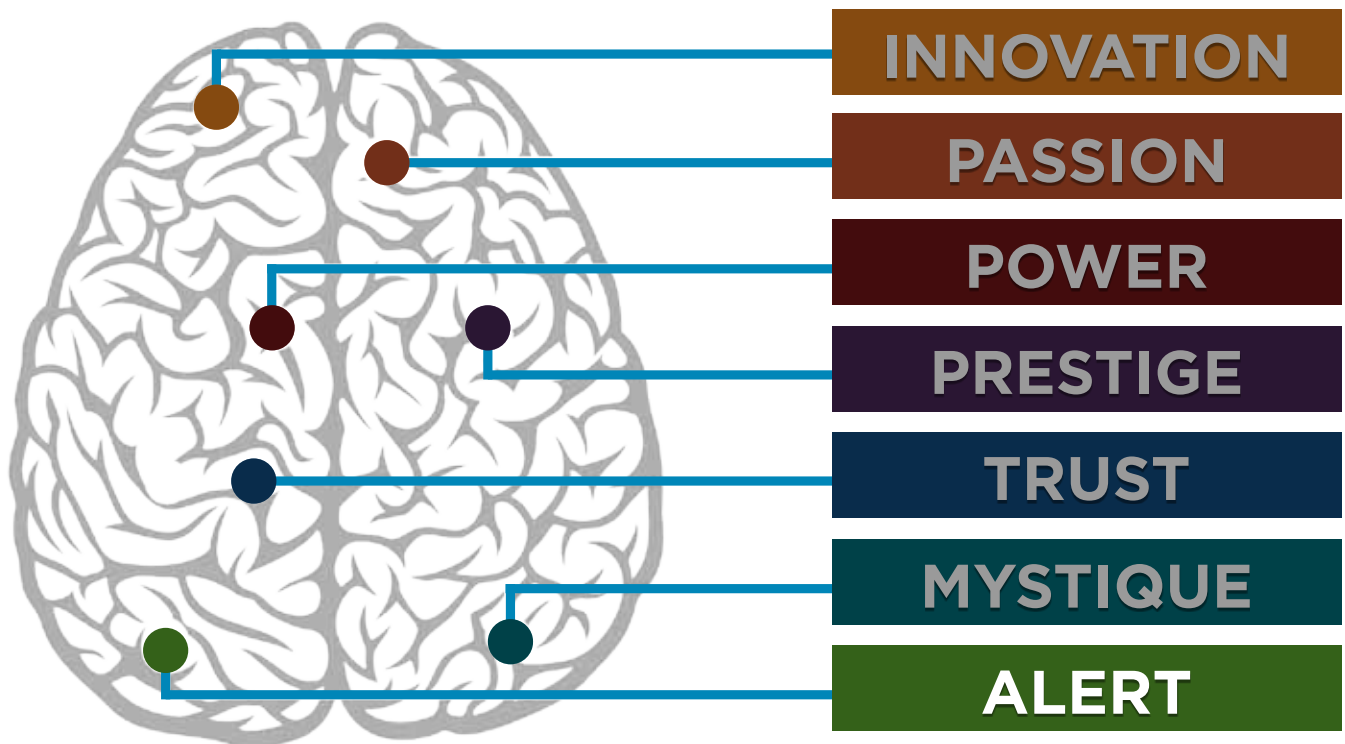




HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

# THE ALERT ADVANTAGE

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A CHEAT SHEET TO THE ARCHETYPES WITH **PRIMARY ALERT**

# ALERT

IS THE LANGUAGE OF DETAILS

## THE COMPOSER

STRATEGIC ■ FINE-TUNED ■ JUDICIOUS ■  
RATIONAL ■ IMMEDIATE

Although you enjoy routine you aren't afraid to step out of your comfort zone and try something new, if it will help you reach your goals. When problems arise, you think about them logically and respond carefully with feedback that is fine-tuned.

## THE COORDINATOR

CONSTRUCTIVE ■ ORGANIZED ■ PRACTICAL ■  
SAFEGUARD ■ TUNED-IN

With practical skills and a discerning eye, you bring a constructive approach to every project. You make sure that deadlines are met. Though you aren't as social as some personalities, you are loyal to those close to you.

## THE ACE

DECISIVE ■ TIRELESS ■ FORTHRIGHT ■  
GOAL ORIENTED ■ SHIELDED

You're a decisive and forthright leader. You command attention in a non-intimidating way. People respect you for your tireless pursuit of what you believe in. You like to set clear goals for yourself and you stay focused until you've accomplished them.

## THE EDITOR-IN-CHIEF

PRODUCTIVE ■ SKILLED ■ DETAILED ■  
IMMERSED ■ RESULTS-DRIVEN

Excellence is what you strive for and you keep projects on time and on budget. Your deliverables are detailed and usually error free because you have an intense concentration while working. You prefer to focus on one thing at a time but you also work intelligently and quickly. You get results.

## THE MEDIATOR

STEADFAST ■ COMPOSED ■ STRUCTURED ■  
EFFECTUAL ■ VIGILANT

Steadfast and composed, you are the hub of activity for those around you. Whenever there is a conflict, people look to you for guidance. Through your compassionate communication style and your efficient and structured work, you can be the glue that holds a team together.

## THE DETECTIVE

CLEAR CUT ■ ACCURATE ■ METICULOUS ■  
PRIVATE ■ CIRCUMSPECT

You focus on the details and expect your colleagues to follow suit. You consider your response to others carefully before giving it, and you prefer to work independently. Others appreciate your thought-out and rational approach to issues because you watch the details to solve the puzzle.