



QUICKLY DECISIVE



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** decision-makers. They act fast but stay **detached**. They have a **creative mind** and energy 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 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*).



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. 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 are **GUARDED** and **INDIRECT** in nature. When sold to, *Methodicals* secretly ask themselves this primary question: **"HOW can your solution solve my problem?"**

Examples: George Washington, Taylor Swift, Colin Powell, Jessica Alba, Jimmy Stewart, Queen Elizabeth, Natalie Portman, Beyoncé, Kareem Abdul-Jabbar, George Bush, Sr. Dorothy (Wizard of Oz), Scotty (*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 key pillars of **influence** responsible for their success in life.

This temperament emerges as the **INFLUENCER-of-the-group**. They do get **bored easily** if they're not challenged. They **prefer action over strategy**, and they have the "gift-of-gab," which is complemented with a dynamic 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."** When sold to, *Spontaneous'* secretly ask themselves this primary question: **"WHY is your solution best for my needs?"**

Examples: Wolfgang Mozart, Lucille Ball, Bill Clinton, Katy Perry, Will Smith, Madonna, Bob Hope, Teddy Roosevelt, Jennifer Lawrence, Angelina Jolie, Ernest Hemingway, Lion (Wizard of Oz), Captain Kirk (*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. Whenever they face conflict, they are **passionate about their beliefs**, but open and willing 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 to 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**. When sold to, *Humanistics* secretly ask themselves these primary questions: **"WHO else has used your solution to solve my problem? WHO are you to care about me so much?"**

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



LOGICALLY DECISIVE

EMOTIONALLY DECISIVE

SLOWLY DECISIVE