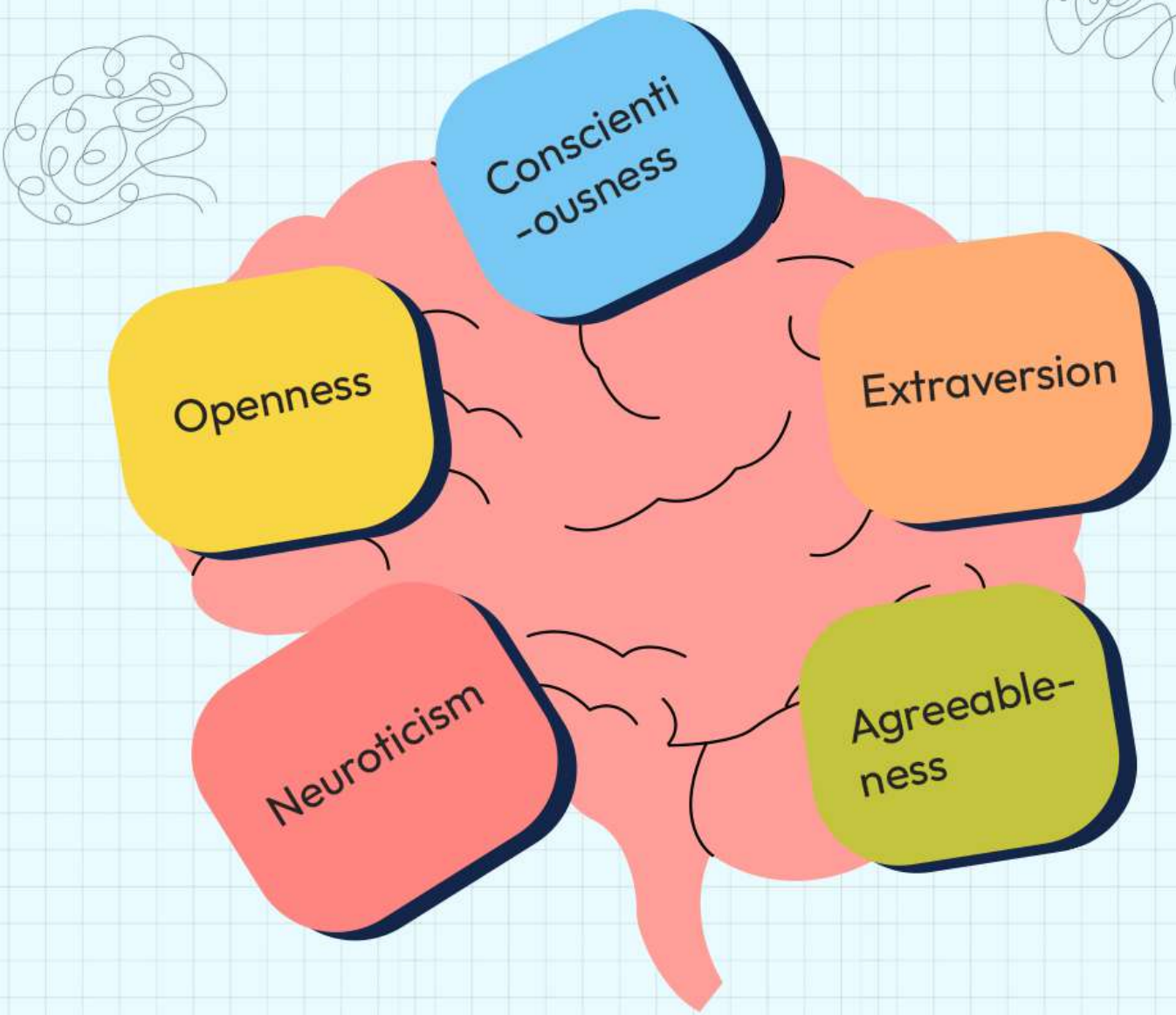
UPS Education®
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YOU'RE RUNNING ON 5 DIALS.

You're not "just an introvert" or "just a Type A."

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Say hello to O.C.E.A.N.

Letter	Trait	The Real Question It Answers
O	Openness	Do you crave new ide-as or trusted classics?
C	Conscientiousness	Are you the planner or the improviser?
E	Extraversion	Do you recharge with people or away from them?
A	Agreeableness	Do you lead with war-mth or with logic?
N	Neuroticism	How loud is your inner alarm system?

No trait is "good" or "bad". And Nobody is 100% anything.

Because Personality isn't a label, it's a spectrum position, and it can shift over years

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Who actually built it:

No single "founder" — it's a 60-year relay race.

Allport & Cattell (1930s–40s) started the lexical hypothesis: if a trait matters, language will have a word for it.

Tupes, Christal, Norman (1960s) ran the factor analyses that first pulled out five clusters.

Lewis Goldberg coined the actual term "Big Five."

Paul Costa & Robert McCrae (1980s–90s) turned it into a measurable, testable model with the NEO-PI /Five Factor Model (FFM) — the version taught today.

