



QUICKLY DECISIVE



COMPETITIVE CATHERINE

Introspective, self-driven, **intensely-focused**, intelligent and seeks new sources of knowledge. *Competitives* make-up **5-10% of the population**. They are **determined, creative** and unsentimental in their approach to problem-solving. They excel as actors, **scientists**, entrepreneurs, **teachers** and any other vocation to which they commit. This persona has a

unique ability to **see things from other peoples' points-of-view**.

Competitives are observant and **QUICK** and **LOGICAL** **decision-makers**. They act fast, but stay **detached**. They have a **creative mind** and an enthusiasm to put their ideas into action. *Competitives* are **pattern-finders**, organized, think long-term and they **finish what they start**. They tend to be **skeptical** and **demand competence** with the people they manage.

This temperament often emerges as the **LEADER-of-the-group**. They get bored if not challenged. **Mediocrity is not an option** for *Competitives*. They love to **strategize** and are effective at what they love. This temperament is **GUARDED** with sharing information, but **DIRECT** in their communications. *Competitives* want the "bottom-line" and dislike "small-talk". They ask the question: "**WHAT?**"

Examples: Albert Einstein, Meryl Streep, Walt Disney, Ayn Rand, Hillary Clinton, Bill Gates, Kanye West, Tina Fey, Simon Cowell, Brittany Spears, Thomas Jefferson, Captain Kirk (*Star Trek*), Archie Bunker (*All In The Family*), Miranda (*Sex In The City*)



METHODICAL MORGAN

Practical, concrete with communication, and **assertive** with a bias towards logistics. Methodicals comprise **40-45% of the population**. They find meaning in **rational ideas** and have an **analytical** approach to problem solving. They're committed to their **daily rituals** and they're known to be **punctual** and **organized**. Personal **responsibility** and **integrity** are core values they live

by. *Methodicals* are also clear and **concise thinkers**.

Methodicals want to be the most useful social unit to which they belong. Their unique ability is to **make decisions LOGICALLY** and **SLOWLY**. *Methodicals* **prefer projects over people**. They have the tendency to be abrupt when things don't go their way and love to create processes and routines that predict their lifestyle. And perhaps the most important thing to know about *Methodicals* is they **hate uncertainty**.

This temperament emerges as the **ANALYTICAL-of-the-group**. Their attention to detail can cause them to forget the core objective of the task. They're stubborn and favor the adage of "**measuring twice and cutting once**." *Methodicals* are highly **reliable, resourceful** and **hate to be wrong**. They make decisions **SLOWLY** and **LOGICALLY**. Their primary question is typically about the future: "**WHAT IF?**"

Examples: George Washington, Taylor Swift, Colin Powell, Jessica Alba, Jimmy Stewart, Queen Elizabeth, Natalie Portman, Beyoncé, Kareem Abdul-Jabbar, George Bush, Sr. Dr. Spok (*Star Trek*), Michael (*All In The Family*), Charlotte (*Sex In The City*).

SPONTANEOUS STEVE

Impulsive, **emotionally-driven**, creative and seeks to be the "life-of-the-party." The *Spontaneous* persona makes-up **30-35% of the population**. They're deeply **insightful, temperamental**, and resourceful during crisis. They excel in business because of their flexibility, **adaptiveness**, and they take a practical approach to life. They love to make work fun. Despite their impulsiveness, their flexibility is their greatest unique ability.



Spontaneous' are **quick-witted** and make decisions **QUICKLY** and **EMOTIONALLY**. They're **independent thinkers** who prefer **immediate action** rather than making plans for their future. **Vitality** is their "middle-name" and **drama** is their default. They're highly assertive, but not often **don't finish what they start**. Their **passion** and **charm** are the two most significant attributes that influence their wild success in business.

This temperament emerges as the **INFLUENCER-of-the-group**. They do get **bored easily** if not challenged. They **prefer action over strategy** and they're "gift-of-gab" is complemented with a great **sense of humor**. This temperament tends to be **OPEN** with sharing information, yet **DIRECT** when communicating with others. They like to get-to-the-point fast, but they **love "small-talk."** Their primary question is: "**WHY?**"

Examples: Wolfgang Mozart, Lucille Ball, Bill Clinton, Katy Perry, Will Smith, Madonna, Bob Hope, Teddy Roosevelt, Jennifer Lawrence, Angelina Jolie, Ernest Hemingway, Scotty (*Star Trek*), Gloria (*All In The Family*), Samantha (*Sex In The City*)

HUMANISTIC HOLLY

Enthusiastic, imaginative, **dedicated to fairness**, religious, sympathetic and seeks to connect with heroic personalities who share their values. *Humanistics* make up **15-20% of the population**. They are **caring, fair** and **respectful** of other peoples' beliefs. They are **community-minded** and have deep **empathy** for other men and women. They are **heart-centered communicators** who are committed to equality for all global citizens.



Humanistics are respectful and **make decisions SLOWLY** and **EMOTIONALLY**. They are devoted to their friends and family. When they face conflict, they're **passionate about their beliefs**, with a willingness to be **diplomatic about differing opinions**. They want to **make a difference in the world** by sharing their ideas and feelings with others they respect, and those who respect them.

This temperament is the **NEGOTIATOR-of-the-group**. They're kind, generous and put people before profits. *Humanistics* are **community-minded**, driven by their **compassion** and have the unique ability to **disagree agreeably** with adversaries. This persona often makes decisions **SLOWLY** and **EMOTIONALLY**. They're **OPEN** and **INDIRECT** and their key question is: "**WHO?**"

Examples: Abraham Lincoln, Oprah Winfrey, Bono, Arianna Huffington, Martin Luther King Jr, Jerry Seinfeld, Jonny Depp, Bruno Mars, Mahatma Gandhi, Mother Theresa, Dr. McCoy (*Star Trek*), Edith (*All In The Family*), Carrie (*Sex In The City*)

LOGICALLY DECISIVE

EMOTIONALLY DECISIVE

SLOWLY DECISIVE