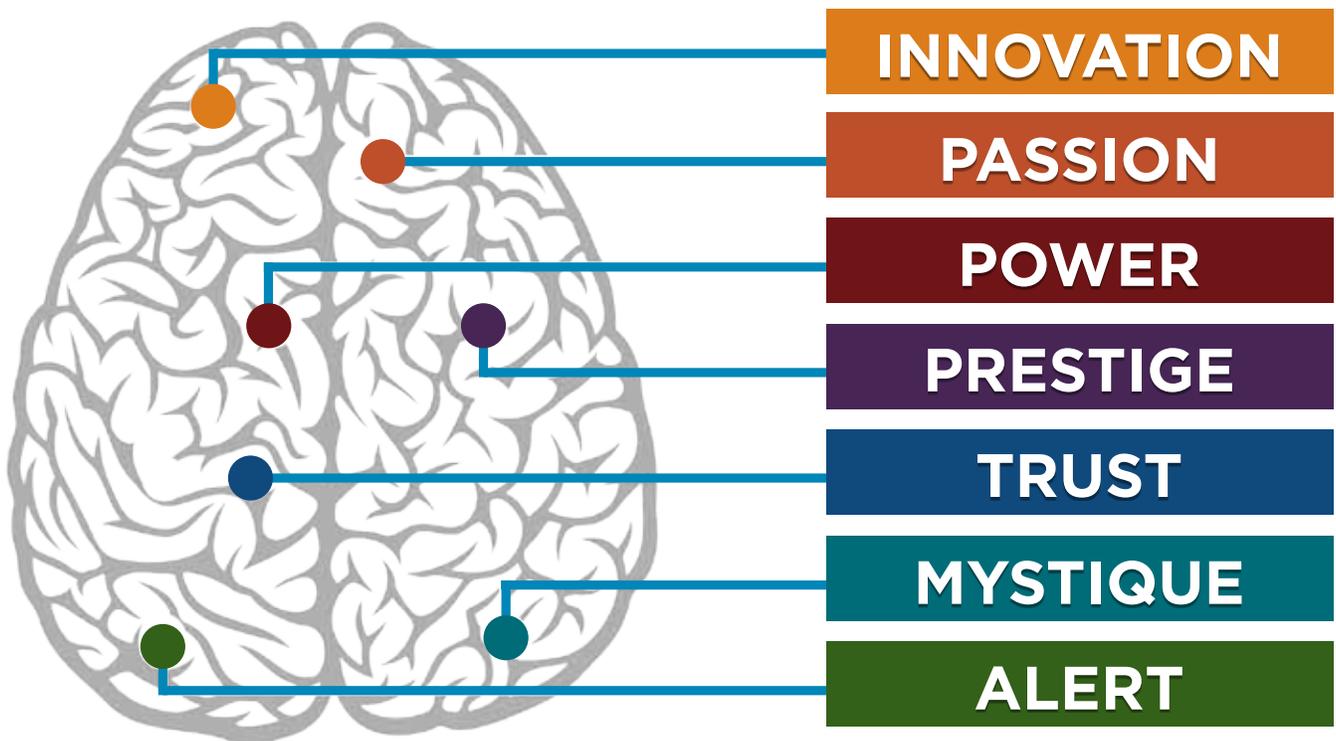




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

THE DOUBLE TROUBLES



A CHEAT SHEET TO THE **DOUBLE TROUBLE** ARCHETYPES

DOUBLE TROUBLES

THE ANARCHY

VOLATILE ■ STARTLING ■
CHAOTIC

Innovation provides a strong dose of creative energy to any organization. But in excess, you can become unruly and insubordinate. Out-of-the-box ideas can be great but don't become a troublemaker or throw crazy ideas into the brainstorming session just for the sake of it. Avoid creating a volatile and chaotic work space.

THE DRAMA

THEATRICAL ■ EMOTIVE ■
SENSITIVE

Passion makes people intimately attuned to the feelings of others. But taken too far, without blending in a Secondary Advantage, Passion can become too sensitive. Avoid becoming overly theatrical. And don't let yourself take things too seriously.

THE AGGRESSOR

DOMINANT ■ OVERBEARING ■
DOGMATIC

A Power personality exudes a natural authority. Yet taken to the extreme, without blending in a Secondary Advantage, you can become too dominant and forceful. Avoid crushing the creativity of others and silencing their contributions to the group discussion.

THE IMPERIAL

ARROGANT ■ COLD ■
SUPERIOR

Prestige thrives on public recognition. But too much focus on your achievements can make you look pretentious. Being completely unafraid to promote yourself can cause others to be annoyed easily. Avoid thinking you are superior to others. This can make you seem arrogant and cold.

THE OLD GUARD

PREDICTABLE ■ SAFE ■
UNMOVABLE

Trust builds consistency and loyalty. But when you don't combine Trust with a Secondary Advantage, it can become too predictable, and perhaps a little boring. Avoid becoming too stuck in your own ways. Sometimes it's essential to try new things. Don't become so unmovable that people don't look to you for help.

THE DEADBOLT

UNEMOTIONAL ■ INTROVERTED ■
CONCENTRATED

Mystique tends to be secretive. You rarely share information about yourself, but too much secrecy can negatively impact your trustworthiness. People may wonder whether you have something to hide. Avoid becoming too introverted and unemotional that you completely shut others out. This can make it hard for others to work with you.

THE CONTROL FREAK

COMPULSIVE ■ DRIVEN ■
EXACTING

In Control Freak mode, when you forget to use your Secondary Advantage, negative energy can make you unpleasant company. Don't be so compulsive and exacting that others don't want to work with you. Don't be such a downer that you constantly dismiss the ideas of others. Avoid micromanaging to such an extreme that you make it impossible to be productive.