

IDENTIFYING A PERSON'S PRIMARY ADVANTAGE

HOW THEY ENGAGE OTHERS	HOW THEY COMMUNICATE	HOW THEY ADD VALUE	THEIR PRIMARY ADVANTAGE
Creative, Visionary, Entrepreneurial	They tweak traditional conversation.	Creative problem-solver	INNOVATION
Expressive, Intuitive, Engaging	They immediately create an emotional connection.	Relationship-builder with strong people skills.	PASSION
Confident, Goal-Oriented, Decisive	They speak with authority and control.	Become the opinion of authority.	POWER
Ambitious, Results-Oriented, Respected	They seek results and respect.	Overachiever with higher standards.	PRESTIGE
Stable, Dependable, Familiar	They bring even-keeled consistency.	Stable, reliable partner.	TRUST
Independent, Logical, Observant	They listen carefully and observing.	Solo intellect behind-the-scenes.	MYSTIQUE
Proactive, Organized, Detailed	They focus on the task at hand.	Precise detail manager.	ALERT

THIS IS A HANDY CHEAT-SHEET. FOR FULL REFERENCE MATERIAL, PLEASE REFER TO YOUR COMPLETE FIELD GUIDE OF PERSONALITY ADVANTAGES.