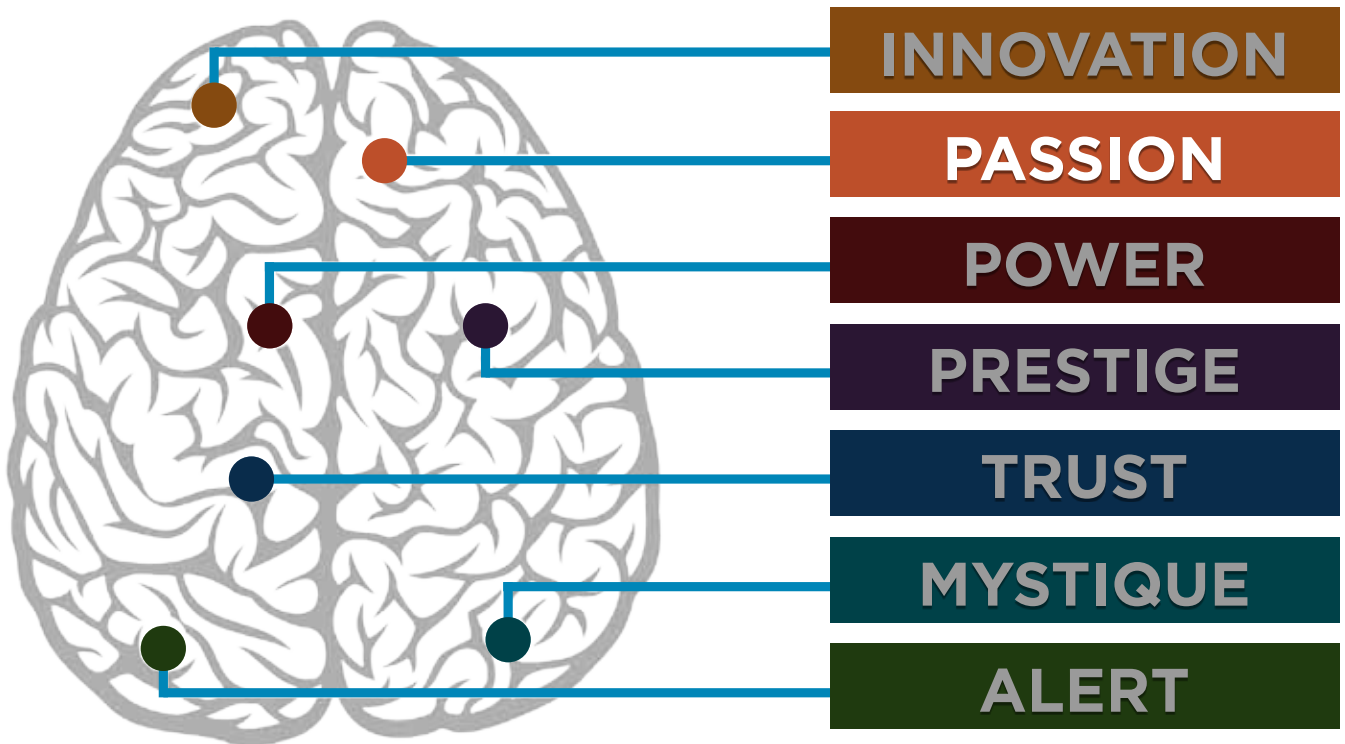




HOWTOFASCINATE  
DISCOVERED BY SALLY HOGSHEAD

# THE PASSION ADVANTAGE

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

# PASSION

IS THE LANGUAGE OF RELATIONSHIP

## THE CATALYST

CREATIVE ■ ENERGIZING ■ SOCIAL ■  
OUT-OF-BOX ■ ENTHUSIASTIC

When others can't find solutions to their problems, they come to you for out-of-the-box thinking. You're highly creative and your enthusiasm for creating solutions is contagious. People gravitate towards your energizing personality.

## THE PEOPLE'S CHAMPION

DYNAMIC ■ INCLUSIVE ■ ENGAGING ■  
IDEALISTIC ■ INTUITIVE

You're naturally supportive of the group. Your dynamic personality and conviction can make you a great leader. You get emotionally invested because you are an advocate of people and ideas.

## THE TALENT

EXPRESSIVE ■ STYLISH ■ EMOTIONALLY-INTELLIGENT ■  
ENERGETIC ■ ACADEMIC

You really know how to get others involved. People are easily charmed by you. Though some may chalk it up to natural talent, you intensely focus on improving your skills and you are always striving for excellence.

## THE BELOVED

NURTURING ■ LOYAL ■ SINCERE ■  
TENDERHEARTED ■ COMFORTING

Passion and Trust make you a welcomed presence on any team. People quickly connect with you and often seek your guidance in times of distress. Your nurturing nature and loyalty can gradually win over any opposition.

## THE INTRIGUE

DISCERNING ■ PERCEPTIVE ■ CONSIDERATE ■  
SELECTIVE ■ WARM AND COOL ■

Sometimes reserved and sometimes excited – you mix the best of both worlds. You assess situations carefully before getting emotionally invested. People are drawn in by your enigmatic personality.

## THE ORCHESTRATOR

ATTENTIVE ■ DEDICATED ■ EFFICIENT ■  
VIGOROUS ■ OPEN-EYED

You are always mindful of a situation and you can quickly discern how to achieve the best results. You make sure that projects are always on track and that the details are not forgotten.