



Advocate (INFJ)

Quiet and mystical, yet very inspiring and tireless idealists.

Quick Facts

- Helping others is a purpose in life
- Soft-spoken with strong opinions
- Easy to make connections with others
- Need their space
- Very rare - making up less than 1% of the population

Workplace Habits

- Need to be able to express their creativity and insight.
- Value diplomacy and sensitivity, and the more democratic and personal their manager's style is, and the more they feel their independence and input are valued, the happier they'll be.
- Advocates prefer leaving the technical systems and factual details to more capable hands, and working hard to inspire and motivate.
- Need to be able to exercise their insightfulness and independence, learn and grow alongside the people they are helping, and contribute to the well-being of humanity on a personal level.

Strengths

- Creative
- Insightful
- Inspiring & Convincing
- Decisive
- Determined & Passionate
- Altruistic

Challenges

- Sensitive
- Extremely Private
- Perfectionistic
- Always Need to Have a Cause
- Can Burn Out Easily

Reminder for Advocates

Remember to take care of yourself. The passion of your convictions can carry you past your breaking point and if your zeal gets out of hand, you can find yourself exhausted, unhealthy and stressed. This becomes especially apparent when you find yourself up against conflict and criticism - your sensitivity forces you to do everything you can to evade these seemingly personal attacks, but when the circumstances are unavoidable, you can fight back in highly irrational, unhelpful ways.

Becky | Randi



Campaigner (ENFP)

Enthusiastic, creative and sociable free spirits, who can always find a reason to smile.

Quick Facts

- True free spirit, often the life of the party
- Tend to see life as a big, complex puzzle where everything is connected
- Can quickly switch between hard working to completely relaxed
- Can easily misread the situation, when relying on their intuition
- Making up 7% of the population

Workplace Habits

- Possess warmth, creativity and an open-mindedness that makes them excellent listeners.
- Intolerant of micromanagement – the way they see it, they understand what's been asked of them, and all they require is the freedom to accomplish their task.
- View their colleagues as friends, people who they take a genuine interest in, providing support and cheer when they're down or stressed.
- Campaigners can transition that popularity into natural leadership, instinctively picking up on colleagues' motivations and pulling their teams together, pushing them forward towards whatever truth they've been tasked to find.

Strengths

- Curious
- Observant
- Energetic and Enthusiastic
- Excellent Communicators
- Know How to Relax
- Very Popular and Friendly

Challenges

- Poor Practical Skills
- Find it Difficult to Focus
- Overthink Things
- Get Stressed Easily
- Highly Emotional
- Independent to a Fault

Reminder for Campaigners

Remember you are a part of the team, although you love to be highly independent sometimes it is okay to rely on someone else. You have exceptional people skills – use them to your advantage during high stress times, to keep your teammates and self relaxed and motivated.

Rachel M | Zach | Cecilia | Kaysie



Consul (ESFJ)

Extraordinarily caring, social and popular people, always eager to help.

Quick Facts

- Popular – very common personality type
- Social Creatures
- Altruists
- Supportive and outgoing
- Planners

Workplace Habits

- Thrive on social order and harmony, and use their warmth and social intelligence to make sure that each person knows their responsibilities and is able to get done what needs to get done.
- Patient, efficient, hard-working people who respect the authority of their managers.
- Excellent networkers, Consuls always seem to “know just the guy” to bring a project together on time.
- May need their coworkers to make an effort to express their appreciation from time to time.

Strengths

- Strong Practical Skills
- Strong Sense of Duty
- Very Loyal
- Sensitive and Warm
- Good at Connecting with Others

Challenges

- Worried about Their Social Status
- Inflexible
- Reluctant to Innovate or Improve
- Vulnerable to Criticism
- Often Too Needy

Reminder for Consuls

It's important for Consuls to remember though, that people come from many backgrounds and perspectives, and what may seem right to them isn't always an absolute truth. People are going to disagree and they're going to criticize, and while it hurts, it's just a part of life.

Anna | Emily | Lisa | Ronny Jo | Paige



Commander (ENTJ)

Bold, imaginative and strong-willed leaders, always finding a way – or making one.

Quick Facts

- Natural-born leaders
- Gifts of charisma and confidence
- Determined
- Sharp-minded
- Make up 3% of the population

Workplace Habits

- Ever the high achievers, Commander subordinates set out to learn new skills and to seek out new challenges and responsibilities, eager to prove that nothing is impossible with a little hard work.
- Objective, rational statements about what is done right and what can be done better are helpful to Commanders, and far from resenting such criticisms, they appreciate them.
- Commanders greatly enjoy sharing ideas and critiques in their frequent brainstorming sessions.
- Commander managers are confident, charismatic communicators, and they communicate but one vision: to get the job done as efficiently as possible, and to the highest standard of quality.

Strengths

- Efficient
- Energetic
- Self-confident
- Strong-willed
- Strategic thinker
- Inspiring

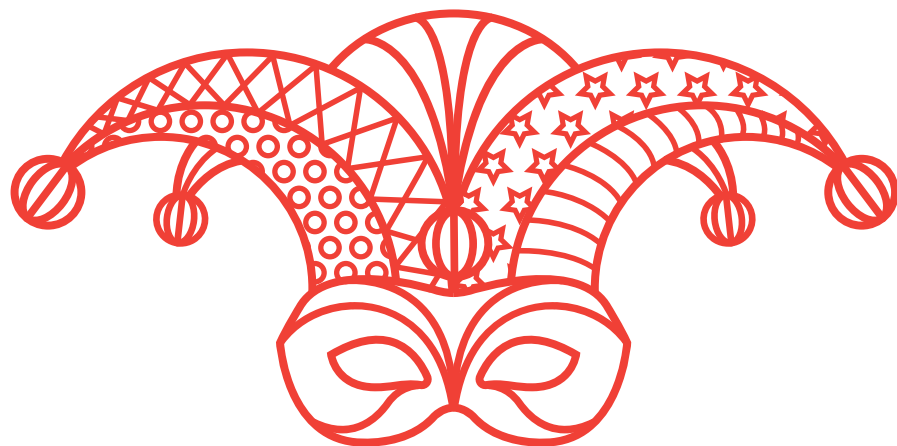
Challenges

- Stubborn and Dominant
- Intolerant
- Impatient
- Arrogant
- Poor Handling of Emotions
- Cold and Ruthless

Reminder for Commanders

Your stature comes not just from your own actions, but from the actions of the team that props you up. It's important to recognize the contributions, talents and needs, especially from an emotional perspective, of your support network.

Susan | Brian



Entertainer (ESFP)

Spontaneous, energetic and enthusiastic people — life is never boring around them.

Quick Facts

- Generous with their time
- Love the spotlight, and all the world's a stage
- Strong aesthetic sense
- Naturally curious
- Poor planners

Workplace Habits

- Entertainers thrive on change and new ideas, and loathe repetitive and strictly defined tasks.
- Entertainers can be forgetful in the heat of the moment, and can get more caught up in trying to get quick returns.
- Quite sensitive to others' criticism of their own habits. Under fire, people with this personality type (especially Turbulent ones) become defensive and are easily upset.
- Entertainers do everything they can to pump energy and fun into the day-to-day work that needs to be done.

Strengths

- Bold
- Original
- Aesthetics and Showmanship
- Practical
- Observant
- Excellent People Skills

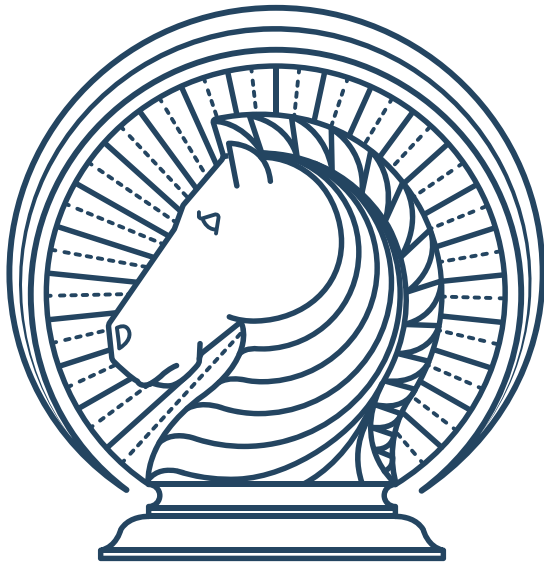
Challenges

- Sensitive
- Conflict-Averse
- Easily Bored
- Poor Long-Term Planners
- Unfocused

Reminder for Entertainers

Remember to keep your ducks in a row, stay focused long enough to get the task done and then enjoy after. Figure out your long-term goals and try and remind yourself of them when you become distracted with other parts of life.

Justin | Jessica



Defender (ISFJ)

Very dedicated and warm protectors, always ready to defend their loved ones.

Quick Facts

- Excellent analytical abilities
- Receptive to change and new ideas
- Excellent memories
- Humble
- Large proportion of the population, nearly 13%

Workplace Habits

- Only seek one reward for their work: the satisfaction of knowing that whoever they helped feels heartfelt thanks.
- Natural networkers, but they use this skill to keep things running smoothly, not as a tool for professional advancement.
- While they may be slow to accept some changes, they are great at helping their teams put them into practice once they've been agreed on.
- Defender personality type can always be relied on for their kindness and ability to listen to concerns, and to find ways to resolve them.

Strengths

- Supportive
- Reliable and Patient
- Imaginative and Observant
- Enthusiastic
- Loyal and Hard-Working
- Good Practical Skills

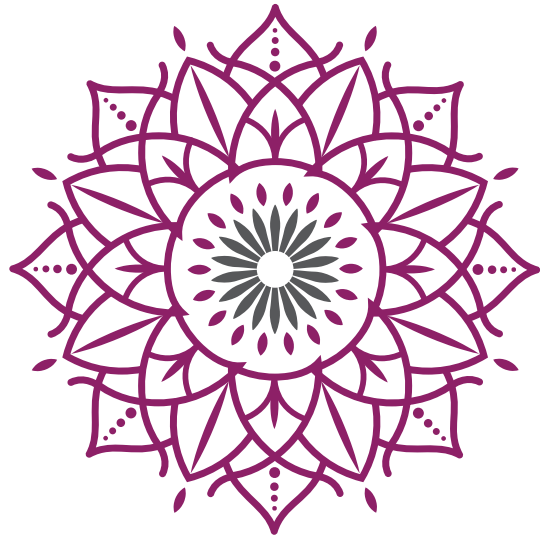
Challenges

- Humble and Shy
- Take Things Too Personally
- Repress Their Feelings
- Overload Themselves
- Reluctant to Change
- Too Altruistic

Reminder for Defenders

Remember it is okay to say no to your coworkers, family and friends from time to time. You do not have to burden yourself with everyone else's work. When you are doing great work, remember to allow yourself to share and accept the praise.

Tony | Alisha



Mediator (INFP)

Poetic, kind and altruistic people, always eager to help a good cause.

Quick Facts

- True Idealists
- Understanding themselves and their place in the world is important
- Gift for communication – can learn languages easily
- May start to lose touch, withdrawing into “hermit mode”
- Often misunderstood – only making up 4% of the population

Workplace Habits

- Value harmony, need an emotional and moral connection to their work and loathe bureaucratic tedium.
- Mediators would rather know that their work will help to deliver a service they believe in than to know that the bottom line has been boosted by 3%.
- Would much rather hear what they did right and focus on what to do, rather than what not to.
- Would much rather immerse themselves in a project, alone or with a close team, than simply be told what task to do and move on.

Strengths

- Idealistic
- Seek and Value Harmony
- Open-Minded and Flexible
- Very Creative
- Passionate and Energetic
- Dedicated and Hard-Working

Challenges

- Too Idealistic
- Too Altruistic
- Impractical
- Dislike Dealing With Data
- Take Things Personally
- Difficult to Get to Know

Reminder for Mediators

Take every bit of criticism with a grain of salt, try and remember that people are offering you their opinion to help you not hurt you. Put yourself out there, even when it may seem difficult to do so.

Rachel S



Protagonist (ENFJ)

Charismatic and inspiring leaders, able to mesmerize their leaders.

Quick Facts

- Full of passion and charisma
- Confident
- Unafraid to stand up and speak when they feel something needs to be said
- Genuine
- Passionate altruists

Workplace Habits

- Often will underestimate themselves, but quickly make an impression.
- Quick learners and excellent multitaskers, able to take on multiple responsibilities with competence and good cheer.
- Desire to assist and cooperate is even more evident as they draw their coworkers into teams where everyone can feel comfortable expressing their opinions and suggestions.
- Combine their skill in recognizing individual motivations with their natural charisma to not only push their teams and projects forward, but to make their teams want to push forward.

Strengths

- Tolerant
- Reliable
- Charismatic
- Altruistic
- Natural Leaders

Challenges

- Overly Idealistic
- Too Selfless
- Too Sensitive
- Fluctuating Self-Esteem
- Struggle to Make Tough Decisions

Reminder for Protagonists

If you become overly optimistic in some people you may tend to push them a little too much for their liking. You can tend to develop emotional hypochondria, try and reel yourself back in and know that you are okay.

Nevin | Cami | Dylan