

HOW TO READ THE 7 DIFFERENT PERSONALITIES

IF THEIR PRIMARY ADVANTAGE IS	HOW THEY LEAD	HOW THEY MANAGE THEIR TIME	HOW THEY MAKE DECISIONS	HOW THEY BRAINSTORM & PLAN
INNOVATION	Encourage others to explore alternative ideas and new techniques	Tend to spend a great deal of time exploring a variety of options before deciding on one	Less inclined to make decisions by conducting quantitative research or analyzing data	Tend to focus on the big picture rather than the details making them better at development than execution
PASSION	Leverage high energy to “fire up” a person or team to achieve a specific goal	Managing time is not a strength. Their creative nature can lead their mind to wander	Decisions are based upon their impression of a situation or idea	They are not linear thinkers but can generate a large amount of ideas in a short time
POWER	Tend to actively lead situations rather than passively sitting back	Focused on the end state, they are typically efficient with their time	They listen to the advice of others, but ultimately design the action plan	Often found leading brainstorming sessions, and occasionally commandeering the discussion
PRESTIGE	Define new, higher standards for the group and help achieve that excellence through attention to detail	Typically focused and ambitious, efficiently managing their time	Careful and deliberate, often choosing paths that will bring them a sense of achievement as well as recognition	Tend to improve upon the ideas of others instead of generating the big ideas themselves
TRUST	Build relationships through dependability	Not usually multi-taskers, typically working on one thing at a time, completing task according to proven methods	They usually look to the past to decide their course of action	Usually suggest ideas or solutions that have been tried before and are demonstrated to work
MYSTIQUE	Maintain a professional distance at all times	More focused than other types, they spend less time socializing, and avoiding distractions	They usually do not jump to conclusions but rather take time to research an answer	Their premeditated statements can be perceived as higher caliber
ALERT	Maintain order by keeping things on schedule and on budget	Tend to work sequentially rather than multi-tasking, paying close attention to the clock at all times	Decisions are made according to whatever will get the job done and a desire to do what’s “right”	They are innately suited to building intricate plans and executing them

IF YOUR TEAM HASN'T ALREADY DONE THE FASCINATION ADVANTAGE® TEST

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