

# Congratulations!

You Are The Best - But You Already Knew That!

**“You Have Competitive Personality Traits”**

You have goals and you want to achieve them.

## Your Qualities

- Determined
- Enthusiastic
- Intelligent
- Observant
- Driven
- Intensely Focused



**Head**



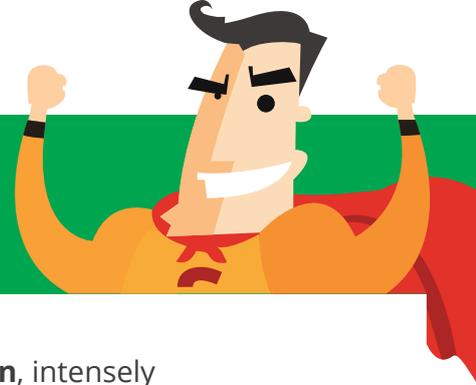
**Heart**



**Hand**



# Competitive Catherine



Introspective, **self-driven**, intensely focused, intelligent and **goal-driven** to seek new sources of knowledge. *Competitives* make-up 5-10% of the population. They are **determined, creative** and unsentimental in their approach to problem-solving and problem-finding. They excel as actors, scientists, entrepreneurs, **trainers** and any other vocation to which they commit. They have the unique ability to **see things from other peoples' points-of-view**.

Competitives are observant and **QUICK** and **LOGICAL decisionmakers**. They act fast but stay **detached**. They have a **creative mind** and energy to put their ideas into action. *Competitives* are **patternfinders**, 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 worse than failure** for Competitives. They love to strategize. They are **GUARDED** with sharing information, but **DIRECT** in their communications. They want to know the "bottom-line" and dislike "small-talk". When sold to, Competitives secretly ask themselves this primary question: "**WHAT can your solution do for me?**"

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

# Now A Bit More About Your Heroes



## Albert Einstein

Albert Einstein, the great physicist, is perhaps best known for having developed the theory of general relativity (*and this actually matters in the everyday world: your GPS wouldn't be possible if it weren't for Einstein*). He created a revolution in physics that affected our way of looking at the universe and our place in it.

When Albert Einstein was still formulating his theories, he was a clerk in a patent office in Bern, Switzerland, a job he took after spending years trying to find a teaching post. Few recognized Einstein's greatness – but he knew that he was onto something – he'd always been a dreamer, but a dreamer who knew that his dreams were those that would revolutionize science. Einstein had the determination to keep going in the face of the indifference of his colleagues and those around him.

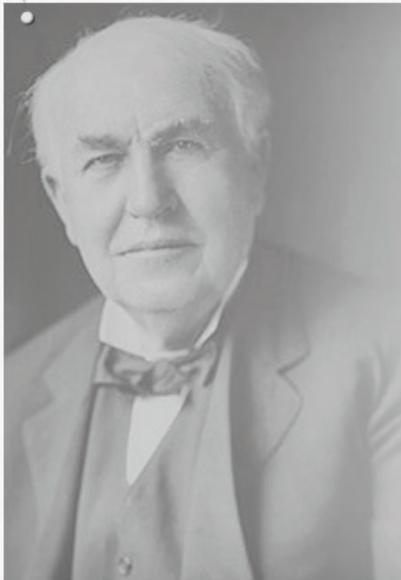


## Meryl Streep

Meryl Streep has garnered more Academy Award nominations than any other actor in history – 17 – and into her 60s, she remains a box-office draw, which is rare in youth-centric Hollywood.

She has proved her mettle in a variety of roles, from Polish immigrant to British prime minister, from Danish writer to demanding fashion editor. Yet in each of these roles, Streep has presented a fully fleshed-out human, not a caricature. She seeks to present humanity in all its flaws, and give you a psychological portrait that is at once compelling and entertaining.

While you may not share Einstein's scientific prowess, you do share with Einstein an ability to think abstractly and to act in reality. While you may not have Meryl Streep's chameleon-like ability to lose yourself in a role (and seem to become another person), while offering real insights into human nature, you do share with Streep an ability to interpret the actions of others in a way that reveals insights into human nature.



## Thomas Edison

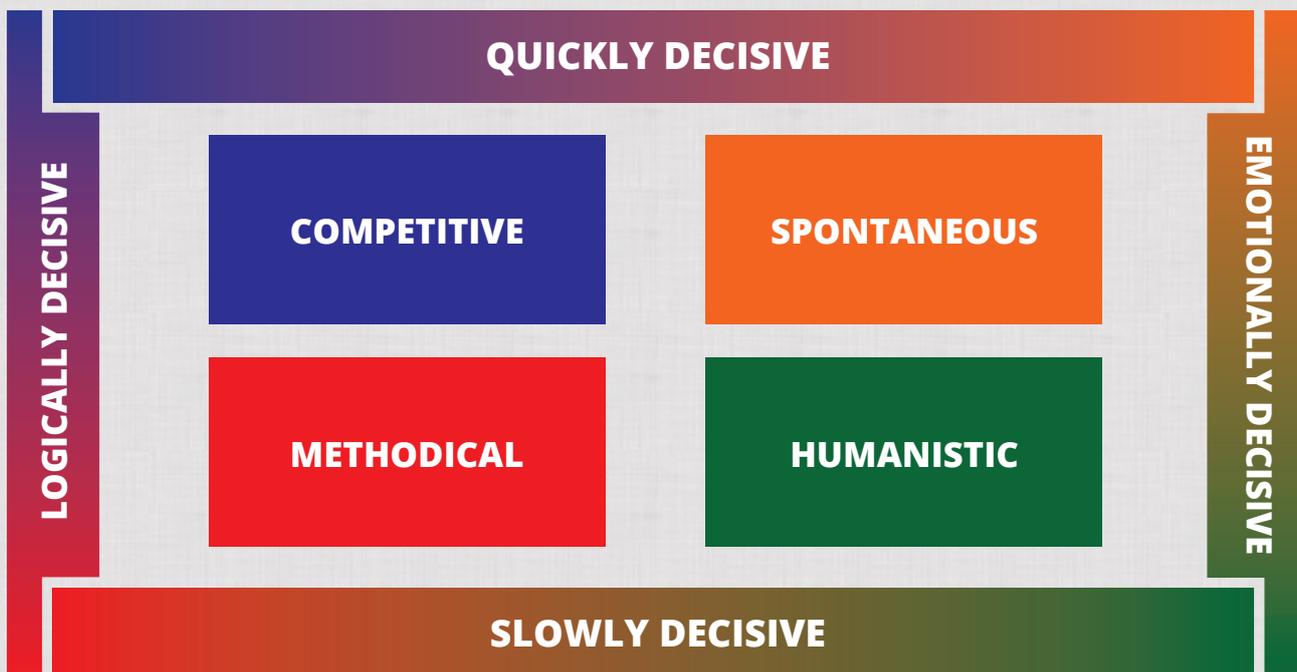
The American inventor and businessman developed many devices that greatly influenced life around the world, including the phonograph, the motion picture camera, and a long-lasting, practical electric light bulb. Dubbed "The Wizard of Menlo Park" (now Edison, New Jersey), he was one of the first inventors to apply the principles of mass production and teamwork to the process of invention, and is credited with the creation of the first industrial research laboratory.

Edison is the fourth most prolific inventor in history, holding 1,093 U.S. patents in his name, as well as many patents in the United Kingdom, France, and Germany.

A little know fact about Edison is this; he didn't do a lot of the inventing himself. He was brilliant at organizing mastermind events and bringing people together. Through leadership he would create and invent as the head of teams that brought about great transformation in inventing.

## Like the Heroes Einstein, Streep and Edison you have the following qualities

- You are someone who thinks deeply and is good at making decisions, someone who makes rational decisions based on research into situations.
- You can be fast-acting, but also detached.
- You have strong leadership capabilities.
- You have an original mind and a great drive for putting into action your ideas and for achieving your goals.
- You quickly see patterns in events, as Einstein did.
- You can develop perspective over the long run, as Streep has done.
- You're able to organize a job and carry it through, as Edison did.
- You are skeptical and highly intelligent and demand competence from everyone around you.



This chart shows you how the 4 Personas can overlap while making decisions based on subtle levels of understanding and knowledge



# What Does This Mean For You?

Think of your talents in 3 areas



**The head** refers to your natural way of thinking (*let's call it how you're hardwired*), as well as how your natural abilities shine through.

The head refers to how you process all of the sensory perceptions of the world and how you filter the mountains of data that come your way.



**The heart** refers to your values, your feelings, your moral compass.

The heart refers to what you stand for and what you stand behind. It's your personal ethos, it's how you respond to a situation on an inner level. It's when you know instinctively that something's right or not, or something's wrong or not, or that something needs to change. It's you, deep down, and it's you as you view the world around you.



**The hand** looks at how you work, and the environments where you'll flourish.

The hand explores your working skills, and how you stay focused (or not), and what give you the most motivation, and what makes you veer off-course.

The hand examines where you can be most productive in your work and how you can make the best use of your time.



Your Natural  
HEAD Abilities

**Charge!**

As an active person, naturally driven and competitive, you use what you learn to serve your larger goals. In other words, you say to yourself: *What's in it for me?*

You view life as a chessboard where you're always about to make the next move in the most efficient and profitable manner. You calculate how to get the best out of a situation, and you act accordingly.

## Here are some of your "head" qualities

- You're probably more driven than many people around you.
- You often emerge as the leader of a group.
- When someone needs to take charge, you're on it!
- You make quick decisions that are usually based on logic.
- You speak your mind easily.
- You may find it difficult to work in teams.
- A weakness: staying in the moment.  
*That's because you're so focused on the reward of future goals you ignore the beauty of the present moment.*



Your Natural  
HEART Abilities

**Imagine!**

You want to be fair. But you also want to get it done. You are definitely goal-oriented. But along with your work ethic comes your sense of creativity. You feel that you can change things based on how you've processed the situation. You use your imagination. You feel that because you understand things quickly, you are probably also quicker to be inspired and use that inspiration to get where you need to go.

## Here are some of your "heart" qualities

- You're independent. You'll work with others, but perhaps a bit reluctantly: *they have to prove themselves, and if they show you that they may overtake you, you step up your game.*
- You like a challenge. In fact, without a challenge, things get a bit dull for you.
- You have strong problem solving skills, you know how to do what it takes to get the job done.
- Mediocrity is not an option.
- Mastery is the only way toward happiness.
- Weakness: That drive can lead you to compromise some of your core values, as you feel that the end justifies the means  
*A weakness: staying in the moment. That's because you're so focused on the reward of future goals you ignore the beauty of the present moment.*



Your Natural  
HAND Abilities

**Bring It!**

Let's get going. We've got work to do!

You, as a competitive personality type, work best when you're leading (or helping to manage) a team of people who give you the support you need to do your best. You've got a goal, but you need everyone to be on the same page so that you're not doing it all by yourself.

## Here are some of your "hand" qualities

- You're good at brainstorming.
- You love to strategize and come up with a plan of attack.
- You like to act alone, but you're also eager to share your game plans with others.
- You love to work hard, but you're not always as efficient as you could be. Sometimes you get caught up in the big picture rather than the actions needed to get there.
- You could use some tips on efficiency to get where you want to get faster. You love your work, you love to succeed, but you also want to do things to appreciate life – family, friends, relaxation (even competitive types need to kick back now and then).
- A weakness: staying in the moment.  
*That's because you're so focused on the reward of future goals you ignore the beauty of the present moment.*

# Thank You For Taking the Hero Evaluation!

Knowing what you're good at and your genius zone will give you the competitive edge that you need to excel. Whether it be in business, with your family or in sport knowing yourself well will keep you at the leading edge of success.

The path to greatness is within you. You can live well and learn much about your talents, your skills and your natural strengths and abilities.

We encourage you to find out what you can about yourself. This will set you up for success as you journey down your path of self-discovery while mastering your talents.

