

# IDENTIFYING A PERSON'S PRIMARY ADVANTAGE

| HOW THEY ENGAGE OTHERS                 | HOW THEY COMMUNICATE                                    | HOW THEY ADD VALUE                              | THEIR PRIMARY ADVANTAGE |
|--|---|---|-------------------------|
| Creative, Visionary, Entrepreneurial   | <b>They tweak traditional conversation.</b>             | Creative problem-solver                         | <b>INNOVATION</b>       |
| Expressive, Intuitive, Engaging        | <b>They immediately create an emotional connection.</b> | Relationship-builder with strong people skills. | <b>PASSION</b>          |
| Confident, Goal-Oriented, Decisive     | <b>They speak with authority and control.</b>           | Become the opinion of authority.                | <b>POWER</b>            |
| Ambitious, Results-Oriented, Respected | <b>They seek results and respect.</b>                   | Overachiever with higher standards.             | <b>PRESTIGE</b>         |
| Stable, Dependable, Familiar           | <b>They bring even-keeled consistency.</b>              | Stable, reliable partner.                       | <b>TRUST</b>            |
| Independent, Logical, Observant        | <b>They listen carefully and observing.</b>             | Solo intellect behind-the-scenes.               | <b>MYSTIQUE</b>         |
| Proactive, Organized, Detailed         | <b>They focus on the task at hand.</b>                  | Precise detail manager.                         | <b>ALERT</b>            |

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL,  
PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.