group averages for the "Paulhus Deception Scales" assessment.



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While these scores do not suggest that this group is keen on deceiving others, this profile is categorized as a “mild repressor pattern”. Individuals with this pattern tend to be restrained and generally well-socialized, but may lack the insight to deal with problems when they arise (and may appear rigid as a result). In essence, they may possess a minor tendency towards self-enhancement, as well as a slight tendency to respond in a socially acceptable manner.

While these traits are difficult to alter (as they are ingrained in the individual’s personality), the CMI coaches can help make the artists aware of these tendencies. This awareness may help the artist monitor for, and steer clear of, behaviours that can derail their

progress in their career.

Keeping in mind the two traits presented here, I would like to pose the following questions to you:

- Have you worked with a client who felt the need to try to impress others around them? Was there an example where these tendencies derailed their success? What could they have done to prevent this derailment?
- Can you think of a client who exhibited self-deceptive behaviours, such as a client who struggled to accept constructive feedback? What advice did you provide to help offset these tendencies?

In the next article, I will examine the results of the Multidimensional Perfectionism Scale.

About the Author – Justin M. Deonarine

Justin Deonarine is a Research Analyst on the Research and Development team for the Talent Assessments division of Multi-Health Systems Inc.

Justin’s work at MHS includes custom analyses for a variety of organizations, including those in the music industry and reality television. He has co-authored a textbook chapter on emotional intelligence, as well as published articles around various topics (including emotional intelligence, risk appetite, innovation and leadership development).

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