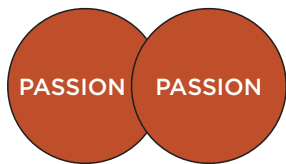


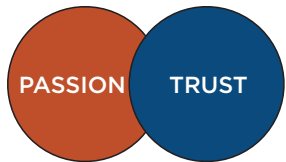
# THE PERSONALITY DECODER

SALLY HOGSHEAD

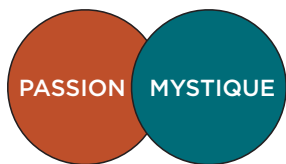
## HOW PASSION PERSONALITIES RELATE:



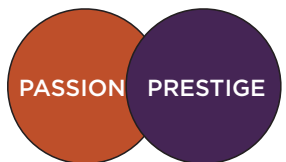
You quickly bond with other **PASSION** personalities—just be careful to stay focused on company objectives.



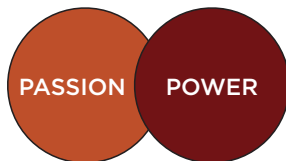
A **TRUST** personality will help you build consistent messages and develop loyal relationships.



It may take time to build rapport with **MYSTIQUE** personalities, but their rational communication is a useful balance to your spontaneity.



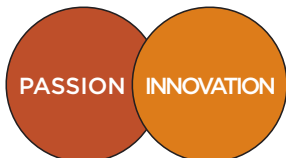
You'll enjoy working with **PRESTIGE** personalities when they help you stay focused on a goal, and improve your quality of deliverables.



You share an energetic approach to your job, and steered in the right direction, can make a highly productive team.



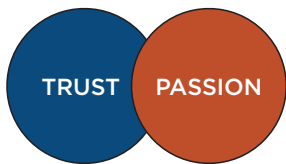
You might resist having someone watch over your impulsive nature, but partnering with the **ALERT** Advantage can help you watch the details and stay on schedule.



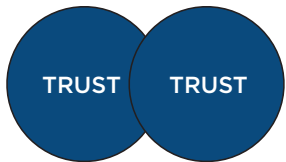
You share a creative spirit with a **INNOVATION** personality, inspiring each other to develop new ideas.

## HOW TRUST PERSONALITIES RELATE:

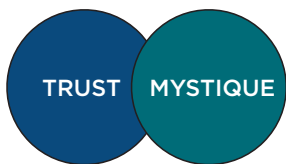
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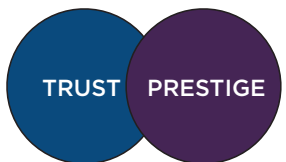
While you might initially find the PASSION types to be overly enthusiastic, on a team you can feed off their positive outlook to support the group.



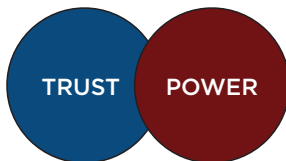
Working with other consistent TRUST types will feel natural to you. Just be careful you don't get stuck in a rut together.



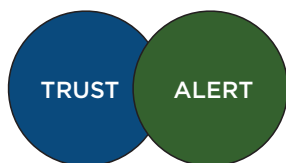
Like the MYSTIQUE personalities, you are not showy or aggressive, and prefer facts to emotion.



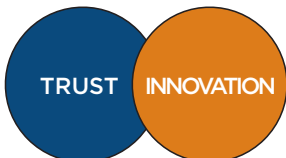
By partnering with a PRESTIGE type you can raise standards of the team and exceed rather than just meet objectives.



POWER leaders tend to take command more quickly than you. Join with them as long as they do not try to dominate you.

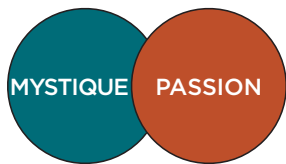


Working with an ALERT personality will help you motor through difficult projects and avoid issues along the way.

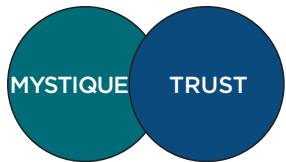


To change and innovate, work with a person who uses INNOVATION. They help you see new approaches.

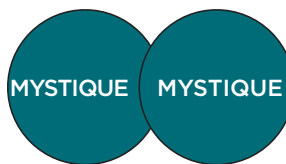
## HOW MYSTIQUE PERSONALITIES RELATE:



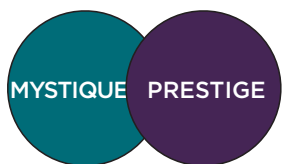
The PASSION Advantage is valuable to you because it sparks warmth and enthusiasm within the team and with clients.



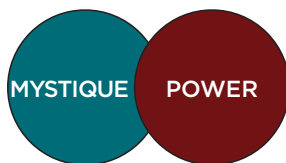
TRUST types prefer working in the background, like you. Make sure you have a “front man.”



In teams with other MYSTIQUE types, you tend to work independently and not collaborate closely. Make sure you benefit from each other’s ideas and experiences.



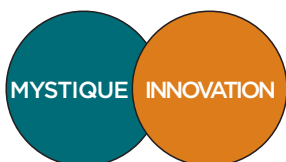
You’ll profit from working with the PRESTIGE Advantage, since they can help you get recognition for your work.



You can be a formidable team with POWER types. Just be careful they don’t overshadow you.



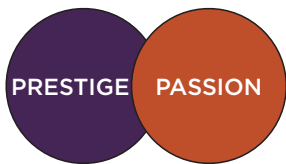
An ALERT personality is focused, like you. Together you will keep your eyes on the practical side of things. Just make sure you are inclusive of others such as PASSION.



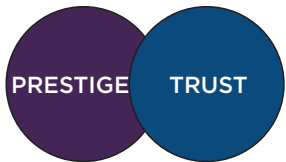
Put someone on your team with INNOVATION whose creativity can help you discover new approaches.

## HOW PRESTIGE PERSONALITIES RELATE:

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You generally find it easy to bond with **PASSION** personalities. Together, you can build a team spirit to achieve results for the group.



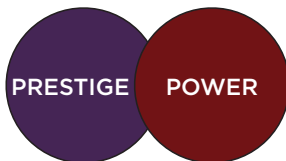
While you can become frustrated with the consistency of **TRUST**, these partners will add stability.



Be careful not to overshadow **MYSTIQUE** personalities. They're astute thinkers who can help you achieve your objectives.



Cooperating with other **PRESTIGE** personalities may feel like a perfect fit. Too much, however, can make your organization brittle and overly competitive.



A natural combination. Join with a energetic **POWER** leaders to achieve big goals together.

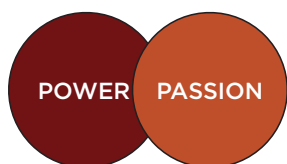


You share your attention to detail with **ALERT** personalities. They help you stay grounded in pursuit of a goal.

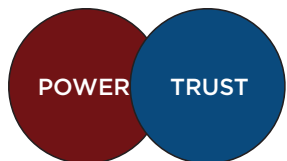


Working with **INNOVATION** types can be very productive when they inspire better results through creativity.

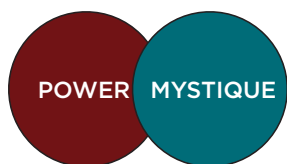
## HOW POWER PERSONALITIES RELATE:



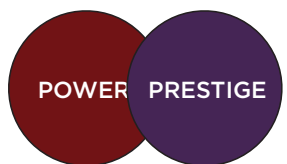
You form an energetic team with **PASSION** personalities. Together you motivate the team to reach higher goals.



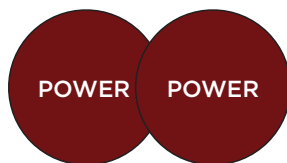
**TRUST** personalities can help you build ongoing and dependable loyalty with clients, suppliers, and staff.



Your strong opinions may overshadow **MYSTIQUE** personalities. Be careful to listen when they make observations.



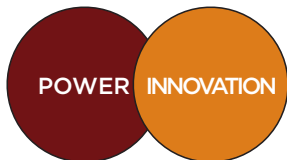
You share a strong self-motivation with **PRESTIGE** types. Together you can go after serious goals.



Join with other **POWER** types to exponentially increase your momentum as you feed off each other's energy, as long as you don't get in a struggle.



You have a lot of energy and momentum; working with an **ALERT** personality will help you fine-tune execution.

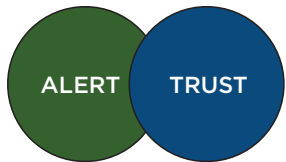


You may find the **INNOVATION** type disruptive at times, because they want to explore. Yet their perspective can bring innovation to your outcome.

## HOW ALARM PERSONALITIES RELATE:



PASSION types may seem too “in the moment” for your careful style, but take advantage of their positive spirit to win buy-in for your projects.



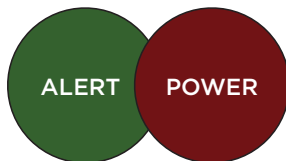
You share a preference for tried-and-true with TRUST personalities. Be sure to tweak processes to achieve even better results.



It’s an easy fit for you to work with MYSTIQUE personalities, because you both make pragmatic decisions.



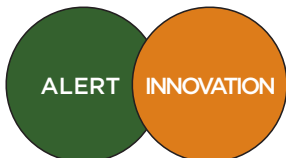
Partnering with PRESTIGE personalities will accelerate your performance. Together you’ll deliver faster results.



Join forces with the POWER Advantage to accomplish big tasks on time and within budget.

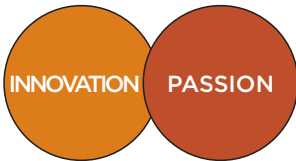


While it seems easy to run projects with other ALERT types, don’t forget to watch for opportunities as well as risks.

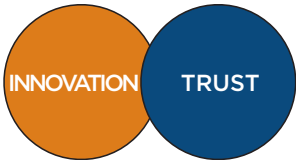


Having someone with the INNOVATION Advantage on your team will keep the ideas flowing. It’s up to you to keep them grounded.

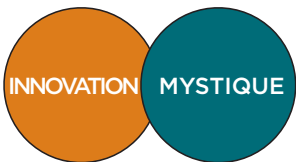
## HOW REBELLION PERSONALITIES RELATE:



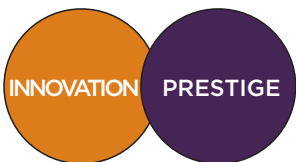
You feed off energetic PASSION types, and they share your zest for the creative process. Be careful to remain focused on objectives.



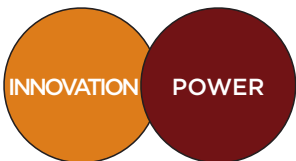
TRUST types can seem stuck or traditional for you. They prefer tested methods. Yet together, you can combine consistency with out-of-the-box thinking.



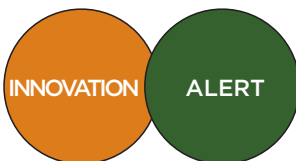
Like MYSTIQUE types, you are constantly thinking of solutions. The difference is, yours might feel surprising or even challenging.



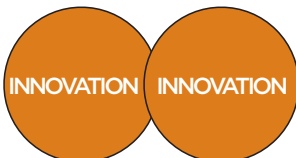
You can thrive when working with PRESTIGE personalities because they implement your ideas with an energetic force.



Teaming up with POWER types can be stimulating for you, but be careful that their strong personality doesn't stifle your creativity.



You may find their attitude tiring, but the natural cautiousness of ALERT types helps you consider your ideas more carefully.



Working with fellow INNOVATION types will be invigorating for you. But be sure to stay on track and on budget.



