

% of people in the general population high in this category	STRENGTHS		WEAKNESSES	
3%	D	Takes charge Likes power & authority Confident - Very direct Adventurous	Bold Determined Competitive Self-reliant	Can hurt others' feelings Can turn people off Overlooks details
		"Let's do it now!"		
11%	I	Good talkers Outgoing Entertains others Fun loving Impulsive	Enjoys change Creative Energetic Optimistic Promoter	Can waste time Won't be quiet and listen Loses sight of the task
		"Trust me! It'll work out!"		
69%	S	Steady Loyal Good listeners Calm Enjoys routine	Sympathetic Patient Understanding Reliable Avoids conflict	Can be slow to act Maintains a low profile May seem unrealistic
		"Let's keep things the way they are!"		
17%	C	Loves detail Very logical Diplomatic Factual	Deliberate Controlled Inquisitive Predictable	Can appear rigid Resistant to change Too serious
		"How was it done in the past?"		

Personality Style Overview

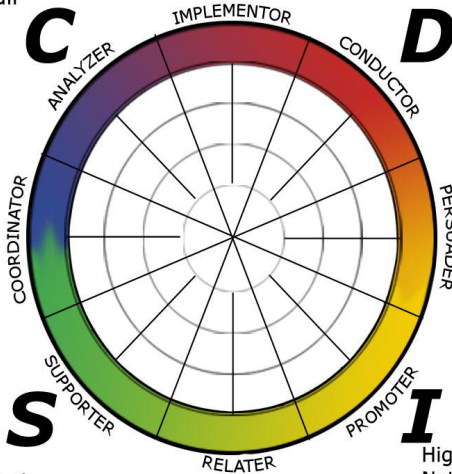
Success Insights Wheel

Precise
Accurate
Concern for Quality
Critical Listener
Non-Verbal Communicator
Attention to Detail

Creative
Slow Start/Fast Finish
Vacillating
Temperamental

Competitive
Confrontational
Direct
Results-Oriented
Sense of Urgency
Change Agent

Product-Oriented
Slow to Change
Self-Disciplined
Pessimistic



Process-Oriented
Quick to Change
Independent
Optimistic

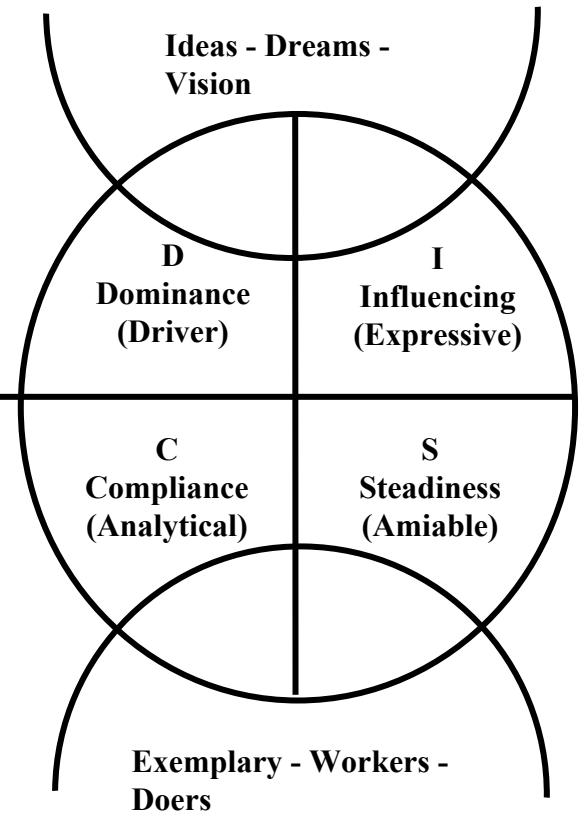
Accommodating
Dislikes Confrontation
Persistent
Controls Emotion
Adaptable
Good Listener

Good Supporter
Team Player
Persistent
Cooperative
Sensitive to Others' Feelings

High Trust Level
Not Fearful of Change
Contactability
Rather Talk Than Listen
Verbal Skills
Projects Self-Confidence

More Outgoing

Less Outgoing



Rolls Royce



Ferrari



Volvo



Honda Odyssey