

# THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD  
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## SECONDARY FASCINATION ADVANTAGE®

**INNOVATION**  
 You change the game with creativity

**PASSION**  
 You connect with emotion

**POWER**  
 You lead with command

**PRESTIGE**  
 You earn respect with higher standards

**TRUST**  
 You build loyalty with consistency

**MYSTIQUE**  
 You communicate with substance

**ALERT**  
 You prevent problems with care

**INNOVATION**  
 You change the game with creativity

**THE ANARCHY**  
 Volatile • Startling  
 Chaotic

**THE ROCKSTAR**  
 Bold • Artistic  
 Unorthodox

**THE MAVERICK LEADER**  
 Pioneering • Irreverent  
 Entrepreneurial

**THE TRENDSSETTER**  
 Cutting-Edge • Elite  
 Progressive

**THE ARTISAN**  
 Deliberate • Thoughtful  
 Flexible

**THE QUICK-START**  
 Prolific • Thorough  
 Diligent

**PASSION**  
 You connect with emotion

**THE CATALYST**  
 Out-of-the-Box • Social  
 Energizing

**THE DRAMA**  
 Theatrical • Emotive  
 Sensitive

**THE PEOPLE'S CHAMPION**  
 Dynamic • Inclusive  
 Engaging

**THE TALENT**  
 Expressive • Stylish  
 Emotionally-Intelligent

**THE BELOVED**  
 Nurturing • Loyal  
 Sincere

**THE ORCHESTRATOR**  
 Attentive • Dedicated  
 Efficient

**POWER**  
 You lead with command

**THE CHANGE AGENT**  
 Inventive • Untraditional  
 Self-Propelled

**THE RINGLEADER**  
 Motivating • Spirited  
 Compelling

**THE AGGRESSOR**  
 Dominant • Overbearing  
 Dogmatic

**THE MAESTRO**  
 Ambitious • Focused  
 Confident

**THE GUARDIAN**  
 Prominent • Genuine  
 Sure-Footed

**THE DEFENDER**  
 Proactive • Cautionary  
 Strong-Willed

**PRESTIGE**  
 You earn respect with higher standards

**THE AVANT-GARDE**  
 Original • Enterprising  
 Forward-Thinking

**THE CONNOISSEUR**  
 Insightful • Distinguished  
 In-the-Know

**THE VICTOR**  
 Respected • Competitive  
 Results-Oriented

**THE IMPERIAL**  
 Arrogant • Cold  
 Superior

**THE BLUE CHIP**  
 Classic • Established  
 Best-In-Class

**THE SCHOLAR**  
 Intellectual • Disciplined  
 Systematic

**TRUST**  
 You build loyalty with consistency

**THE EVOLUTIONARY**  
 Curious • Adaptable  
 Open-Minded

**THE AUTHENTIC**  
 Approachable • Dependable  
 Trustworthy

**THE GRAVITAS**  
 Dignified • Stable  
 Hardworking

**THE DIPLOMAT**  
 Levelheaded • Subtle  
 Capable

**THE OLD GUARD**  
 Predictable • Safe  
 Unmovable

**THE GOOD CITIZEN**  
 Principled • Prepared  
 Conscientious

**MYSTIQUE**  
 You communicate with substance

**THE SECRET WEAPON**  
 Nimble • Unassuming  
 Independent

**THE SUBTLE TOUCH**  
 Tactful • Self-Sufficient  
 Mindful

**THE VEILED STRENGTH**  
 Realistic • Intentional  
 To-the-Point

**THE ROYAL GUARD**  
 Elegant • Astute  
 Discreet

**THE WISE OWL**  
 Observant • Assured  
 Unruffled

**THE ARCHER**  
 On-Target • Reasoned  
 Pragmatic

**ALERT**  
 You prevent problems with care

**THE COMPOSER**  
 Strategic • Fine-Tuned  
 Judicious

**THE COORDINATOR**  
 Constructive • Organized  
 Practical

**THE ACE**  
 Decisive • Tireless  
 Fortright

**THE EDITOR-IN-CHIEF**  
 Productive • Skilled  
 Detailed

**THE MEDIATOR**  
 Steadfast • Composed  
 Structured

**THE CONTROL FREAK**  
 Compulsive • Driven  
 Exacting

## PRIMARY FASCINATION ADVANTAGE®

**THE DETECTIVE**  
 Clear-Cut • Accurate  
 Meticulous

**THE CONTROL FREAK**  
 Compulsive • Driven  
 Exacting

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