

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 |
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| 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 | 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 goal, 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 tasks 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 avoid 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 |