

## **MEDIA RELEASE AND INTERVIEW OPPORTUNITY**

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### **THE SECRET OF A LASTING RELATIONSHIP IS WHETHER BOTH OF YOU PUT THE CAP ON THE TOOTHPASTE TUBE...NOT ENTIRELY !**

**Cambridge, United Kingdom -3rd December 2012-**

A global piece of research in 2011 shows that one basic aspect of personality can make or break successful relationships : Affection. Which is not quite what you think it is....

Billions of pounds are spent each year matching people to organisations based on their personality. Why not match couples using personality measures? That's exactly what the on-line dating industry has started to do. This development interested psychologist, author and personality expert Norman Buckley 'Are relationships mirrors: do we get attracted and stay with someone because he or she is similar to us ? Or do opposite attract ?' The study he undertook shows that your personality can't predict who you'll partner as much as you might think. But....

Buckley used Facet5, his personality measure, to assess 172 couples. Facet5 measures the most widely researched aspects of human personality: Will, Energy, Control, Affection and Emotionality. Maybe Christine Aguilera's 'naked Sundays' and Anne Bancroft's advice to 'Just work hard' are reasonable advice for keeping relationships going. Buckley's findings uncovered something more fundamental....

"It's your philosophy of life that's critical...and particularly your attitude to other people. If you share this, things look better for the long term. "

" Four of the aspects we measured seemed to have no more influence on keeping couples together than it did on the rest of us. Just because Rachel plans holidays a year in advance and Ryan has a 'let's see where the mood takes us' approach, seems to make little difference. The fact that Steve is cool and barely excited about getting married in the morning, whereas Sophie melts down over flower arrangements , caterers and her hair won't necessarily inflict life-threatening wounds when they get back from their honeymoon. In other words you and your partner can score at opposite ends on Will, Energy, Control and Emotionality and you might still stay together for fifty years. Those aspects of personality don't seem to mean much to the success of their relationships. In these areas opposites can attract and live together."

"But there's one personality feature which seems to make or break relationship. If you're a trusting careful, helpful person who guides old ladies across the road, drops coins into shaken tins and will drive miles to help a friend or distant relation, you'll find it hard to live with someone who views everyone ( outside close family ) as on the make, suspects everyone's motives and always sees the bad in people. And vice versa. Affection matters big time and here likeminded couples last.'

It's not the whole story but maybe Affection is the key to Marshall and Winnie Kykendall 's over 82 year marriage, the longest we could find.

**END**

## NOTES TO EDITOR

- Please contact **Lauren Ward** at Consulting Tools Tel: 01954 710764 Email: [lward@consultingtools.com](mailto:lward@consultingtools.com) for further information on the study, Norman Buckley and Facet5; to discuss ideas; or to request interviews, images, articles or questionnaire. we can offer you:

Interviews with Norman Buckley and other experts involved regarding how personality affects relationships.

An article written by experts in personality psychology on this topic

Why not take the test or try it out on couples you know or you and your partner to serve as the basis for a really vivid article ? We'll arrange this and feedback the results to you

Offer readers a fun questionnaire that highlights the affection issue in relationships.

Interviews with couples who took part in the survey

- Images of Norman Buckley available on request
- Norman Buckley graduated in Psychology in Sydney and gained his initial experience with a consulting organisation in Australia. From 1978 he ran his own company in the UK, during which time he pioneered the use of custom built assessment and development processes and worked extensively on biographical and personality data analysis. More recently he built on ten year's research in personality theory and developed Facet5, a major advance in personality assessment.
- Facet5 is a globally used personality profiler based on the Big5 theory of personality. It is used in companies for recruitment, talent management, team building, leadership development and life coaching. Facet5 was first developed by Norman Buckley and his colleagues in the late 1980s. It was inspired by research done at Edinburgh University and developed with the assistance of some key UK companies. Since then there have been significant development turning into the multi-functional web profiling system it is now. Contact Lauren Ward on 01954 710764 for more information or [www.facet5.com](http://www.facet5.com).

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