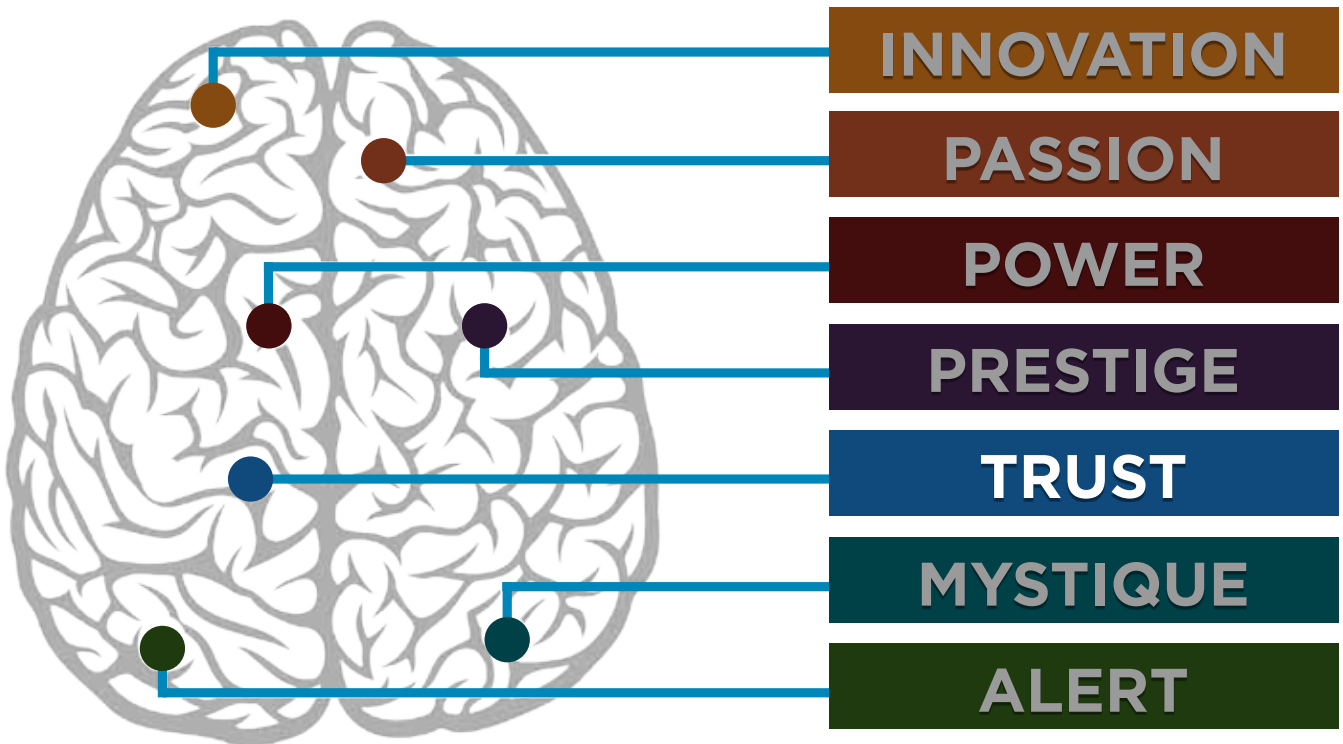




HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

THE TRUST ADVANTAGE



A CHEAT SHEET TO THE ARCHETYPES WITH **PRIMARY TRUST**

TRUST

IS THE LANGUAGE OF STABILITY

THE EVOLUTIONARY

CURIOUS ■ ADAPTABLE ■ OPEN MINDED ■
INCREMENTAL ■ DEVOTED

You think on your feet and can come up with alternative solutions to pressing problems. You have the ability to adapt when needed but you prefer to work in a structured environment. And you like implementing steady improvements over radical new ideas. Your methods evolve steadily.

THE AUTHENTIC

APPROACHABLE ■ DEPENDABLE ■ TRUSTWORTHY ■
AGREEABLE ■ BENEVOLENT

An approachable, dependable nature makes you easily likeable. You care passionately about the projects you're on and those who work with you know you're trustworthy. You avoid confrontation and like to keep harmony in a group.

THE GRAVITAS

DIGNIFIED ■ STABLE ■ HARDWORKING ■
SEEMINGLY INVINCIBLE ■ STRAIGHT-FORWARD

Hardworking and dignified, you naturally exude authority. You think through the best course of action and recommend it with conviction. You're respected for your longstanding experience and stability. You are unfazed in times of crisis.

THE DIPLOMAT

LEVELHEADED ■ SUBTLE ■ CAPABLE ■
IMPECCABLE ■ PRUDENT

Others have confidence in you because of your commitment to your principles. You lead others by example with a strong work ethic and ambition. You have a subtle yet confident approach to life. People know that you're capable of delivering quality results.

THE ANCHOR

PROTECTIVE ■ PURPOSEFUL ■ ANALYTICAL ■
CALM ■ STEADY

In moments of crisis, people come to you for advice. You like to take a quiet approach to problems and you keep your cool even in the toughest of situations. When everyone else is getting agitated, you're coming up with a workable solution.

THE GOOD CITIZEN

PRINCIPLED ■ PREPARED ■ CONSCIENTIOUS ■
DETAIL-ORIENTED ■ MODEST

You counsel people to execute their tasks with care and attention to detail. You are conscientious and loyal to those close to you. You do everything you can to help them succeed. People appreciate how prepared you are.