

HOW TO READ THE 7 DIFFERENT PERSONALITIES

IF THEY...

THEN THEIR ADVANTAGE IS:

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Think unconventionally	Create a myriad of concepts	Act and speak with irreverence	Nimble consider different options	Work independently	INNOVATION
Create strong emotional bonds and experiences	Communicate expressively (colorful language, humor)	Inspire people to be advocates for them and their plans	Present themselves in a way that is visually appealing	Have a participatory style that invites others to join in	PASSION
Command respect	Shape and guide people and opinions	Confront problems to clear the path for progress	Set high standards of achievement	Enjoy experiences that use all of the senses	POWER
Maintain high standards for work, relationships and themselves	Collect symbols of achievement	Focus on details	Tap into trends	Evoke admiration (and envy)	PRESTIGE
Do what they say, say what they do	Put others before themselves	Focus on one thing at a time	Adhere to fixed daily routine. No surprises	Look to the past for solutions	TRUST
Rarely show strong emotion	Maintain a detached space	Remain calm in situations of pressure	Work independently without disclosing their process	Employ a minimalist approach, boiling everything down to its essence	MYSTIQUE
Set clear expectations	Establish consequences for poor results	Accelerate Urgency	Concentrate on details and deadlines	Heighten performance of individuals and groups	ALERT