

*People exceptionally talented in the achiever theme work hard and possess a great deal of stamina. They take immense satisfaction in being busy and productive.*



# ACHIEVER

Achievers have a constant need for attainment. They have an internal fire burning inside them. It pushes them to do more, to achieve more. People with strong Achiever talents feel as if every day starts at zero. By the end of the day they must accomplish something meaningful to feel good about themselves. And “every day” means every single day — workdays, weekends, holidays, and even vacations. If the day passes without some form of achievement, no matter how small, Achievers feel dissatisfied. Upon finishing a challenging project, they rarely seek to be rewarded with a rest or an easy assignment. While they appreciate recognition for past achievements, their motivation lies in striving toward the next goal on the horizon.

## IF ACHIEVER IS A DOMINANT THEME FOR YOU:

Direct your energy to achieve in all areas of your life.

- Take advantage of your self-motivation by setting challenging goals. Set a more ambitious goal every time you finish a project.
- Partner with someone with strong Discipline or Focus talents. This person can help you use your energy as efficiently as possible.
- Take time to celebrate each success before moving on to the next item or task, even for just a few minutes.
- Although you might be naturally equipped to work harder and longer than others, be sure to take regular breaks.
- As much as possible, limit your commitments to tasks that are aligned with your highest priorities.
- Make sure your to-do lists include things beyond work.

## ITS POWER AND EDGE

Achievers love to complete tasks, and they derive fulfillment from their accomplishments. Putting it simply, people with high Achiever have a strong inner drive — an innate source of intensity, energy, and power that enables them to push hard to get things done. As a result, they often set the pace and define productivity levels for the people around them.

*People exceptionally talented in the activator theme can make things happen by turning thoughts into action. They are often impatient.*



# ACTIVATOR

“When can we start?” This is a recurring question for Activators. People with strong Activator talents are impatient for action. They may concede that analysis has its uses or that debate and discussion can occasionally yield some valuable insights, but deep down they know that only action is real. Once a decision is made, they must act. Others may worry that “there are still some things we don’t know,” but this doesn’t seem to slow Activators down. They make a decision, take action, look at the result, and learn. The bottom line is this: Activators know they will be judged not by what they say or what they think, but by what they get done. This does not frighten them. It energizes them.

## IF ACTIVATOR IS A DOMINANT THEME FOR YOU:

Be the catalyst. Think it through, and then get going.

- Your drive to make things happen can be the push that many groups need to move from discussion to action. Make it your role in meetings to ask for action items before the group dismisses.
- Seek work in which you can make your own decisions and act upon them. In particular, look for start-up or turn-around situations.
- When insights or revelations occur, record them so you can act on them at the proper time.
- When you feel the itch to make a move, pause for a moment to ask yourself why you want action. If you can articulate that to others, they are more likely to get behind you.
- Recognize that your “pushiness” might sometimes intimidate others.

## ITS POWER AND EDGE

Activators are catalysts who get things started. They naturally see how to turn ideas into action. As a result, they make things happen. Their energy can be contagious and engaging. If you have an important project or talented group that simply needs a “jump start,” find an Activator — they will bring energy and instant momentum.

*People exceptionally talented in the adaptability theme prefer to go with the flow. They tend to be “now” people who take things as they come and discover the future one day at a time.*



## ADAPTABILITY

People with strong Adaptability talents live in the moment. They don't see the future as a fixed destination. Instead, they see it as a place that they can create out of the choices they make right now. They discover their future one choice at a time. This doesn't mean that they don't have plans. But their Adaptability talents enable them to respond willingly to the demands of the moment, even if circumstances pull them away from their plans. They don't resent sudden requests or unforeseen detours. They expect them. Indeed, on some level they may actually look forward to them. They are, at heart, very flexible, and they can stay productive when circumstances pull them in many different directions at once.

### IF ADAPTABILITY IS A DOMINANT THEME FOR YOU:

React immediately to the immediate — be a positive force for change.

- Your ability to take things in stride means that you can be a calm and reassuring influence on people who don't handle change well. Use your exceptional ability to handle stress by making yourself available to those who need your perspective.
- During times when the pressure is on, help your colleagues find productive ways to relieve stress and therefore make progress. You can be the spark that “unfreezes” them.
- Never apologize for your spontaneity. Instead, help others realize how many experiences might be missed if you don't seize the moment now.
- Avoid roles that demand structure and predictability. These roles will quickly frustrate you, make you feel inadequate, and stifle your independence.
- Look to others for planning. People who are strong in themes such as Focus, Strategic, or Belief can help you shape your long-term goals, leaving you to excel at dealing with day-to-day variations.

### ITS POWER AND EDGE

The genius of people with Adaptability talents lies in the way they respond to chaos. They can quickly change and respond to circumstances that would frighten or intimidate others. People with high Adaptability find ways to keep moving forward when the unexpected happens. Their natural ability to be in the moment can help others see the way forward.



*People exceptionally talented in the analytical theme search for reasons and causes. They have the ability to think about all the factors that might affect a situation.*



# ANALYTICAL

People with strong Analytical talents challenge others to “Prove it.” They take a critical approach to what others might quickly accept as truth. They search for the reasons why things are the way they are. They want to understand how certain patterns affect one another. How do they combine? What is the outcome? Does this outcome fit with the theory offered or the situation at hand? These are their questions. Others see them as logical and rigorous. Some may feel that they are negative or unnecessarily critical when they are simply trying to understand something. They bring an objective and dispassionate examination that enables them to find the root causes and effects, and then develop clear thoughts based on facts.

## IF ANALYTICAL IS A DOMINANT THEME FOR YOU:

Direct your logical, objective approach to find the reasons behind important decisions.

- Take the time to identify credible sources you can rely on. Determine the most helpful books, websites, or other sources that can serve as references.
- Choose assignments or work in which you are able to analyze data, find patterns, or organize ideas.
- When you are working with a group to plan a new initiative or project, be involved in the early stages. You will be able to assess the feasibility and direction of the plan before it gets too far into the process.
- Develop your Analytical skills by sharing ideas with outstanding analysts who specialize in your area.
- Listen to people with strong Strategic, Belief, or Empathy talents. Their insights and intuitions are difficult to measure, but their assessments are often accurate and valuable nonetheless.
- Accept that at times you will need to move before all the facts are in place.

## ITS POWER AND EDGE

Those with Analytical talents have valuable insights because they are able to uncover the essential facts needed for excellence in any endeavour. This type of thinking helps them and others become clearer about what excellence is and how it can be attained.

*People exceptionally talented in the arranger theme can organize, but they also have a flexibility that complements this ability. They like to determine how all of the pieces and resources can be arranged for maximum productivity.*



## ARRANGER

Arrangers are conductors. When faced with a complex situation involving many factors, People with strong Arranger talents enjoy managing all of the variables, aligning and realigning them until they are sure they have arranged them in the most productive configuration possible. They are shining examples of effective flexibility, whether they are changing travel schedules at the last minute because they found a better fare or are mulling over just the right combination of people and resources to accomplish a new project. From the mundane to the complex, they are always looking for the perfect configuration. They are at their best in dynamic situations. Confronted with the unexpected, they jump into the confusion, devise new options, hunt for new paths, and figure out new partnerships — because, after all, there might just be a better way.

### IF ARRANGER IS A DOMINANT THEME FOR YOU:

Help keep all of the balls in the air, but remember that sometimes you can do more with less.

- You are happiest when you are part of a team. You can offer your natural sense of organization to keep a group project moving toward its goal.
- Seek complex, dynamic work environments in which there are few routines.
- You may be a whiz at juggling schedules and people. These types of tasks may be very rewarding to you.
- Play an integral role when changes are in the works.
- Develop successful strategies for getting things done. Challenge yourself to find ways to make even the most successful systems and arrangements better.
- Explain that your flexibility doesn't mean your priorities are constantly changing. Tell others that your priorities remain the same, but that you are simply looking for better ways to implement them.

### ITS POWER AND EDGE

Arrangers have a natural ability to orchestrate people and resources for maximum effectiveness.

*People exceptionally talented in the belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their lives.*



**BELIEF**

People with strong Belief talents have enduring principles by which they live. These values vary from one person to another, but those with powerful Belief talents have deeply held ideals and a strong sense of purpose in their lives. These core values affect their behavior in many ways. Their sense of mission gives their lives meaning and direction; in their view, success is more than money and prestige. Their Belief talents give them direction, guiding them through temptations and distractions toward a consistent set of priorities. This consistency is the foundation for their relationships. They are viewed by others as dependable and trustworthy. Their motivation, drive, and determination come from living their lives according to their values and beliefs.

### IF BELIEF IS A DOMINANT THEME FOR YOU:

Your values keep you on course during the toughest times.

- Keep reminders of your personal mission around you. When the going gets tough, these reminders will help you focus on your reason for being there and the valuable contribution you naturally make.
- Remind yourself to keep an appropriate balance between your work and your personal life. Both areas will benefit when you dedicate enough time and attention to each.
- Don't be afraid to give voice to your values. This will help others know who you are and how they can relate to you.
- Actively seek projects and roles that fit your values. In particular, think about joining organizations that define their purpose by the contribution they make to the community.
- Express your values outside of the workplace by volunteering for a hospital board, school board, or community organization.

### ITS POWER AND EDGE

People with strong Belief talents are a wellspring of powerful drive and direction. They provide clarity, conviction, and stable values. Their unwavering foundational principles can raise the ethical standards of those around them.

*People exceptionally talented in the command theme have presence. They can take control of a situation and make decisions.*



COMMAND

People with strong Command talents naturally take charge. They see what needs to be done, and they are willing to speak up. They are not frightened by confrontation; rather, they understand that confrontation is the first step toward resolution. They need things to be clear among people and will challenge others to be realistic and honest. Their talent pushes them to take risks. At times, those with strong Command talents may intimidate others. And while some may resent this talent, others often willingly hand them the reins. People are drawn toward those who take a stand and are willing to lead.

### IF COMMAND IS A DOMINANT THEME FOR YOU:

Be ready to lead when others waver.

- Seek roles in which you will be asked to persuade others.
- Take on every worthwhile challenge you can find and bring others along with you. You will lead others out of their comfort zone and into new territory where growth is the only option.
- In your relationships, seize opportunities to speak plainly and directly about sensitive subjects. Your unwillingness to hide from the truth can become a source of strength and constancy for your colleagues and friends. Strive to become known as a candid person.
- Help your colleagues and friends make commitments. You can provide the spark that will inspire them to act.
- Find a cause you believe in and support it. You might discover yourself at your best when defending a cause in the face of resistance.
- There are times when you need to manage your compulsion to take over. Let situations unfold without always feeling like you need to step in.

### ITS POWER AND EDGE

People with strong Command bring decisiveness and emotional clarity. They have the ability to bring to light what is often avoided or unstated. This gives them the ability to resolve conflicts and misunderstandings.

*People exceptionally talented in the communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.*



## COMMUNICATION

People with strong Communication talents like to explain, describe, host, present, and write. Their natural talents enable them to bring ideas and events vividly to life. They turn thoughts and actions into stories, images, examples, and metaphors. They want their information — whether an idea, an event, a discovery, or a lesson — to captivate the audience. This drives them to hunt for the perfect phrase and draws them toward dramatic words and powerful statements. In the end, this is why people like listening to them. Their word pictures pique interest, provide clarity, and inspire others to act.

### IF COMMUNICATION IS A DOMINANT THEME FOR YOU:

Bring attention to messages that must be heard.

- You excel at capturing people's attention. Keep your best stories in mind and practice telling them so you'll get better each time.
- Use your Communication talents to help others put their ideas or feelings into words.
- When you are presenting, closely monitor your audience. Watch how they react to each part of your presentation to see which segments prove especially engaging. Afterward, identify the parts that particularly caught the audience's attention. Re-draft your upcoming presentations around these highlights.
- Use your talents to build consensus among your peers by getting them talking.
- Listen to others' stories. Partner with people who have powerful Empathy or Harmony talents to help develop your sensitivity to others' views.

### ITS POWER AND EDGE

People with strong Communication talents bring attention and focus to important messages. They can find words for not only their own thoughts and feelings, but for those of others. This gives them the ability to reach out and connect with others in meaningful ways.

*People exceptionally talented in the competition theme measure their progress against the performance of others. They strive to win first place and revel in contests.*



## COMPETITION

Competition is rooted in comparison. For People with strong Competition talents, their performance is their ultimate yardstick. When they look at the world, they are instinctively aware of other people's performance. They have a deep aspiration to be the best and will work hard to excel — especially in comparison with others. It's not about the effort; it is about the win. Regardless of effort or intention, even if they reach their goal, their achievement will feel hollow if they did not outperform their peers. They need to compare. If they can compare, they can compete, and if they can compete, they can win.

### IF COMPETITION IS A DOMINANT THEME FOR YOU:

Aim for first place, and you'll always finish strong.

- Create daily measures of success for you and the teams you are involved with. Strive to learn what it takes to win consistently.
- Frequently review measurements of your past performances. Your talents will naturally drive you to identify and surpass your personal records.
- Take the time to celebrate your wins. In your world, there is no victory without celebration.
- Seek competitive friends.
- Turn ordinary tasks into competitive games. You will get more done this way.
- Know when it's time to say "winning isn't everything in this situation."
- Finding win-win solutions can lead to positive relationships with others while maintaining your own motivation.

### ITS POWER AND EDGE

People with strong Competition talents have the ability to stimulate themselves and others to a higher standard of performance. They can raise a group's achievement level by creating a culture of winning and an aspiration to be the best.

*People exceptionally talented in the connectedness theme have faith in the links among all things. They believe there are few coincidences and that almost every event has meaning.*



# CONNECTEDNESS

Things happen for a reason. People with strong Connectedness talents are sure of it. They have a powerful conviction that everyone is connected. While each person is responsible for his or her own judgments and actions, those with strong Connectedness believe everyone is part of something larger. This belief implies certain responsibilities. Their awareness of these responsibilities creates their value system. They are considerate, caring, and accepting. Certain of the unity of humankind, they build bridges for people of different cultures. They give others comfort that there is a purpose beyond everyday existence. Their faith is strong. It sustains them and their close friends in the face of life's mysteries.

## IF CONNECTEDNESS IS A DOMINANT THEME FOR YOU:

Help others see connections and purpose in everyday occurrences.

- Share specific examples that help your friends and colleagues see how their actions affect others.
- Intentionally set aside a few minutes away from the action for an opportunity to quietly contemplate. This will give you a better chance to see patterns and identify adjustments that can increase the effectiveness of the group you are working with.
- Consider roles in which you listen to others and counsel them. You can become adept at helping people see connections and purpose in everyday occurrences.
- Help those around you cope with unpredictable and unexplainable events. You will bring them a sense of stability as they handle the unexpected.
- Explore specific ways to expand your sense of connection, such as starting a book club, attending a retreat, or joining an organization that puts Connectedness into practice.

## ITS POWER AND EDGE

People strong in the Connectedness theme build bridges between people and groups, showing them how to relate to and rely on each other. They help others find meaning in the unpredictability of the world around them, providing a sense of comfort and stability in the face of uncertainty. Putting it simply, their ability to “connect the dots” from the past, present, and future can give others perspective, guidance, and hope.

*People exceptionally talented in the consistency theme are keenly aware of the need to treat people the same. They try to treat everyone with equality by setting up clear rules and adhering to them.*



**CONSISTENCY**

Balance is important to those with strong Consistency talents. They are keenly aware of the need to treat people the same, no matter what their station in life, so the scales do not tip too far in any person's favor. In their view, this leads to selfishness and egotism. People with especially strong Consistency talents see themselves as guardians of what is right and fair. Opposed to special favors, they believe that people function best in a consistent environment with clear rules that apply equally to everyone. This is an environment where people know what is expected. It is predictable and evenhanded. Here, each person has a fair chance to show his or her worth.

### IF CONSISTENCY IS A DOMINANT THEME FOR YOU:

Focus on teaching the values of consistency and fairness to those around you to build trust.

- Take time to think through the rules that are closest to your heart. These rules might be based upon certain values or guidelines that you consider “non- negotiables” in your life. The greater your own clarity about these rules, the more receptive you will be to individuality within these boundaries.
- Your role in a group can be to level the playing field. Seek opportunities at work or in your community to help provide disadvantaged people with the platform they need to show their true potential.
- Stay focused on performance. Cultivate a reputation for recognizing those who really deserve credit. Ensure that respect is always given to those who truly perform well. You can be the conscience of the groups you participate in.

### ITS POWER AND EDGE

People with strong Consistency talents can easily and quickly make judgments that are fair to everyone involved. As a result, people have confidence in them and see them as trustworthy. They can develop policies and procedures that help teams and organizations maintain their integrity while accomplishing their mission.

*People exceptionally talented in the context theme enjoy thinking about the past. They understand the present by researching its history.*



**CONTEXT**

Perspective and background are important for People with strong Context talents. They value the retrospective viewpoint because they believe that is where the answers lie. They look back to understand the present. From the past, they can discern blueprints for direction. And, counter intuitively, they become wiser about the future because they can see its seeds sown in the past. People with strong Context may feel disoriented when they can't see patterns stemming from prior events. Others may become impatient with them as they strive to understand the history of a given situation. But, in the end, this historical context gives them confidence in their decisions.

### IF CONTEXT IS A DOMINANT THEME FOR YOU:

Look to the past to build a better tomorrow.

- Read historical novels, nonfiction, or biographies. You will discover many insights to help you understand the present.
- Help your organization strengthen its culture via folklore. For example, collect symbols and stories that represent the best of the past.
- When a problem occurs, ask your colleagues to identify the actions and other factors that led to it. Having learned from the situation, your colleagues will be equipped to make choices that lead to better outcomes in the future.
- Find a mentor who has a long history in your community or organization. Listening to his or her experiences will likely spark your thought process and accelerate your learning.
- Accept change. Remember that the Context theme does not equate with “living in the past.” Instead, you can become known as an agent for positive change.

### ITS POWER AND EDGE

Checking the rear-view mirror is essential for safe driving. It keeps drivers up to date with what's happening behind them. In the same way, the genius of people with strong Context is their unique ability to understand the link between where they have come from and where they are going.

*People exceptionally talented in the deliberative theme are best described by the serious care they take in making decisions or choices. They anticipate obstacles.*



## DELIBERATIVE

People with strong Deliberative talents are careful and vigilant. Everything may seem in order, but beneath the surface they sense many risks. Rather than avoiding these hazards, they draw each one out into the open. Then each risk can be identified, assessed, and ultimately reduced. Thus, those with strong Deliberative talents bring a thorough and conscientious approach to making decisions. They take care to consider options, thinking through the pros and cons of each alternative. To them, making the correct choice is more important than the time it takes to do so. They see life as something of a minefield. Others can run through it recklessly if they so choose, but they take a different approach. They identify the dangers, weigh their relative effect, and then place their feet deliberately. They walk with care.

### IF DELIBERATIVE IS A DOMINANT THEME FOR YOU:

To go fast and far, first stop, listen, and assess; then, take action.

- You have naturally good judgment and a tendency to question people's actions, so look for opportunities to help others think through their decisions before they act too quickly.
- During times of change, consider the advantages of being conservative in your decision making. Be ready to explain these advantages when asked.
- You see things that others do not. Whatever your role, take responsibility for helping others think through their decisions. You will be sought as a valuable sounding board.
- Your thoughtful approach gives you the foresight you need to make wise decisions. Be sure to set aside some time each day for yourself.
- Explain your process of careful decision making. Clarify that you highlight risk in order to take control and reduce it. Don't allow others to misconstrue your Deliberative theme as tentativeness or fear of action.

### ITS POWER AND EDGE

People with strong Deliberative talents bring a thorough and conscientious approach to their endeavours. They have the ability to reduce risk and prevent problems through natural anticipation and careful thought. As a result, they tend to make outstanding decisions.



*People exceptionally talented in the developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from evidence of progress.*



# DEVELOPER

Developers see the potential in others. They naturally see others' capacity to change, grow, and develop for the better. And they are drawn to people for this reason. Being part of another person's development is one of the best experiences in the world for them. They look for ways to challenge others. They devise interesting experiences that can stretch people, help them grow, and experience success. All the while, they look for signs of growth — a new behavior learned or modified, a slight improvement in a skill, or a glimpse of excellence or of “flow” where previously there were only halting steps. Signs of growth in others are their fuel, bringing Developers motivation and satisfaction.

## IF DEVELOPER IS A DOMINANT THEME FOR YOU:

Recognize and cultivate the potential of others.

- Seek roles in which your primary responsibilities will be in facilitating growth. Teaching, coaching, or managing might prove especially satisfying for you.
- Notice when your friends and colleagues learn and grow, and enhance their growth by sharing your specific observations.
- Make a list of the people you would like to help develop. Write what you would consider to be each person's strengths. Schedule time to meet with each of them regularly — even if only for 15 minutes — and make a point of discussing their goals and strengths.
- You are a natural encourager. Take the time to call, text, or email people who need your encouragement most.
- Identify the mentor or mentors who recognized something special inside you. Take the time to thank them for helping you develop, even if this means tracking down a former teacher and sending him or her a letter.

## ITS POWER AND EDGE

Developers see the raw potential and incremental progress of others, and they actively invest in furthering that development. Their help and encouragement enable others to learn, grow, and improve. As a result, they help groups develop bench strength and ensure a successful future for individuals and teams.

*People exceptionally talented in the discipline theme enjoy routine and structure. Their world is best described by the order they create.*



## DISCIPLINE

People with strong Discipline talents thrive in an organized and orderly environment. They like their days to be predictable and planned, so they instinctively find ways to organize their lives. They set up routines. They focus on timelines and deadlines. They break long-term projects into a series of specific, short-term steps, and follow their plan diligently. They are not necessarily neat and tidy, but they do need precision. They create order and structure where needed. Some people may label the highly disciplined as compulsive, meticulous, or control freaks, but these attributes make them productive — often more so than their critics.

### IF DISCIPLINE IS A DOMINANT THEME FOR YOU:

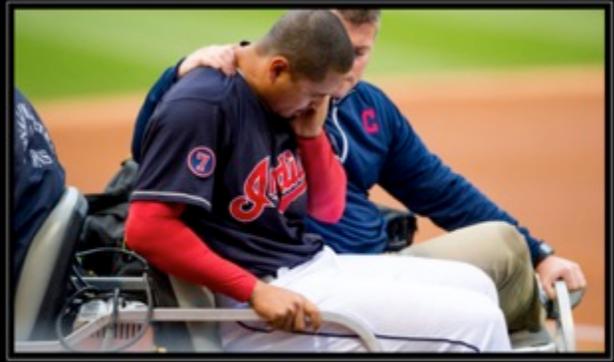
Direct your energy to build structure and keep things organized.

- Seek out roles and responsibilities where structure exists.
- Don't hesitate to check as often as necessary to ensure that tasks and projects are completed in the right way and on time. You feel an urge to do it anyway, and soon enough others will begin to expect it of you.
- Learn how to use a time-management system. It will make you even more efficient and give you more confidence.
- Create routines that help you follow through systematically. Share your detailed lists of tasks, goals, and timelines with your colleagues. It will help the entire group become more efficient.
- Help others add order to their lives. If you do it in a gentle and respectful way, the right way, they will appreciate it.
- Recognize that not many people are as disciplined as you. More than likely, their clumsy processes will frustrate you. Try to assess them on their results, not on their methods.

### ITS POWER AND EDGE

People with strong Discipline talents love things that are organized and orderly. They meet deadlines. And they can efficiently manage limited resources. They bring a high level of organization, order, and stability to the projects and groups in which they work.

*People exceptionally talented in the empathy theme can sense other people's feelings by imagining themselves in others' lives or situations.*



# EMPATHY

People with strong Empathy talents can sense the emotions of those around them. They can feel what others are feeling as though the emotions were their own. They intuitively see the world through others' eyes and share their perspectives. They perceive people's pain or joy — sometimes before it is even expressed. Their instinctive ability to understand is powerful. They can hear unvoiced questions and anticipate needs. Where others grapple for words, they seem to find the right things to say and strike the right tone. As a result, they help people express their feelings — to themselves as well as to others. They help people give voice to their emotional lives.

## IF EMPATHY IS A DOMINANT THEME FOR YOU:

Appreciate and hone your gift for understanding the thoughts and feelings of others.

- Practice refining the words you use to name the feelings you experience and observe in others. Help people name their feelings, as well. Those who can express their feelings seem to work better with others.
- Build trust with people by letting them know that you know how they are feeling.
- Help your colleagues be aware of the feelings of their coworkers.
- Develop routines at the end of each day that allow you to decompress. If you do not, you may find that at times your Empathy talents will drain you.
- Sometimes it is important to be silent. You have the talent to let other people understand that you know how they feel without saying a word. Over time, refine your non-verbal communication skills.

## ITS POWER AND EDGE

People with strong Empathy talents are able to build and form relationships that have great emotional depth. Others feel understood by them and seek their company. Their innate ability to understand the emotions of those around them provides comfort and stability.



*People exceptionally talented in the focus theme can take a direction, follow through, and make the corrections necessary to stay on track. They prioritize, then act.*



**FOCUS**

People with strong Focus talents prioritize and then take action. They set goals. These goals serve as their compass, helping them determine priorities and make alterations when needed to get back on course. Their Focus is powerful because it forces them to filter; they instinctively evaluate each action before taking it to determine whether it will help them reach their goal. In the end, strong Focus talents push them to be efficient. They are extremely valuable team members because their single-mindedness enhances the speed and quality of their performance and keeps the team on track.

#### IF FOCUS IS A DOMINANT THEME FOR YOU:

Help those around you keep their eyes on the prize.

- Your greatest worth as a team member might be to help others set goals. When you work on group projects, take responsibility for summarizing what was decided, define when these decisions will be acted upon, and set a date when the group will reconvene.
- When you set goals, discipline yourself to attach timelines and measurements. These will provide regular proof of your progress.
- Write down your goals and refer to them often. You will feel more in control of your life this way.
- Stretch your goal-setting abilities beyond work. If you find yourself becoming too focused on work goals, set goals regarding your personal life as well. These goals will give weight to your personal priorities and help restore balance in your life.
- Allow others to think, act, and talk less efficiently than you do. Sometimes their “detours” will lead to discoveries and delights.

#### ITS POWER AND EDGE

While others start to wander down divergent avenues, People with strong Focus talents stay on the main road. They help others avoid time-consuming distractions and keep everyone on point.

*People exceptionally talented in the futuristic theme are inspired by the future and what could be. They energize others with their visions of the future.*



**FUTURISTIC**

People with strong Futuristic talents love to peer over the horizon. They are fascinated by the future. They anticipate and imagine in detail what tomorrow could or should be. They usually see the future positively. While the details of the picture will depend on their other strengths and interests — a better product, a better team, a better life, or a better world — it will always be inspirational to them. This vision energizes themselves and others. They can paint a picture of the future that raises the sights and spirits of others.

#### IF FUTURISTIC IS A DOMINANT THEME FOR YOU:

Take time to envision the future. Anticipate and imagine what could and should be.

- Your natural anticipation of a better tomorrow enables you to overlook the pain and problems of today. Help others anticipate and imagine their futures as well.
- Carve out time every week to put your ideas for the future in writing. You will clarify your visions for yourself and your team.
- Motivate your colleagues with things that can be done in the future. For example, include some Futuristic ideas in each of your group meetings, or write your vision for the future and share it with your colleagues.
- Find a friend or colleague who possesses this theme. Set aside an hour a month for “future” discussions. Together you can push each other to include more creativity and detail.
- When you have an opportunity to describe your vision of the future, use as much detail as possible, because not everyone can intuitively fill in the gaps like you can.

#### ITS POWER AND EDGE

People exceptionally talented in the Futuristic theme are visionaries. Their emotional anticipation and visualization of a better future can inspire them and others to make that dream a reality. Their vision of tomorrow can push them and others to new heights.

*People exceptionally talented in the harmony theme look for consensus. They don't enjoy conflict; rather, they seek areas of agreement.*



**HARMONY**

People with strong Harmony talents want peace and try to bring others together. In their view, little can be gained from conflict and friction, so they seek to hold these to a minimum. Those with strong Harmony see what people have in common, even during conflict. They try to steer others away from confrontation and toward reconciliation. In fact, harmony is one of their guiding values. They seek to help individuals, families, and organizations work together. When others argue, they steer clear of the debate, preferring to talk about practical, down-to-earth matters on which everyone can agree.

#### IF HARMONY IS A DOMINANT THEME FOR YOU:

Use your Harmony talents to help people find common ground.

- When working with others, stress the value of reaching consensus.
- Build a network of people with differing perspectives on whom you can rely when you need expertise. Your openness to other viewpoints will help you learn.
- Accept the responsibilities of being a good team member. Your willingness to adjust and your tolerance for differing views can become significant strengths.
- When people argue, ask others in the group to share their thoughts. By increasing the number of voices in the conversation, you are more likely to find areas where all parties can agree. You can draw people together.
- Polish your talents by taking a conflict-resolution course in an area such as nonverbal communication. The skills and knowledge you gain will combine with your talents to give you strength in handling conflicts.

#### ITS POWER AND EDGE

The particular brilliance of the Harmony theme is its natural practicality and preference for emotional balance. By reducing friction, People especially talented in the Harmony theme can enhance collaboration. They avert many contentious interactions before they start and quickly help others find a resolution.

*People exceptionally talented in the ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.*



# IDEATION

People with strong Ideation talents are creative and appreciate originality. They relish free-thinking experiences such as brainstorming and discussion groups. They have a natural capacity to consider issues from multiple perspectives. They revel in taking the world we all know and turning it around so people can view it from a strangely enlightening angle. They think outside the box. They are fascinated by new ideas and concepts, which come to them easily. They love ideas because they can be profound, they can be novel, they can be clarifying, they can be contrary, and they can be bizarre. For all these reasons they derive a jolt of energy whenever a new idea occurs to them.

## IF IDEATION IS A DOMINANT THEME FOR YOU:

Hone your creativity and thoughtful approach to stimulate the dreams of tomorrow.

- You get bored quickly, so make small changes in your work or home life. Experiment. Play mental games with yourself. All of these will help keep you stimulated.
- Seek brainstorming sessions. With your abundance of ideas, you will make these sessions more exciting and productive.
- Schedule time to read, because others' thoughts and experiences can become your raw material for new ideas. Schedule time to think, because thinking energizes you.
- Discuss your ideas with other people. Their responses will help you keep refining your ideas.
- Think through your ideas before communicating them. Lacking your Ideation strength, others might not be able to “connect the dots” of an interesting but incomplete idea, and thus might dismiss it.
- Use a notebook to jot down your ideas. This will allow you to refine them, making them more concrete so you can share them with others.

## ITS POWER AND EDGE

People with dynamic Ideation talents are spontaneously creative and bring new and fresh perspectives. They have a natural sense of innovation that defies conventional thinking. Their innovative approach to problems and projects can be a source of new and valuable ideas.

*People exceptionally talented in the includer theme accept others. They show awareness of those who feel left out and make an effort to include them.*



## INCLUDER

“Stretch the circle wider.” This is the philosophy on which people with strong Includer talents center their lives. They want to include people and make them feel like part of the group. They notice people who feel like outsiders or who feel unappreciated and try to reach out and bring them in. They are instinctively accepting of others. Regardless of race, sex, nationality, personality, or faith, Includers cast few judgments. Their accepting nature does not necessarily rest on a belief that each of us is different and that one should respect these differences. Rather, it rests on the conviction that fundamentally we are all the same. We are all equally important. Thus, no one should be ignored. Each of us should be included.

### IF INCLUDER IS A DOMINANT THEME FOR YOU:

Leverage your Includer talents to shrink the gap between insiders and those on the outside.

- Choose roles in which you are continuously working and interacting with people. You will enjoy the challenge of making everyone feel important.
- Look for opportunities to bring together people of diverse cultures and backgrounds. You can be a leader in this area.
- Help those who are new to a group get to know others. You will be adept at quickly making people feel accepted and involved.
- You naturally look for the best in people. Help your friends and colleagues see what you see.
- Explain what we all have in common. Help others understand that to respect the differences among us (our diversity), we must begin by appreciating what we all share (our similarity).

### ITS POWER AND EDGE

Includers are sensitive to those who are excluded and have an innate desire and capacity to bring them into the group. Their thoughtful approach to others not only increases participation and communication as they ensure everyone is considered, but it also brings a level of tolerance and acceptance of diversity.

*People exceptionally talented in the individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how different people can work together productively.*



## INDIVIDUALIZATION

People with strong Individualization talents are intrigued by and have an understanding of the unique qualities of each person. Impatient with generalizations, they focus on the differences among individuals. They instinctively observe each person's style and motivation, how each thinks, and how each builds relationships. They keenly observe other people's strengths and draw out the best in each person. Their Individualization talents help them to build productive teams. While some search around for the perfect team "structure" or "process," they know instinctively that the secret to great teams is casting by individual strengths so that everyone can do a lot of what they do well.

### IF INDIVIDUALIZATION IS A DOMINANT THEME FOR YOU:

Honor the uniqueness in each person you encounter.

- You instinctively understand how different people might be able to work together effectively. Use this talent to help create partnerships, teams, and groups that complement each other.
- Become an expert in describing your own strengths and style. For example, answer questions such as these: What is the best praise you ever received? How often do you like to check in with your manager? What is your best method for building relationships? How do you learn best?
- Ask these same questions of your colleagues and friends. Help them plan their future by starting with their strengths, then designing a future based on what they do best.
- Make your colleagues and friends aware of each person's unique motivations and needs.
- Study successful people to discover the uniqueness that made them successful.

### ITS POWER AND EDGE

People with strong Individualization talents notice and appreciate the unique characteristics of each person and can customize their approach accordingly. Like a casting director, they use their intelligence about people to position them to do what they do best. This creates a type of team synergy that leads to a more enjoyable experience and increased effectiveness.



*People exceptionally talented in the input theme have a craving to know more. Often they like to collect and archive all kinds of information.*



**INPUT**

People with strong Input talents are inquisitive. They always want to know more. They crave information. They like to collect certain things, such as ideas, books, memorabilia, quotations, or facts. Whatever they collect, they do it because it interests them. They find many things interesting and have a natural curiosity. The world is exciting precisely because of its infinite variety and complexity. A few minutes of surfing the Internet may turn into hours once their curiosity takes off. They constantly acquire, compile, and file things away. Their pursuits keep their minds fresh. And they know that one day some of the information or things they have gathered will prove valuable.

#### IF INPUT IS A DOMINANT THEME FOR YOU:

Always explore; always be curious.

- Identify your areas of specialization and actively seek more information about them.
- Make time to read books and articles that stimulate you. Schedule regular time to do this.
- Deliberately increase your vocabulary. Intentionally collect new words and learn their meanings.
- You likely enjoy reading the dictionary and the encyclopedia — this might seem strange to some people, but for someone like you it is a good way to strengthen your self-concept.
- Devise a system to store and easily locate information. This can be as simple as a file for all the articles you have clipped or as sophisticated as a computer database.
- Identify situations in which you can share the information you have collected with other people.
- Accept that you will never feel that you know enough.

#### ITS POWER AND EDGE

People with strong Input talents bring tools that can facilitate growth and performance. They love to provide relevant and tangible help to others. Their resourcefulness and curiosity lead them to store knowledge that can be culled and shared.

*People exceptionally talented in the intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.*



## INTELLECTION

People with strong Intellection talents like to think. They like mental activity. They like to exercise the “muscles” of their brain, stretching them in multiple directions. This need for mental activity may be focused; for example, they may be trying to solve a problem, develop an idea, or understand another person’s feelings. The exact focus will depend on their other strengths. The theme of Intellection does not dictate what they are thinking about; it simply describes that they like to think. They like to let their thoughts go in many directions. People with strong Intellection talents are introspective. This introspection gives them time to reflect and ponder. Wherever it leads them, their mental hum is a constant in their lives.

### IF INTELLECTION IS A DOMINANT THEME FOR YOU:

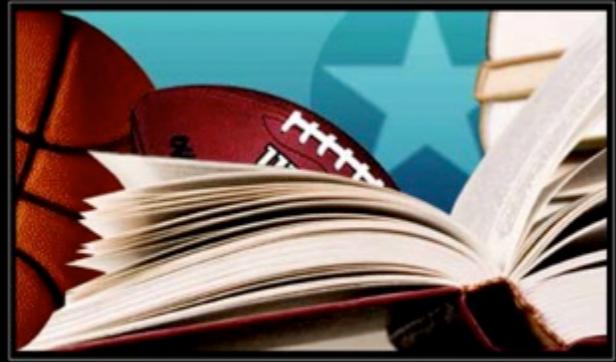
Think deep and think often.

- Set aside a few minutes every day just to collect your thoughts. Your thinking will be sharper and more effective.
- Always take time to consider big projects before the action begins. Your timely insights will allow the project to move forward intelligently and without backtracking.
- Identify peers with whom you can have intellectual conversations on a frequent basis. The enjoyable exchange will stimulate your thinking and that of others.
- List your ideas in a log or a diary. These ideas will serve as grist for your mental mill, and might yield valuable insights.
- Take time to write. Writing might be the best way to crystallize and integrate your thoughts.
- Explain to others why you need time for introspection. Although it might seem to others that you are slow to act, introspection allows you to refine your ideas; thus, for you it is productive behavior.

### ITS POWER AND EDGE

The particular genius of People with especially strong Intellection talents stems from the processing that occurs when they think. When they have time to ponder and process, wisdom and clarity result. They can serve as a sounding board that helps others “stretch” to discover new ways to solve problems or enhance the quality of their work.

*People exceptionally talented in the learner theme have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites them.*



# LEARNER

People with strong Learner talents constantly strive to learn and improve. The process of learning is as important to them as the knowledge they gain. Learners are energized by the steady and deliberate journey from ignorance to competence. They are excited by the thrill of learning new facts, beginning a new subject, and mastering an important skill. Learning builds their confidence. Having Learner as a dominant theme does not necessarily motivate someone to become a subject matter expert or strive for the respect that accompanies earning a professional or academic credential. The outcome of learning is less significant than “getting there.”

## IF LEARNER IS A DOMINANT THEME FOR YOU:

Continue to grow through learning.

- Refine how you learn. If you learn best by teaching, seek out opportunities to instruct others. If you learn best through reflection, carve out this quiet time.
- Designate yourself as an early adopter for new technology, such as a new point-of-sale or back-office system. You will learn quickly and be able to share important advances with your colleagues and peers.
- Honor your desire to learn. If you can't fulfill this need at work, take advantage of adult educational opportunities in your community. Discipline yourself to sign up for at least one new academic or adult learning course each year.
- Be a catalyst for change. Others might be intimidated by new rules, new skills, or new circumstances.

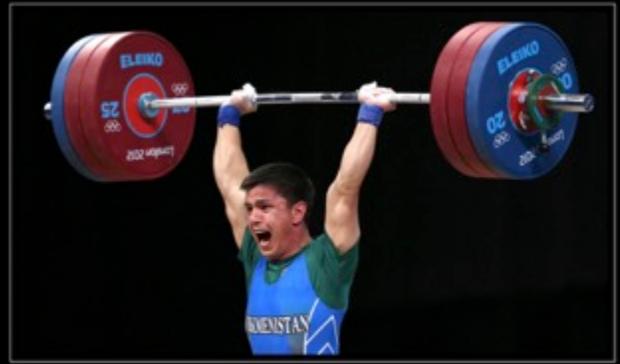
Your willingness to soak up this “newness” can calm their fears and spur them to engage. Take this responsibility seriously.

## ITS POWER AND EDGE

The particular genius of People with especially strong Intellection talents stems from the processing that occurs when they think. When they have time to ponder and process, wisdom and clarity result. They can serve as a sounding board that helps others “stretch” to discover new ways to solve problems or enhance the quality of their work.



*People exceptionally talented in the maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.*



**MAXIMIZER**

Maximizers see talents and strengths in others, usually before anyone else does. Strengths — whether their own or someone else's — fascinate them. Maximizers love to help others become excited about their potential. They have the capacity to see what people do best and which jobs they will be good at. They can see how people's talents match the tasks that must be completed. Excellence, not average, is their measure and pursuit. They have a quality orientation that leads them to focus on areas of strength for themselves and others and to manage around weakness.

### IF MAXIMIZER IS A DOMINANT THEME FOR YOU:

Direct your energy to push for excellence in all you do.

- Seek roles in which you help others succeed. In coaching, managing, or teaching roles, your focus on strengths will prove beneficial to others.
- Once you have claimed your own strengths, stay focused on them. Refine your skills. Acquire new knowledge. Practice. Keep working toward mastery.
- Devise ways to measure your performance and that of your colleagues. These metrics will help you spot strengths.
- Develop a plan to use your strengths outside of work. In doing so, consider how your strengths relate to your personal mission and how they might benefit your family or the community.
- Study success. Deliberately spend time with people who have discovered their strengths. The more you understand how marshaling strengths leads to success, the more likely you will be to create success in your own life.

### ITS POWER AND EDGE

Maximizers have and bring to others a focus on quality. They naturally prefer working with and for the best. They create strengths within groups by enabling each person to do what he or she naturally does best. Their drive toward excellence can lead to a new standard of success.

*People exceptionally talented in the positivity theme have contagious enthusiasm. They are upbeat and can get others excited about what they are going to do.*



**POSITIVITY**

People with strong Positivity talents are generous with praise, quick to smile, and always on the lookout for the upside of the situation. They bring enthusiasm to people, groups, and organizations. They can stimulate others to be more productive and hopeful. They always seem to find a way to lighten the spirits of those around them. They are optimistic, hopeful, and fun-loving. They celebrate every achievement. They find ways to make everything more exciting and more vital.

#### IF POSITIVITY IS A DOMINANT THEME FOR YOU:

Direct your energy to help others see that there is always a silver lining.

- You tend to be more enthusiastic and energetic than most people. When others become discouraged or are reluctant to take risks, your attitude will provide the impetus to keep them moving.
- Deliberately help others see the things that are going well for them. You can keep their eyes on the positive.
- Because people will rely on you to help them rise above their daily frustrations, arm yourself with good stories, jokes, and sayings. Never underestimate the effect that you can have on people.
- Increase the recognition you give to others. Try to tailor it to each person's need.
- Explain that your enthusiasm is not simple naiveté. You know that bad things can happen; you simply prefer to focus on the good things. Pessimists might superficially seem wiser; they might even sometimes be right — but they are rarely happy.

#### ITS POWER AND EDGE

There is power in Positivity. People with dominant Positivity talents have an infectious energy and enthusiasm. Simply stated, everyone feels better about life when they are around.

*People exceptionally talented in the relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.*



## RELATOR

Relator talents describe a person's attitude toward their relationships. In simple terms, people with strong Relator talents are drawn to others they already know. They do not necessarily shy away from meeting new people — in fact, they may have other themes that cause them to enjoy the thrill of turning strangers into friends — but they do derive a great deal of pleasure and strength from being around their close friends. In short, a person with strong Relator talents forms close relationships with people. They may know many people, and they can relate to all kinds of people. But they also have a very small group of friends with whom they have incredibly deep relationships.

### IF RELATOR IS A DOMINANT THEME FOR YOU:

By connecting deeply with the right person, you gain a friend for life.

- You tend to be at your best when you are part of a stable group of friends you can trust. Find a workplace in which friendships are encouraged. You will not do well in an overly formal organization.
- Deliberately learn as much as you can about the people that you meet. You like knowing about people, and others like being known. In this way, you will be a catalyst for trusting relationships.
- Show people that you trust them, and they will be more likely to trust others. You can be an important role model in this area.
- Let your caring show. For example, find people in your company to mentor, help your colleagues to know each other better, or extend your relationships “beyond the office.”
- No matter how busy you are, stay in contact with your friends. They are your fuel.

### ITS POWER AND EDGE

People especially strong in Relator talents form solid, genuine, and mutually rewarding relationships. Their relationships are close, caring, and trusting.

*People exceptionally talented in the responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.*



## RESPONSIBILITY

People with strong Responsibility talents take psychological ownership for anything they commit to, whether it is large or small, and they feel emotionally bound to follow it through to completion. They keep their promises and honor their commitments. They don't let people down, and they work very hard to fulfill all of their responsibilities and keep their word. Their conscientiousness, their drive for doing things right, and their impeccable ethics combine to create the reputation of being utterly dependable.

### IF RESPONSIBILITY IS A DOMINANT THEME FOR YOU:

Take psychological ownership for the things that matter most to you.

- Always check your schedule and your to-do list before taking on a new request. You will create a realistic opportunity to meet all of your commitments without overworking yourself, and you'll demonstrate to others your serious approach to your responsibilities.
- Keep volunteering for more duties than your experience seems to warrant. You thrive on new responsibilities and can deal with them very effectively.
- Align yourself with others who share your sense of commitment. You will thrive when surrounded by others who take their responsibilities as seriously as you do.
- Sometimes you need to remind yourself to say "no." Because you are instinctively responsible, it might be very difficult to refuse opportunities. For this reason you must be selective.
- Be your organization's ethical watchdog by taking swift action to eliminate and prevent unethical behavior and publicly recognizing displays of strong ethics.

### ITS POWER AND EDGE

The genius of those with strong Responsibility talents stems from the deep sense of dedication and ownership they feel toward the things they commit to. They are people of their word, and others know they can rely on and trust them.

*People exceptionally talented in the restorative theme are adept at dealing with problems. They are good at figuring out what is wrong and resolving it.*



## RESTORATIVE

People with strong Restorative talents love to solve problems. While some are dismayed when they encounter yet another breakdown, those with strong Restorative talents are energized by it. They enjoy the challenge of analyzing symptoms, identifying what is wrong, and finding the solution. They like bringing things back to life by fixing them or rekindling their vitality. In short, they bring courage and creativity to problematic situations.

### IF RESTORATIVE IS A DOMINANT THEME FOR YOU:

Every problem has a solution. Use your talents to find it and fix it.

- Seek roles in which you are paid to solve problems. You might particularly enjoy roles in medicine, consulting, computer programming, or customer service, in which your success depends on your ability to restore and resolve.
- Look for turnaround situations that others avoid. You will enjoy the challenge, and you will further your “can do” abilities and reputation.
- You might be attracted to difficult problems, but also look for easy-to-solve problems that offer big results.
- Let everyone know that you enjoy fixing problems. It comes naturally to you, although many people shy away from problems. You can help.
- Think through the ways you can improve your skills and knowledge. Identify the courses you can take to plug any gaps.

### ITS POWER AND EDGE

Those with strong Restorative talents bring a solution-oriented mindset to daily problems. They readily take on projects that others believe “can’t be saved.” They can analyze a situation, identify potential shortcomings, and make the necessary adjustments.

*People exceptionally talented in the self-assurance theme feel confident in their ability to manage their own lives. They possess an inner compass that gives them confidence that their decisions are right.*



## SELF-ASSURANCE

Self-Assurance is similar to self-confidence. People with strong Self-Assurance talents have faith in their strengths and abilities. They know that they are able to take risks, to meet new challenges, to stake claims, and, most importantly, to deliver. But Self-Assurance is more than just self-confidence. People with dominant Self-Assurance talents have confidence not only in their abilities but in their judgment. They have an inner sense of certainty that affirms their direction and decisions. Like the keel of a ship, their strong Self-Assurance talents can withstand many different pressures and keep them on their course.

### IF SELF-ASSURANCE IS A DOMINANT THEME FOR YOU:

Lead the way, knowing that sometimes it's OK to ask for directions.

- Trust your talents, but always gather enough input from others to ensure you make well-informed decisions.
- Seek start-up situations for which no rule book exists. You will be at your best when you are asked to make many decisions.
- Appeal to your own internal guidance system to determine appropriate actions. Trust your instincts.
- When taking on an unfamiliar challenge, consult with others before making a final decision on your strategy. By complementing your natural confidence with the talents and knowledge of others, you will ensure that you select the most productive and efficient path.
- Take time each month to study your recent decisions and assess the outcomes. This reflection will give you experiential knowledge and reveal valuable insights that will refine and strengthen your intuition.

### ITS POWER AND EDGE

People with strong Self-Assurance talents can lead the way. Because they deeply trust their own instincts, they can forge ahead confidently, even on risky paths. They can instill confidence in others and show initiative in the midst of turbulence and uncertainty.

*People exceptionally talented in the significance theme want to be very important in others' eyes. They are independent and want to be recognized.*



## SIGNIFICANCE

People with strong Significance talents want others to see their worth. They want to be recognized, heard, and valued. Particularly, they want to be known and appreciated for the unique strengths they bring. They seek to have an impact on people, groups, and society as a whole. They want their contributions viewed as substantial, powerful, and significant. They are motivated by their intense yearning to be recognized, and as a result, they keep reaching. Their Significance theme pulls them upward, away from the mediocre and toward the exceptional.

### IF SIGNIFICANCE IS A DOMINANT THEME FOR YOU:

Help others raise the bar.

- Significant people do important things. Imagine the legacy you want to leave. Picture yourself at retirement, looking back on a life that has made the world a better place. What will you have done to get there?
- Make a list of the goals, achievements, and qualifications you crave and post them where you will see them every day. Use this list to inspire yourself.
- If you perform best when given independence, share that insight with your manager. Be ready to give examples of how you have succeeded with that kind of freedom. After recognizing the value of this insight, your manager likely will give you the space you need to create exceptional results.
- Share your dreams and goals with your colleagues to keep you reaching and accountable for your mission. Your ambitions may motivate them to reach for outcomes they had never before considered.
- Stay focused on performance. Your strong Significance theme will drive you to claim outstanding goals.

### ITS POWER AND EDGE

The genius of People with strong significance begins and ends with the difference that they are determined to make. They want the world to be a better place because they are in it.

*People exceptionally talented in the strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.*



# STRATEGIC

People with strong Strategic talents have the ability to sort through the clutter and find the best route. This is not a skill that can be taught. It is a distinct way of thinking — a special perspective on the world at large. This outlook allows them to see patterns where others simply see complexity. Mindful of these patterns, they are able to envision alternative scenarios, always asking, “What if this happened?” This recurring question helps them see, plan, and prepare for future situations. They see a way when others assume there is no way. Armed with this strategy, they strike forward.

## IF STRATEGIC IS A DOMINANT THEME FOR YOU:

Ask: “What if ?” Then select and strike.

- Your greatest contribution to a group may be to discover the best path to success. Because you can do this quickly, it may look as if you are “winging it,” but explaining yourself along the way will help others understand what you see.
- Schedule daily “quiet time” devoted to consideration of your current goals and strategies. This focused time away from the action might be the environment in which you are best able to think through the options to find the right course of action.
- Trust your insights as much as possible.
- Because you naturally consider options at such a fast pace, even you might not know how you came up with the strategy — but because of your exceptional talents, it will likely be successful.
- Find a group that you think does important work and contribute your Strategic thinking. You can be a leader with your ideas.

## ITS POWER AND EDGE

People with strong Strategic talents bring creative anticipation, imagination, and persistence to the groups and projects they work on. They can quickly weigh alternative paths and determine the one that will work best and most efficiently. They find the best route moving forward.

*People exceptionally talented in the woo theme love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with someone.*



WOO

Woo stands for winning others over. People with strong Woo talents enjoy the challenge of encountering new people and gaining their esteem. They are drawn to meeting new people. They want to learn others' names, ask them questions, and find common interests upon which to build rapport. People with Woo among their top themes can enter a crowd and easily know what to do and say. Some people shy away from starting up conversations because they worry about running out of things to say. People with a lot of Woo do not. They see no strangers — only friends they haven't met yet.

#### IF WOO IS A DOMINANT THEME FOR YOU:

Spend time every day interacting with numerous people.

- Deliberately build your network of acquaintances. Tend to it by checking in with each person at least once a month.
- Join local organizations, volunteer for boards, and find ways to get on the social lists of the influential people in your community.
- Learn the names of as many people as you can. Build an index of the people you know and add names as you become acquainted. Include a snippet of personal information for each contact — such as his or her birthday, favorite color, hobby, or favorite sports team.
- Stay in touch with your peers in professional organizations. This will help you build your network and increase the number of experienced resources you can tap for help with any issues that arise.
- In social situations, take responsibility for helping put more reserved people at ease.

#### ITS POWER AND EDGE

People with strong Woo talents bring energy to social situations. They can connect with others and act as catalysts in helping people connect with one another. They have an exceptional ability to draw others out of their shell.