

# Personality Masteries *for*

**Individuals & Teams**

**“Reaching beyond our dreams and goals in every area of our life.”**

**Career - Relational - Financial - Emotional - Personal**



Welcome to the Personality Masteries leadership assessment. The assessment and the report to follow will help your team to better understand one another and function better as a team. Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams understand themselves better as well as those they work and connect with on a daily basis.

~ **NEW Mobile App** [www.Life-GPS.org](http://www.Life-GPS.org) (In Pilot Testing) ~

Assessment Completed For Case Study - Example

Number in leadership: 7

Total number on team 59

Number who completed survey: 55

Personality Masteries Certified Coach

Mark Boersma

630.393.9909 ext. 222

Certification Number: 1988-01-01



Since there is so much valuable information in this report, it may be best to take maybe five to ten pages a day and go through the report over the next few days.

Version 3.16

Welcome to the Personality Masteries assessment. The assessment and the report to follow will help you in every area of your life - personally - relationally - emotionally - financially - in your career and in every relationship that you have in any area of your life. If you thought the individual personality masteries assessment was amazing then you'll move to a whole NEW dimension of excitement when you see what the group personality masteries assessment will do for you and those around you. List out the groups of people you are connected to in any area of your life. Work with a Personality Masteries Certified Consultant to assist every group you belong to, to see greater success. Level 1 Certification - [www.PersonalityMasteries.com/lvl1-cert](http://www.PersonalityMasteries.com/lvl1-cert)

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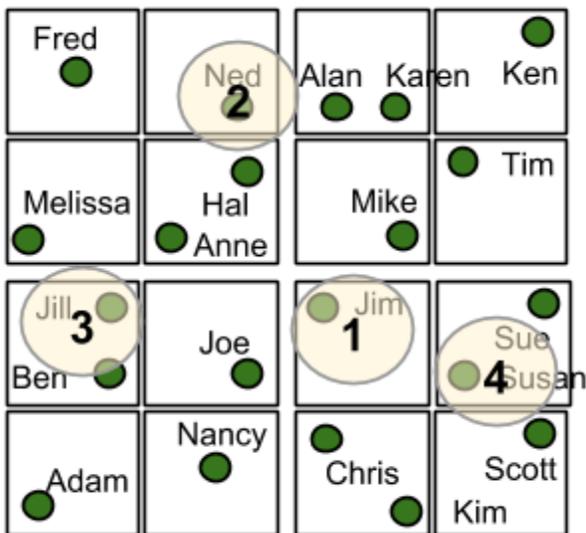


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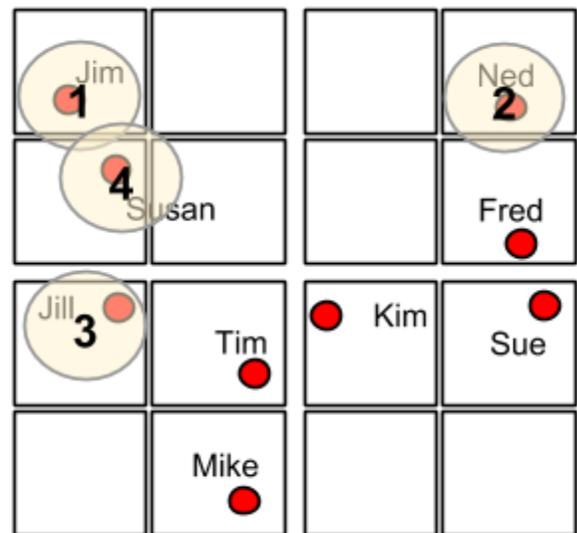


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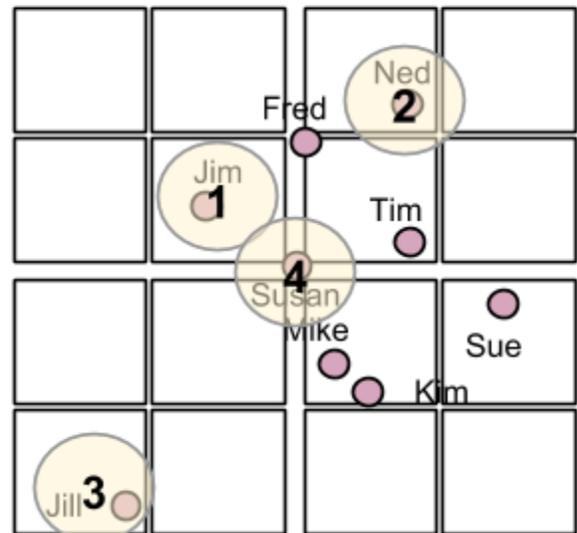
### Geo Test



### Pain Test



### Combined Test



|              |             |             |               |
|--------------|-------------|-------------|---------------|
| <u>Alan</u>  | <u>2143</u> | <u>2143</u> | <u>(4286)</u> |
| <u>Joe</u>   | <u>4231</u> | <u>3421</u> | <u>(7652)</u> |
| <u>Karen</u> | <u>2134</u> | <u>2134</u> | <u>(4268)</u> |
| <u>Chris</u> | <u>3412</u> | <u>4132</u> | <u>(7544)</u> |
| <u>Ned</u>   | <u>1234</u> | <u>2143</u> | <u>(3377)</u> |
| <u>Susan</u> | <u>4213</u> | <u>1342</u> | <u>(5555)</u> |

**This assessment can be used by an individual to assist them in any area of their life, can be used by businesses, community based organizations, groups/associations/chambers . . . or really any group of people. To best understand how this applies to you individually and/or a group of people you are doing the assessment with, it is strongly recommended that you have someone who has been certified in Personality Masteries to assist you in understanding what the assessment really means to you individually/as a group and then what are the best NEXT Step actions to be taken.**

It is not unusually for individuals to say “Wow, this assessment is right on target. It’s like they know me better than my mom does.” Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams better understand themselves as well as those they work and connect with on a daily basis.

Ask yourself,

1. Which of these four shapes would I tend to like most, 1st, 2nd, and 3rd?

\_\_\_ Cube, \_\_\_ Pyramid, \_\_\_ Wavy Line, \_\_\_ Ball

2. Which of the following things would cause me the most frustration, 1st, 2nd, and 3rd?

- \_\_\_ Not being done properly and in order
- \_\_\_ Out of control
- \_\_\_ Boring or not fun
- \_\_\_ Conflict with others

**For MORE FUN . . . pass this along to others you know, family, friends, loved ones, co-workers, clients . . . really anyone you know will benefit from this.**

## 5 Simple/Easy Steps To Success

Step 1: Determine your primary and secondary personality

Step 2: Review report

Step 3: Request a complimentary individual and/or personality coaching session - 888.230.2300 ext. 222

Step 4: Obtain Personality Masteries - Level 1 Certification - [Click Here](#) -

Step 5: To see life/career success, develop a detailed plan and then obtain the specific training/coaching needed to follow through on doing the right actions, in the right way, over the right period of time.

[www.Life-GPS.org](http://www.Life-GPS.org)



# How To Score & Obtain A Personality Number

Personality Masteries as developed two fast and easy ways to determine someone's personality. It takes seconds to ask someone the questions. The questions are fun and cause people to have curiosity. There are two tests we have which give the best reading / rating for individuals, the Geo and Pain testing. When someone takes these tests, their answers may be the same for each test or could be totally different. There are no right or wrong answers or good or bad personalities . . . but each number in both tests have a very deep meaning. There are 65,536 possible combinations.

## Geo Test

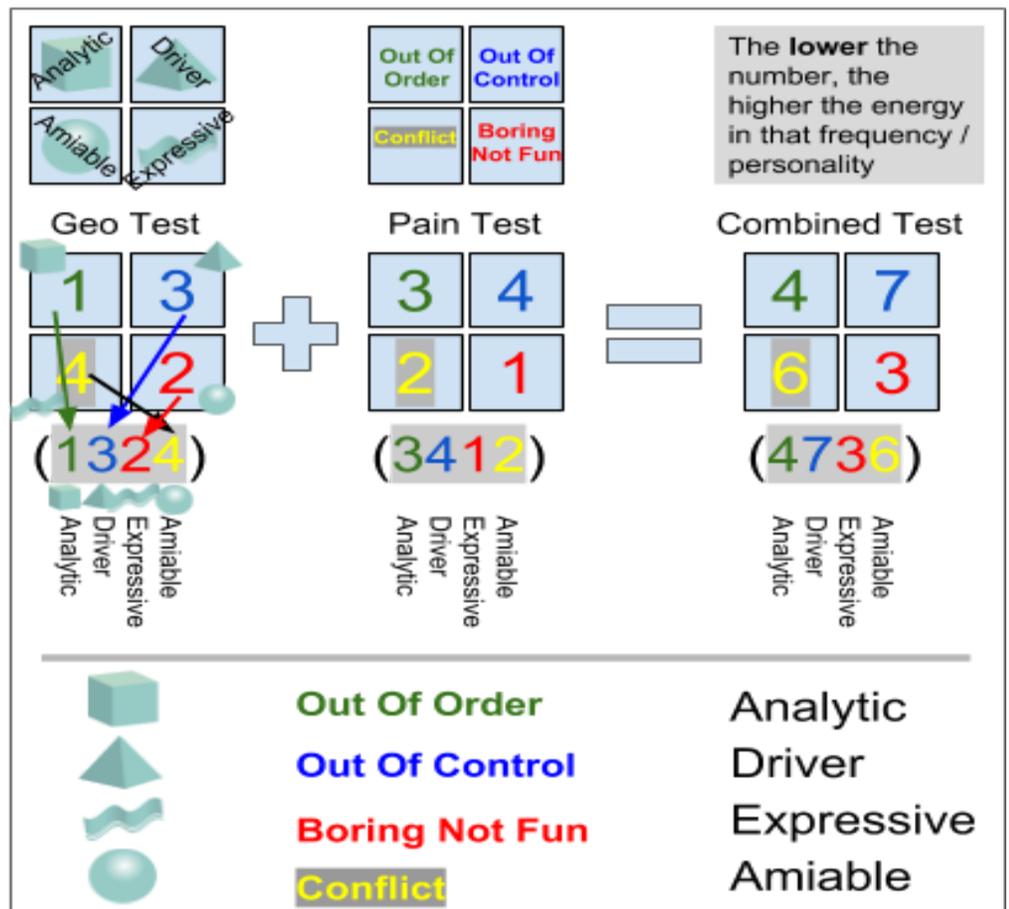
1. Which of these four shapes would I tend to like most, 1st, 2nd, and 3rd?

- Cube                     Pyramid  
 Wavy Line            Ball

## Pain Test

2. Which of the following things would cause me the most frustration, 1st, 2nd, and 3rd?

- Not being done properly and in order  
 Out of control  
 Boring or not fun  
 Conflict with others



To learn how to best understand Personality Masteries there is a amazing 12 hour online course through Legacy Partners and Life Masteries Institute. Proceeds from the course go to helping single moms and kids at risk to start their own companies and become financially independent. ~ [www.PersonalityMasteries.com/lvl1-cert](http://www.PersonalityMasteries.com/lvl1-cert) ~

Other courses which cover all areas of life, leadership, business and team building also integrate Personality Masteries directly in and throughout the course.

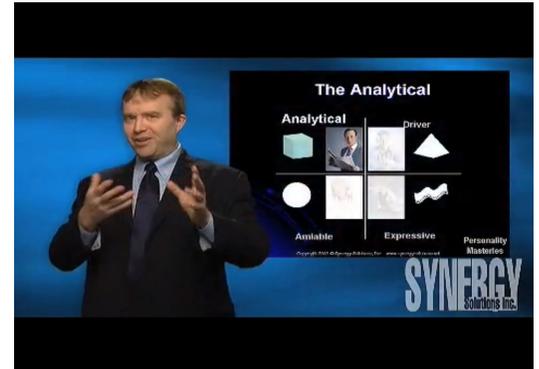
~ [www.DNAforSuccess.com/solutions](http://www.DNAforSuccess.com/solutions) ~

Actually identifying our own personality or someone else's is very easy. Mastery of what that means to ourselves and others . . . takes a lifetime.

## Enjoy!

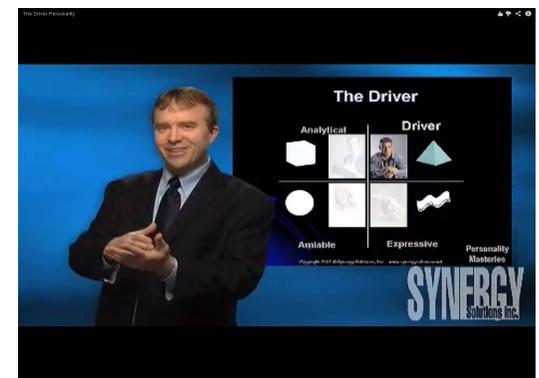
If you chose the “Cube” or “Not being done properly and in order” then we would tend to refer to you as an “Analytical” personality type.

- [Click Here](#) -



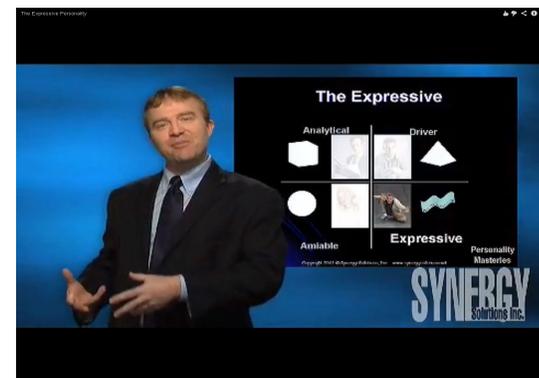
If you chose the “Pyramid” or “Out of control” then we would tend to refer to you as an “Driver” personality type.

- [Click Here](#) -



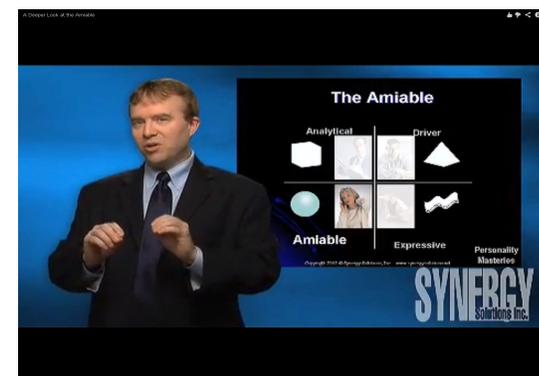
If you chose the “Wavy Line” or “Boring or not fun” then we would tend to refer to you as an “Expressive” personality type.

- [Click Here](#) -



If you chose the “Ball” or “Conflict with others” then we would tend to refer to you as an “Amiable” personality type.

- [Click Here](#) -



We would like to share two stories with you which we believe will change the way you do business/life forever. Both stories were given to us as a gift from Tom Kunz, most recent past President of CENTURY 21 Real Estate LLC. These two stories, brought together, will . . . if you allow them, change your life/business forever. Tom achieved business success, that very few people achieve, of leading a worldwide company of over 140,000 sales professionals in over 70 different countries.

Tom is a very humble and giving man who has a passion for making a difference in the lives of people. Tom does not have a college degree and was not born into a family with connections. Tom saw his amazing success in large part because he sees, understands, and does things that most people do not. We trust these two stories will change your life/business as much as they have ours and those around the world.



## The Grandpa Chappell Story . . .

Tom fondly shares this memory . . .

“I suppose, I was like most sixteen year old boys and was at the age where I felt I had most everything pretty much figured out. My parents would share things with me, teachers would share things with me, and other authority figures would work to get through to me. Honestly, when I think back, there wasn’t a lot getting through at the time.

My grandpa Chappell, in his deep wisdom, shared something with me that I’ll never forget. He said ‘Tom, what I’m about to share with you may not make sense right now, you may even resist, or write off what I have to share, and that’s alright. All I ask is that you write down what I have to share with you, and at some later point in your life go back and read it again.’ Years later I thought *“What would my life have been like if I would have listened closer and applied sooner those things Grandpa Chappell had to share?”*

Do you know what’s interesting . . . As I think over the last 40 years of my life, as I rose to the President of the largest real estate franchise in the world, I now realize that the mindset of “I pretty much know what I’m doing.” does not end with teenaged boys or girls but actually can get much worse with adults and leaders/owners of companies. When we think we’ve got things figured out and pretty much together, that is when we know we’re stuck. What you are about to be exposed to, will, if you allow it, change your life forever. If you think it’s too complex, doesn’t apply to your business, or does not apply to the specific need you are facing right now . . . I would then reference the next story.

## The Golf Pro Story . . .

I, like many Presidents of large companies, love to golf and have invested in a lot of golf equipment to help improve my game over the years. A number of years ago I decided that I probably should have a golf pro give me some pointers on my game. After we had exchanged pleasantries he asked me to give him the club from my bag which I would never use because it never produced the results I wanted it to.



He dropped the golf ball, took that club that never seemed to work for me, and hit that ball so far, that it seemed like it went forever and was straight as an arrow. He put the club back in the bag and then casually said “Well Tom, we know it’s not the clubs, don’t we?”

Get a pro to help you install and use the systems you will find in this document. When you travel the world as I have and are exposed to all the things I have been exposed to, you think you’ve seen and experienced everything . . . until you see what you are about to see. **Trust the integrity of the system!**

# “Trust The Integrity Of The System!”

Tom Kunz



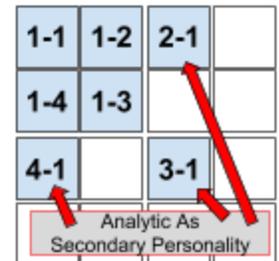
# Personality Types - How To Communicate

■ **Analytical** - Less aggressive, focusing more on the task than on the people.

**Communication** - The analytic's **strengths** in communication is that they will tend to have very strong detailed knowledge in the area they are communicating. Their **weaknesses** in communication are they often feel that everyone else around them needs to know all the details they know, how they come to that knowledge, the details around the details and can often miss the big picture..



The secondary personality will play a very large role in how the analytic will tend to communicate. If the individual is a double analytic personality (1-1) it is very hard to get this type of person to communicate with people as they will often lose people in all the smallest of details and the average person will not understand why they are being given all the knowledge and/or what the knowledge / details is to be used for.



**Analytic / Driver (1-2) or (2-1)** - If the secondary or primary is a driver personality that mix of personality will tend to be much stronger in communications as the driver energy will see the big picture and keep the details more in check. Having driver energy / force will help to overcome the analytic's tendency to want to give too much information. **Coaching** - This type of individual needs to be coached to focus more on the people side, developing relationships, having fun and communicating with people from a people, connection and fun perspective. With the double task for analytic / driver there is often far too much focus on tasks and will often lose the expressive and amiable personality types.

**Clients** - When communicating to the analytic / driver combination focus on the details and then the big picture. Double task focused creates a very task driven person and one that can seem uncaring or may seem to lack social skills and/or consideration of people. They want the big picture and moderate amount of details without emotion, people or social factors communicated to them.

**Analytic / Expressive (1-3) or (3-1)** - If the secondary or primary is an expressive personality then they will tend to communicate in a way that can confuse people. Having expressive energy will tend to communicate a lot of ideas, insights and random thoughts. The analytic will then go into details. This will tend to jam the listener if the individual is not highly disciplined in that it will confuse people with so many ideas and then so many details all at the same time in a seemingly random manner. This type of personality is a more complex personality type as they are an inner quadrant personality and their primary personality type is opposite of their secondary type. **Coaching** - Coaching this type of individual in communication requires personal control and discipline. Use expressive personality skills to see big picture, acquire skills to sort out most important details and then drill into details on only the most important things.

**Clients** - This type of individual is complex to communicate to as they can shift very quickly. One moment they are talking about the big picture, their dreams and goals, all the exciting ideas they have and then the next moment they will drill into the smallest of details. A very skilled and disciplined approach is needed here.

**Analytic / Amiable (1-4) or (4-1)** - This type of individual will tend to communicate in a far more passive manner. They may not communicate their thoughts or feelings due to not wanting to be wrong and not wanting to hurt people's feelings. They like details and people. **Coaching** - This type of individual can learn to be a great communicator by learning to be more assertive in sharing their thoughts and ideas and being less concerned about what people will think and keep in mind the big picture.

**Clients** - They may not communicate to you precisely what they are thinking and will be put off if you push them to share and/or cut them off. Give them room to think through things and share at their own pace. Be very careful to have your details in order and work to avoid conflict.

► **Driver** - More aggressive, focusing more on the task than on people.

**Communication** - The driver's **strengths** in communication is that they will tend do well in seeing the big picture and will pick up concepts very quickly. Their **weaknesses** are that they often will communicate less detail to others and can be impatient with others when others don't pick things up quickly.

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The secondary personality will play a very large role in how the driver will tend to communicate. If the individual is a double driver personality (2-2) that person will need to work very hard to slow down a lot, give more details and focus more on people.

|  |                       |     |     |
|--|-----------------------|-----|-----|
|  | 1-2                   | 2-1 | 2-2 |
|  |                       | 2-4 | 2-3 |
|  | 4-2                   |     | 3-2 |
|  | Driver As             |     |     |
|  | Secondary Personality |     |     |

**Driver / Analytic (2-1) or (1-2)** - If the secondary or primary is an analytic personality that mix of personality will tend to be focused on the task in communications and leave out the details or not even consider the people side in communications. **Coaching** -

This type of individual will improve their communications a great deal if they slow down, are far more sensitive to who they are talking with personality wise and realize the importance of the people side in decision making and communication.

**Clients** - When communicating to the driver / analytic combination focus on the big picture and then the details. They like to see things done fast and perfect and in that order. Get the big picture of what they want to accomplish and then show them how you will control things for them with the details all being in order.

**Driver / Expressive (2-3) or (3-2)** - If the secondary or primary is an expressive personality this type of personality is a double portion of assertiveness so they will they will tend to communicate in a very fast way. This type of personality will tend to see and understand things very quickly both from a people and task level and will see the big picture very well. This perspective is helpful in communicating big picture but when details are required for implementation this type of personality will tend to struggle. **Coaching** - Be considerate to the personality types we are communicating with and for those who are more analytic / amiable slow down, be less intensive, give more details and press less for quick responses.

**Clients** - Work to SEE - THINK and DO in big picture and only give totally required details. Do NOT give any more details than they personally need. Will often have others in the company who cover details for them.

**Driver / Amiable (2-4) or (4-2)** - This type of individual is complex and an inner quadrant personality type. They could communicate in an assertive way at times and then passive in other situations. One minute they are driving the communications forward and the next they are waiting on others to share. This can lead to very strong communications at times and in other situations it can be very frustrating. **Coaching** - Coach this type of individual on how to control their natural energy base and when to push and when not to within their communication style. Learn to bring in the expressive and the analytic energy when appropriate.

**Clients** - This type of individual can be complex to communicate with as they can shift very quickly. One moment they are talking about the big picture and seem focused on just the event / task at hand and then the next moment they are being really nice and caring.

**IMPORTANT NOTE:** People tend to like others who are like themselves and will tend to fall in love with people who are opposite personality types. When communicating to couples the complexity is ten times higher. When there are other people involved in the conversation just add a few zero's to the complexity. It is strongly advised to get an assessment of all the group members who are involved in the conversation. This can be done by saying "We like to do a fun personality assessment for all those who will be involved in the group so we know how to best understand and communicate to everyone in the group."

 **Expressive** - More aggressive, focusing more on people than tasks.

**Communication** - The **strengths** of the expressive in communication is the energy and passion they bring to the conversation. People who communicate with the expressive often fall in love with the concept because of the way the expressive will communicate and the fun they will have with the expressive. Their **weaknesses** in communications will often be that they overwhelm people, may miss key details, have too much fun and may kind of misrepresent the facts a little bit. :-)

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The secondary personality will play a very large role in how the expressive will tend to communicate. If the individual is a double expressive personality (**3-3**) that person will need to work very hard on their ability to stay focused on the tasks and the details. When they communicate they will need to tone down the energy, focus more on facts and be very sensitive to who they are saying what to.

| Expressive As |     | Secondary Personality |     |
|---------------|-----|-----------------------|-----|
|               | 1-3 |                       | 2-3 |
|               |     | 3-1                   | 3-2 |
|               | 4-3 | 3-4                   | 3-3 |

**Expressive / Analytic (3-1) or (1-3)** - If the secondary or primary is an analytic personality that mix of personality will tend to have a great deal of inner conflict. They will have a million ideas and want to communicate them all and will want to share all the details as well. This can cause confusion for all those around them. It can also be a cause for very long conversations where this personality is doing most of the talking. **Coaching** - Coaching this personality type to discipline one's self to think in a tight manner and be clear before we open our mouths. :-) Do not use your conversation to think what you are saying as you are saying it. Be careful not to give too many details and realize that most people do not think like this personality does.

**Clients** - When communicating to the expressive / analytic combination focus on the big picture and then the details. They love a lot of ideas and love details. Communicate in a fun way and be sensitive when they feel they need details. Insert the driver energy to decide which ideas are the best to follow through so they don't burn themselves out.

**Expressive / Driver (3-2) or (2-3)** - If the secondary or primary is a driver personality then communicating with this type of personality will probably tire you out, or maybe burn you out, if you are not that type of personality. With the strong expressive energy they will tend to have a lot of ideas which are fun and then will share those ideas quickly without thinking about what they are saying. They may say "I hear what I'm thinking the same time you hear what I'm thinking." :-) **Coaching** - Learn how to slow down, watch the details, be careful not to communicate too quickly and with too big of ideas to the analytic and amiable personality types.

**Clients** - This type of client can be a lot of fun to communicate with. A lot of fun and exciting ideas, with a huge vision, the ability to communicate quickly and make very fast decisions to move forward can make this the ideal client.

**Expressive / Amiable (3-4) or (4-3)** - This type of person is one of the most loved personalities and communicate in a fun and loving way. People enjoy communicating with this type of personality as they have a lot of fun ideas and care a lot about people and will talk to others about their ideas, thoughts and feelings. **Coaching** - Learn to control our very strong desire to make people happy and to please everyone all while having fun. Learn to focus more on the tasks, details and be willing to have some conflict.

**Clients** - Communicate with energy on the people side while adding fun and building relationships :-). They are really friendly people to do business with and will enjoy a lot of communications around the topic of people. Having strong systems and checklists in place to help this customer get the tasks completed as they will talk and focus so much on the people side that often the critical tasks will not be completed.

● **Amiable** - Less aggressive, focusing more on people than tasks.

**Communication** - The **strengths** of the amiable in communication is that they clearly communicate how much they care about people. The “people part” of the communication process is a very important part of communication and the amiable personality is naturally gifted in this area. Their **weaknesses** in communications is that, at times, there is too much focus on the people side, feelings, thoughts, etc. People communicating with the amiable may not be clear about what the amiable is really saying. Another weakness is that the amiable will tend to not communicate things which may cause conflict in the short term.



The secondary personality will play a very large role in how the amiable will tend to communicate. If the employee is a double amiable personality (4-4) that person will tend to be so passive and concerned for people they may not even communicate.

| Amiable As |     | Secondary Personality |  |
|------------|-----|-----------------------|--|
| 1-4        |     | 2-4                   |  |
| 4-1        | 4-2 |                       |  |
| 4-4        | 4-3 | 3-4                   |  |

**Amiable / Analytic (4-1) or (1-4)** - If the secondary or primary is an analytic personality that mix of personality will tend to create some real challenges with communications. This personality type will tend to be overly concerned on how people will think of them and what they say and will also be concerned that everything they say is correct. This can lead to a lot of detail about small things that often others do not care about.

**Coaching** - Learn to focus on the big picture on what is being communicated. Understand that often 90% of the words we use are not needed and can create confusion and/or frustration for the listener. Focus less on people’s feelings and thoughts and focus more on how to communicate the most important pieces in the least amount of words. This will be hard / painful initially but will become easier and more effective over time.

**Clients** - When communicating to the amiable / analytic learn to slow down in how fast we speak and what we cover. Be more careful of the words we are using and the tone in which we speak. Be careful not to say things that are not correct. Use caution on being harsh about people. Be patient and let them gather their thoughts in order to communicate. Do not interrupt them. They lose trust quickly if even a small detail is missed or if they feel you are judging them or others around them.

**Amiable / Driver (4-2) or (2-4)** - If the secondary or primary is a driver personality the person is an inner quadrant personality type. This type of person may be passive / aggressive in how they communicate. At times they may be direct while in other situations they could be passive. This can create confusion in communications as the listener isn’t sure as to what is being communicated. **Coaching** - Be careful when communicating not to shift between personality types quickly within the same sentence. Helping this type of person to be more intentional in how they use both energy bases will help them to become a far better communicator. Learning when to focus on what energy base will also help. Learning how to have the proper balance between task and people is something that this personality type can do well.

**Clients** - Communicate to them that you care AND that you’ll get the job done in that order. Drive things forward, but in a nice way. If you have to push them, clearly communicate that you do not want to push but feel you are doing it to help them in the end.

**Amiable / Expressive (4-3) or (3-4)** - With double the people energy, this personality type will often leave out key details about tasks within communications. **Coaching** - Learn to focus more on the task, see the big picture quickly, communicate the specific tasks. Work to use less words and maybe less stories and focus on getting to the point faster, with less details and less emotions.

**Clients** - Communicate to them how much you care for them and those around them and then communicate to them in a fun and exciting ways with a ton of positive and upbeat energy.

**? Inner-Quadrant or Chameleon**

**Communication**

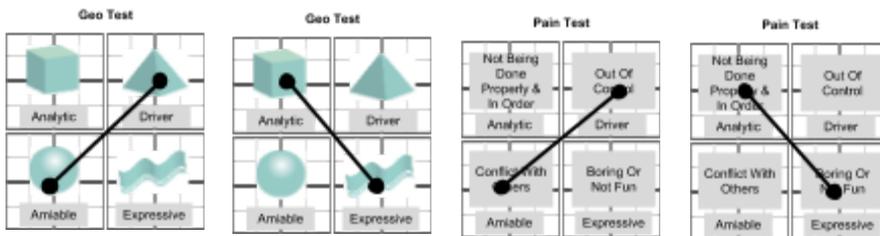
The **strengths** in communications of a Chameleon's tends to be their flexibility. Their greatest weakness tends to be their flexibility. Our greatest strengths are our greatest **weaknesses** and our greatest weakness is just our greatest strength misapplied, taking our strength too far. In communications, the flexibility will work well and other times it will not.



**Coaching** - Coaching the inner quadrants in communications is complex. Because they can slide between various personalities there are times where they will over communicate, using too many words or energy and other times too few. Because they can shift their energy bases quickly this can serve them well and sometimes hurt them in communications.



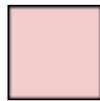
There are four of the deepest inner quadrant personality types which are represented by the dark blue. **(1-3) (2-4) (3-1) (4-2)** These individuals either chose opposite shapes and/or opposite things which causes them frustration/pain.



|   |     |     |     |
|---|-----|-----|-----|
| Some inner conflict will occur                          |     |     |     |
| 1-1   | 1-2 | 2-1 | 2-2 |
| 1-4   | 1-3 | 2-4 | 2-3 |
| 4-1   | 4-2 | 3-1 | 3-2 |
| 4-4   | 4-3 | 3-4 | 3-3 |
| Deep Outer Quadrant inner conflict will often not occur |     |     |     |



The other way to be an inner quadrant personality type is that you can choose one type of answers for the geo test and very different answers for the pain testing. The light blue are those who have some level of inner conflict.



The pink boxes are those who tend not to have inner conflict as they are in the deep corners of the Personality Masteries grid.

In communicating to the inner quadrant personality types it is very important to realize the inner conflict they are facing in pretty much everything they say or do. A great communicator will sense that inner conflict and will work to balance out the different energy basis, often communicating in a way that is very confusing to other personalities besides the inner quadrant personality types. You and they may benefit by sharing the inner conflict with the person and seek to have assistance from them to improve how we communicate to people.

For example for the expressive / analytic, "Mr. Smith, I am having some inner conflict in how I communicate with you and I was wondering if you might be able to help me? My sense is that you have a lot going through your mind right now and it might be best to just talk about the big picture, but there is another part of me that senses we need to figure out more details before we move forward. What do you think?"

When we communicate the same inner conflict that our customer is facing they will immediately know, like and trust us very quickly. Due to the 65,536 possible combinations the learning in Personality Masteries really goes on for our entire life. If you are looking to see greater success in any area of your life, then the deep understanding of Personality Masteries will help you to achieve that goal.

Another powerful aspect for team development is a leadership - team - personal assessment which gives us insight into how everyone, throughout our entire team, could perform at a higher level based on our personality and those around us. This assessment can be done for families, work teams, friends, clients, community groups, or any other group of people who are or would like to connect.

# Big Picture

Learning how to communicate to other personality types will help us in every area of our lives. Learning to master personalities will also help us to **improve**:

- Our understanding of ourselves and others
- Relationships
- Reduce stress
- Leadership
- Parenting skills
- Spiritual
- Financial
- Fun
- Joy
- And so much more . . .

## Think about this . . .

“Have you ever had a problem in your life which did not involve another human being?”

When we learn to master the art and science of understanding ourselves and others we see greater success in every area of our lives. Learning to do this can increase our overall productivity by over 400%. Imagine . . . what this could mean for you in every area of your life.

Life Masteries Institute has a wide range of ways we can learn to master Personality Masteries. The foundation is a ten week online course that is easy to take and only takes 30 to 60 minutes a week to complete. [www.TheVisionProject.net/Personality\\_Masteries.htm](http://www.TheVisionProject.net/Personality_Masteries.htm)

## Other Ways To Learn . . .

- Online courses [www.PersonalityMasteries.com](http://www.PersonalityMasteries.com)
- One on One Coaching [www.DNAforSuccess.com/solutions/online-courses](http://www.DNAforSuccess.com/solutions/online-courses)
- Workshops [www.DNAforSuccess.com/implementation/one-on-one](http://www.DNAforSuccess.com/implementation/one-on-one)
- Mastermind Groups [www.TheVisionProject.net/ActionWorkshops.htm](http://www.TheVisionProject.net/ActionWorkshops.htm)
- Seminars [www.TheVisionProject.net/SP\\_MastermindMAGIC.htm](http://www.TheVisionProject.net/SP_MastermindMAGIC.htm)  
[www.TheVisionProject.net/Mastermind\\_Seminars.htm](http://www.TheVisionProject.net/Mastermind_Seminars.htm)

To talk with a certified Personality Masteries coach please call toll free 888.230.2300 or outside the US please call 630.393.9909.



# Personality Masteries

*“Reaching beyond our dreams and goals in every area of our life.”*

Welcome to the Personality Masteries team assessment and the team/leadership survey. The assessment and the following report will help your team to better understand one another and better function as a team. Personality Masteries has been developed over the last twenty plus years and is designed to help individuals and teams better understand themselves as well as those they work and connect with on a daily basis.

## **Overview**

Once we know an individual’s personality we know their strengths, weaknesses, why they are successful, what is holding them back from additional success, if they are married, what type of individual they are probably married to, strengths and weaknesses in the marriage, why they would like to work with you or if they would not, why not, and what you can do to better connect with them. We have individuals who have their Ph.D. in Psychology who go through the certification process and are amazed at how powerfully accurate the process/system is in understanding themselves as well as others. **Achieve success in all relationships in ways most people only dream of.**

## **Benefits**

Personality Masteries certification will bring value to our **careers** in helping us to clearly understand where we are gifted, why we have the passions and vision we do, and how to achieve more personal and professional success. Because we learn more about ourselves and those around us, Personality Masteries certification will assist us in improving our working relationships with those in the community, our spouse or significant other, our parents, children, siblings, friends, and any other relationship which is important to us.



## **The Secret To Success**

Personality Masteries certification will help us to learn how to ask ourselves and other people a few simple questions which will then reveal their personality. The process creates so much curiosity in people that they beg for additional information and wonder how you know so much so quickly about them.

The unique certification process helps you to apply what you learn after just two simple lessons. Imagine having deeper and stronger relationships where there is less stress and conflict and greater harmony individually and with the group as a whole.

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***"I have never seen anything like this. It is helping me personally and professionally. It is a scientific process for understanding people, which anyone can understand. I use what I have learned EVERY day!"***

*Dr. Gregory Simpson (Ph.D. in Organic Chemistry)*

***"This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives."***

*Dr. Pam Straker (Ph.D. in Psychology)*

***"Personality Masteries is the DNA for understanding people. As President of CENTURY 21, overseeing over 140,000 agents in over 70 different countries, I probably saw every personality assessment on the market. This is the fastest, easiest, and most comprehensive test anywhere and so very simple for people to pick up and use in every area of their daily lives."***

*Tom Kunz - past President - CENTURY 21*

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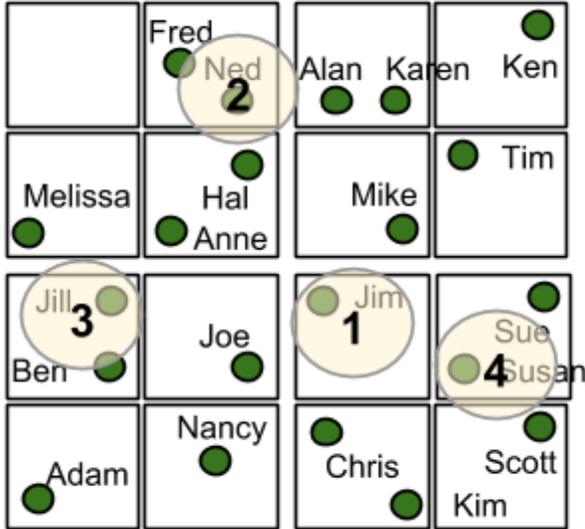
### **Personally & Professionally**

Have you ever known someone who didn't like you and you didn't know why? Imagine having knowledge and understanding which empowered you to have **control** over every situation where people are involved. Imagine having **more fun** with more people and creating laughter, excitement, and energy everywhere you went. Imagine **learning** how to have more and better relationships which would enable you to see greater success, in less time, in every area of your life.

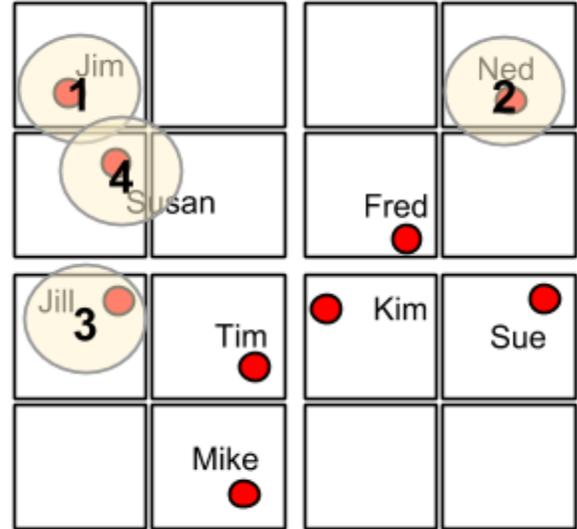


Another powerful aspect for team development is a leadership - team - personal assessment which gives us insight into how everyone, throughout our entire team, could perform at a higher level based on our personality and those around us. This assessment can be done for families, work teams, friends, clients, community groups, or any other group of people who are or would like to connect.

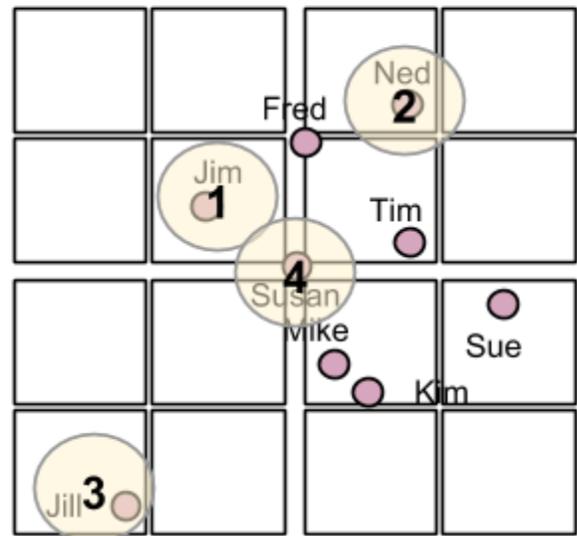
### Geo Test



### Pain Test



### Combined Test



|              |             |             |               |
|--------------|-------------|-------------|---------------|
| <u>Alan</u>  | <u>2143</u> | <u>2143</u> | <u>(4286)</u> |
| <u>Joe</u>   | <u>4231</u> | <u>3421</u> | <u>(7652)</u> |
| <u>Karen</u> | <u>2134</u> | <u>2134</u> | <u>(4268)</u> |
| <u>Chris</u> | <u>3412</u> | <u>4132</u> | <u>(7544)</u> |
| <u>Ned</u>   | <u>1234</u> | <u>2143</u> | <u>(3377)</u> |
| <u>Susan</u> | <u>4213</u> | <u>1342</u> | <u>(5555)</u> |

# Survey - Big Picture Overview



## Additional Questionnaire

Additional questionnaires/surveys can be done on people within a group. As we learn about the personality fingerprint of a group we then are in a perfect position to help each individual learn more about themselves as well as the team as a whole. As we learn to magnify the value/gifts of each team member then the team as well as each team member will see far greater success. *"We can accomplish far more together than we ever could on our own."*

The following is one of the more popular surveys which can be completed within a company/organization with employees. Each team can customize the surveys to meet their specific needs.

From a 1 to 10, with 10 being the best, how would you rate the following:

### Leadership - 7.18

- 6.46** 1. Leadership - Understands team members
- 7.25 2. Leadership - Listens and is open to new ideas
- 6.37** 3. Leadership - Concern for each team member's life dreams and goal
- 7.55 4. Leadership - Understanding of how to best run a company
- 8.25 5. Leadership - Heart/Passion for other people

### Team - 7.80 (9% HIGHER than Leadership ratings)

- 7.82 6. Team - Listen & is open to leadership's input/suggestion
- 7.99 7. Team - Understands and buys into company vision
- 7.86 8. Team - Concern for owner's life dreams and goals
- 7.17 9. Team - Concern for the good of the team over self
- 8.15 10. Team - Competency within individual's positions

### Self - 8.68 (11% HIGHER than Team ratings)

- 8.56 11. Self - Hope that I will achieve my life dreams/goals with company
- 8.87 12. Self - Understanding of my responsibilities
- 8.38 13. Self - My vision, passion, excitement for being on the team
- 8.91 14. Self - How well I take action and do what I need to do to see success
- 8.66 15. Self - Honesty with my true thoughts and perspectives

- 8.89** 16. Self - Coachability (110% higher than Synergy's rating)
- 4.24** Synergy's rating

- 5.86 17. Trust Others
- 8.95 18. Would like to (Would like to trust people 53% more)
- 9.46 19. Trust Self (61% more trust of self than others)

# Chamber Of Commerce / Associations



## Community Based Organizations

We have found that Personality Masteries is one of the most effective tools/systems in helping community based organizations create the greatest impact for their members and those they serve. It seems, that there are 3 R's to success as it relates to seeing greater success within any **community based organization**.

If you are a business organization and not working closely with community based organizations you are missing a huge opportunity to bring value to others while growing your company. Personality Masteries and other associated tools and resources were designed to help your local chamber and/or association to better help you as you help them. When we partner with community based organizations we create WIN WIN WIN situations for everyone.

*“We can accomplish far more together than we ever could on our own.”*

## 3 R's To Success

### **Retaining Current Members (R1)**

Retaining current members is critical to any community based organization and to do that is both an art and a science. We need to understand their biggest challenges, what they would love help with, what their needs, wants, and desires are . . . and the most effective way we have discovered to do this is through surveying members and discovering the personality map for members.

We often believe we are implementing strategies or programs for the benefit of members, only to discover, that members are not embracing what we are offering. Often the offering (new programs) is something which will help members. but the communication of how that offering will bring benefit to the member, based on their own unique personality, is not communicated to our members based on their personality which prevents them from seeing the value. The [5/30 Grid](#) + [Personality Masteries](#) + [Natural Laws](#) within [Career Success](#) will help you to not only retain members but create members who are RAVING FANS.

### **Recruiting New Members (R2)**

As a community based organization we need to continue to attract new members and that takes time and resource, often time and resources we do not have. When we leverage the [5/30 Grid](#) we learn how to generate more and better leads, market to those leads in a more effective manner, use systems to convert those leads in a more effective manner, and turn our service of our current members into a new member recruiting machine.

### **Restoration Of Old Members (R3)**

Restoring past members is often the hardest of the three “R's.” There is a science to doing this and with the right tools and systems, in combination with Personality Masteries we will build a system which will do this on a consistent basis, but will function with minimal time and resources from the chamber.

In most situations this type of program does not require any additional funding for the chamber or association as sponsors are easy to find as these types of partnership relationships will always create WIN WIN WIN for everyone. NOTE: Community based organizations can be chambers, associations, churches/religious based organizations, or any other group/organizations which serves the community.

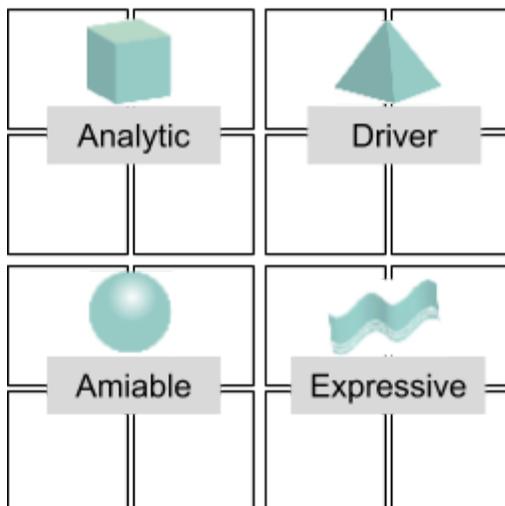
## The Science Behind The System

Within Personality Masteries an individual can be one of 4 major personalities, 16, when you look at primary and secondary, 64 when you look at three, and 256 when you look at all 4 personality types. When you combine the Geo Test (4 shapes) and the Pain Quadrant testing (what would cause you the most frustration) there are 65,536 possible combinations.

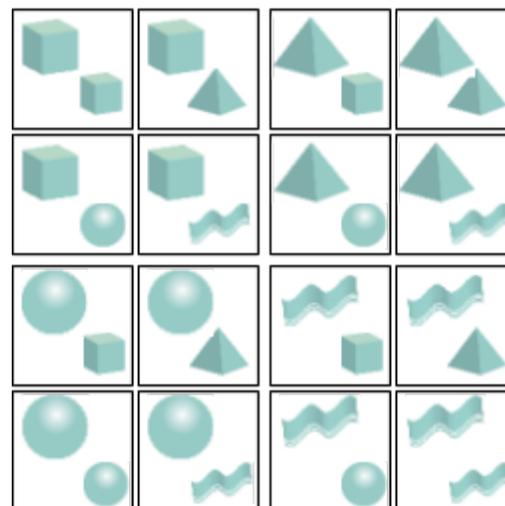
Test 1: Geo Test     = Analytic     = Driver     = Expressive     = Amiable

Test 2: Pain Test    **Analytic** = **Out of order**                      **Driver** = **Out of control**  
                                  **Amiable** = **Conflict with others**            **Expressive** = **Boring or not fun**

4 Major Personality Types



16 Major Personality Types



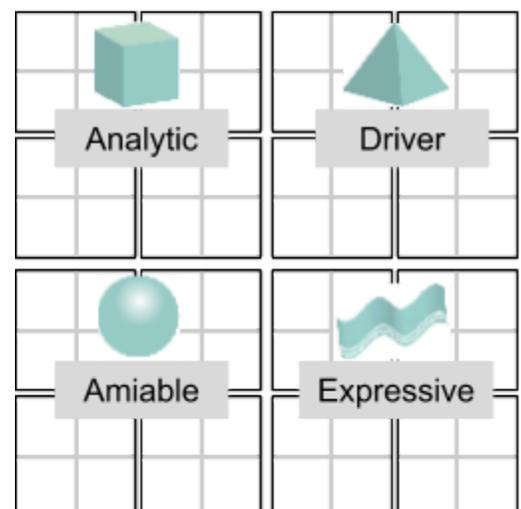
What people/companies love about Personality Masteries is the speed of which someone can learn how to identify someone's personality, the speed (15 seconds) for which it can be done, and the accuracy. If an individual desires to just learn how to identify the four personalities it will change their lives forever.

If an individual enjoys the learning, as most do, they will gradually over time, become experts in Personality Masteries and every day they will learn something new.

***"This is the fastest, easiest, most powerful program/system for understanding personalities I have ever seen. It is presented in a way that anyone can understand and use every day in every area of their lives."***  
*Dr. Pam Straker (Ph.D. in Psychology)*

Keep it simple and just use the four personality types or use both tests and learn how there are small differences which can make a very big difference when you learn how to identify and understand all 65,536 possible combinations.

64 Personality Types



## **Big Picture**

Within Personality Masteries an individual can be one of 4 major personalities, 16, when you look at primary and secondary, 64 when you look at three, and 256 when you look at all 4 personality types. When you combine the Geo Test (4 shapes) and the Pain Quadrant testing (what would cause you the most frustration) there are 65,536 possible combination.

What people love about Personality Masteries is that it takes very little training to have a good understanding of it and you can start to apply it very quickly. Another thing that people enjoy is that the more you know about it, the more you know you don't know. Individuals can learn something new every single day.

If you or someone didn't want to take the test, thought it was a stupid test, or just couldn't make a decision then that person is a unique personality we refer to as a Chameleon personality. Whatever an individual tested out to be, they are not good or bad personalities, the personality of an individual is what it is. Each personality has its own strengths and weaknesses. One personality is not better than another; each one is just different. Understanding our own strengths and weaknesses enables us to assist others and relate to those who see things differently than we do.

## **Opposites Attract**



Opposites tend to attract, which provides an opportunity to grow in areas where we are weak by interacting with those unlike us. Our greatest area of strength will usually also be our greatest area of weakness when we take it to extremes. Usually there is someone in our own family and/or work place, who has talents and skills that are totally different from our own; if we learn to appreciate their strengths and more fully understand our weaknesses, we can work better as a team.

We will also have more opportunities to reach our full potential when we are around people with opposite personalities.

There are some unique personalities who hate to be tested, do not like to “be put in a box,” and don't like others to know them in greater depth. This is alright, there is nothing wrong with being this way, again . . . it is what it is. Sometimes people have experienced the misuse of personality testing which can create a distrust of the system or process. Within Personality Masteries, there is an effort to never make a negative judgment, just to understand the truth about each of us.

There are other times where individuals will greatly resist some part of the analysis. With 65,536 possible combinations, it's obvious that this test, as with any test, as with any individual, that nothing is perfect, and we, as individuals probably do not know ourselves perfectly either. It is kind of interesting, when often people who resist the information the most and will deny the data applies to them, will have friends and family members or coworkers often smiling and saying to themselves “It applies a lot more than the individual would like to believe.”

## **When The Test Does Not Seem To Work**

If someone resists it greatly, then there may be 1% truth to it or 99% truth. As the saying goes, “When the student is ready, the teacher will appear.” Actually, it seems, that the teacher is always around us and we are the ones that just need to be ready to grow and change to achieve our full potential.



When the two tests match, it means something and when they do not it means something else. Again, it's not good or bad, it is what it is. If the two tests match or come close to matching it is easier to read the individual. If they do not match then that individual will tend to be much harder to read and understand. They can shift from one personality to another.

## **Benefits**

### **Personally**

When we better understand ourselves we better understand our life goals, what we are passionate about, why, what motivates us, why we are motivated, and why we do not do things we know we should be doing.

Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied. When we learn how to control our own energy or personality strength, we will see greater success in every area of life we value.



Different personalities also will view money in a different way as they also view success in life, career, relationships in different ways too. Learning how we value things in life and how others will have different values helps us to have greater success in every area of life.

### **As a Team**



Being a part of a team obviously has stresses. As a result of better understanding not only our own gifts – strengths and weaknesses, we're able to understand the entire team and each individual on that team in a very different light.

This raised awareness provides a foundation for better teamwork, accomplishing more together, with deeper understanding, friendship, and greater working relationships.

### **Within Community**



As we better understand personalities we better understand the community as a whole as well as specific leaders within the community. This helps us not only have better community relations but also helps us to navigate community relations, compensation, budgets, press, and having positive interactions with other groups in the community.

## **With spouse or significant other**



There are obvious stresses in relationships. While all professionals like to think that we are able to separate our personal from our professional life, the truth is that one does affect the other, either in a positive or negative way.

Since opposites tend to attract in relationships this can cause stress which would be avoided if we better understood our spouse or significant other. What causes pain for one personality type, can actually cause pleasure for another.

Through Personality Masteries we learn to better communicate with our spouse or significant other. As we learn to communicate/connect with them in a better way that will help us professionally and as we grow professionally, we also improve personally. Each will compliment the other.

## **As a Parent**

When we are better able to understand our children, family relationships improve. As family relationships improve, it helps to reduce overall stress in the workplace. Personality Masteries, along with the understanding of many other natural laws discovered through Life Masteries Institute, provide tools and resources to help improve our parenting skills and the relationship we have with each of our children.



## **With Friends**



Friendship with all types of personalities helps us to be more rounded and have more fulfillment in every area of our life. Personality Masteries provides insights that will affect every friendship and human interaction we have.

## **When Coaching**

It seems, that all those who have succeeded in any area of life have had great coaches and/or mentors. When individuals become certified in Personality Masteries they immediately become better coaches/mentors. When we understand at the core/DNA level how we are different than others, we understand that others can be as successful as we are, but will do so in a different way. When we master Personality Masteries we start to see at the deepest levels that we have something to offer everyone we come in contact with . . . and everyone we come in contact with has something to offer us as well.

If we are being coached/mentored or managed by anyone personally or professionally, we should insist that they be certified in Personality Masteries. Why? Everyone of the 65,536 possible combinations of personalities will see success for very specific reasons and will be held back for those very same reasons. Individual(s) coaching us will naturally seek to understand us through their own eyes and understanding of their life experiences.

What created success for them personally, based on their own life experiences, is very different than what is required for us to see success. If the individual coaching/managing us does not deeply understand their own weaknesses, prejudices, tendencies and flaws they will often help us in one area, but will inadvertently hurt us in other areas of our careers/life.

## Personality Types

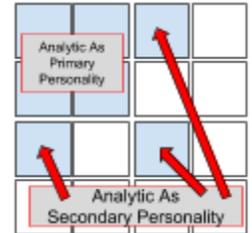
■ **Analytical** - Less aggressive, focusing more on the task than on people.

The analytic personality's greatest strengths will tend to be they like to dot their i's and cross their t's. Their greatest weakness will be . . . they tend to dot their i's and cross their t's. Our greatest strength is our greatest weakness and our greatest weakness is just our greatest strength taken too far.



What causes the analytic personality pain is when things are not done properly and in order. This pain is what gives the analytic very powerful energy to succeed in life. This energy is also what holds them back.

Individuals who are analytical may tend to be perfectionists at times and love details. They tend to be good with details, like things to be in order, and think in an outline format. They can struggle with self-esteem issues because of their unrealistic expectations of themselves and others. They can also struggle with pride because they follow directions well and do what they are told, which may result in looking down on others because they do not do things as well as the analytical believes they should be done. Analyticals hate to be wrong, and even if they are, they will have enough information to make it look like they are right. In many situations, these individuals will be firstborns.



As we drill deeper into the understanding of people and their personalities we start to realize that the secondary personality of an individual has almost as much influence over the individual as their primary. When our primary personality is analytic (upper left) we are driven at the primary level based on our analytic energy. When our secondary personality is analytic - Driver/Analytic, Expressive/Analytic, or Amable/Analytic or analytic energy can kick in at any given time.

This creates a new level of complexity as it's not just the analytic energy that we must understand but the blended energy of the primary personality in addition to the mixture of the secondary as well. When we combine the different energies in a different order, we see a response, a thought process which is very different.

For example, the analytic/driver personality, on the surface may seem very much like the driver/analytic, but they are very different. What makes it complex to deal with people is that two people who seem to be very similar on many things, when given a different situation, requiring different energy, will respond in a totally different way. When this happens in our careers, relationships, or friendships it will not only create confusion, but also frustration and a loss of productivity.

What is exciting about Personality Masteries is that it is so easy to pick up, understand, and gain value from. What keeps people engaged, for a lifetime, is that the more you know about Personality Masteries the more you know you don't know.

Another major reason companies will have all their team members go through Personality Masteries Certification as well as additional training for specific areas within their careers is that this training not only helps employees perform better individually but also in a group as well. Employees also love the learning as they are able to immediately apply this to their personal relationships outside of work.

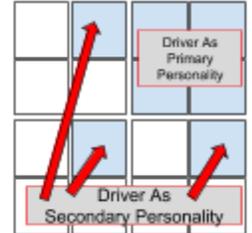
Employers enjoy when employees are applying Personality Masteries in their personal lives, because the more they learn about themselves and others around them, the more productive the employee/team member will be. It creates a WIN WIN WIN for everyone.

► **Driver** - More aggressive, focusing more on the task than on people.

Driver's greatest strengths tend to be their drive, aggressiveness, they make things happen. Their greatest weaknesses tend to be their drive, their aggressiveness, they like to make things happen. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



What causes the driver personality pain is a loss of control. The driver is actually a very sensitive personality type but often others do not realize this as they are sensitive to things that the other personality types are not. They are very sensitive to a loss of control and see/sense a loss of control before anyone else is able to.



Some people believe drivers are control freaks, when often, it's not that they need to be in control of things but someone does. If things are not in control then they will tend to be very willing to jump in and gain control.

If they believe things are out of control, they will usually do anything they can to gain control, even if it means running over someone as they believe that one person getting hurt is a lot better than a whole group of people being hurt. They tend to be very aggressive and can struggle with being too pushy with people. They do not like their freedom to be restricted, and they are willing to take great risks to achieve their goals. They like to be in leadership positions and often are unconcerned when they hurt people's feelings. They can struggle with people seeing how compassionate they are while other personalities will often look like they are compassionate, but in reality they are not. Drivers hate to lose. In many situations, these individuals will be second children.

Each individual will have a primary personality and then a secondary personality. The primary personality is often a combination of their DNA and their birth order and seems to be pretty much in place at birth or within the first few years of life. The secondary personality tends to be more environmental which would include how our parents raised us as well as our career i.e. those people around us and how their energy gets transferred over and interacts with our energy.

Our primary personality is pretty much rock solid and will not change but our secondary can change. Our blended personality, the energy from all our personality types is what gives us the overall energy we tend to have which largely causes us to learn to think and do what we think and do.

If someone is a Driver/Analytic personality that is a very different personality than a Driver/Expressive personality. The Driver/Analytic will tend to want to do things FAST & PERFECT and in that order. The Driver/Expressive personality will tend to want to do things FAST & FUN. Over time we will learn not only how the primary and secondary personalities interact together but also how the third and fourth personalities come into play as well as how the Geo energy and the Pain energy causes people to show up as very different people at different times.

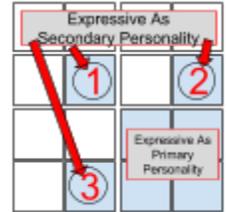
The more we learn about the 4/16/64/256 or even the 65,536 possible personality types the more we'll have confidence that we really do understand ourselves and those around us.

 **Expressive** - More aggressive, focusing more on people than tasks.

The Expressive's greatest strengths tend to be their energy, excitement, and millions of ideas. Their greatest weaknesses tends to be their energy, excitement, and millions of ideas. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strengths misapplied, taken too far.



The expressive is often the last born and loves to be the center of attention. They love to have a good time and are good at doing many things at the same time. They have struggles with follow-through and will often sacrifice quality in order to move on to something new. They are aggressive like drivers but are very people-focused, similar to the amiable. They do not like to look bad in front of others and will do anything to get out of doing something that is "boring." Expressives will often struggle with focus and direction as they have so many interests. To them, it is boring to do only a few tasks at once.



If someone has a secondary personality of the Expressive such as the Analytic/Expressive, the Driver/Expressive, or the Amiable/Expressive personality it will cause a person to "show up" in a very different way than if they had some other personality type as a secondary personality.

The Analytic/Expressive **1** will have a great deal of inner conflict in that the Expressive energy in that type of person will tend to offset the Analytic energy. With both energy's in the same person, it will cause this type of personality to be wildly successful at times and to crash and burn at other times. This person will be greatly confused at times as will be those around this type of person.

The Driver/Expressive **2** personality type will have twice the aggressiveness of most personality types where they will be aggressive in getting tasks done as well as social interaction with people. While both "1" and "2" have the same secondary personality type their primary personality type is what causes a very different approach to life, people, relationships, and even how they view success.

The Amiable/Expressive **3** personality type will be very different than "1" and "2" in that they are a double portion of focus on people. This will give them far more "compassion" or patience with people at least as it relates to getting the tasks done. This personality will tend to have challenges getting tasks done themselves as people are always coming to them with all types of issues and since they have the amiable personality type they will not want to "turn people away" and the expressive personality type just likes to talk with people. Will be very connected, people will tend to love this type of personality but will have some real challenges in getting tasks done.

Once we start to see the power of understanding the 4 personality types and how much of a world of understanding that gives us in connecting with people, we can start to look at the two different types of tests, the Geo, and the Pain. At times these two tests will match but most of the time they will not. Sometimes they are close to matching and other times they are totally opposite.

| Geo Test |   | Pain Test |   | Combined |   |
|----------|---|-----------|---|----------|---|
| 2        | 3 | 2         | 1 | 4        | 4 |
| 1        | 4 | 3         | 4 | 4        | 8 |
| (2341)   |   | (2143)    |   | (4484)   |   |

When we deeply understand that there is no right or wrong personality type and each one of the 65,536 possible combinations has strengths and weaknesses we can then set out to really discover the gifts each personality type has and how we can better work together.

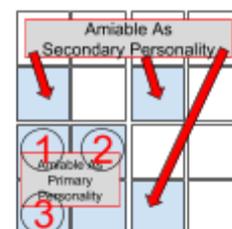
● **Amiable** - Less aggressive, focusing more on people than tasks.

An amiable's greatest strengths tend to be their concern and compassion for people. Their greatest weaknesses tends to be their concern and compassion for people. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



Amiables are often middle children and will work hard to keep peace within the family. They hate conflict and will do anything possible to avoid it. They are good at building agreement within a team and bringing people together. They are good at building loyalty and trust within a group of people. Loyalty is extremely important to these individuals. Because they do not like conflict, they will often hold things inside, which can cause bitterness. Amiables will often be the most stubborn of the four personalities if they feel very strongly about something, even though they will often tell you what you want to hear to avoid hurting your feelings.

If we were to look at the three Amiable personality types, we would see some very interesting types of things. The Amiable/Analytic **1** personality type would be concerned about people and about getting things done properly and in order. This would cause some measure of inner conflict. This type of personality will also tend to be very stubborn and have a great deal of energy from being an analytic to have a lot of data to back up their stubbornness as well.



The Amiable/Driver **2** personality will want people to be happy but will also want to get things done as well. They, at times, may try to warn someone that they are going to get run over, run them over and then feel bad and apologize for running them over. That attitude/perspective way to see the world in a very different way than, let's say, the Driver/Analytic personality, which will probably not give a lot of warning but will just run someone over as they "should know better" and then explain why that person deserved to be run over.

The Amiable/Amiable **3** personality type is the least aggressive of all 16 personality types and will be very laid back, easy going, and kind of let life be whatever it is. This type of personality will tend to attract a Driver/Driver personality which creates a situation which is, let's say . . . very interesting.

When we learn how the blended energy of our various personalities affect how we SEE - UNDERSTAND - and DO things we start to take control of our energy, our personalities, rather than that energy controlling us. This will help each one of us to better understand how to prevent our strengths from becoming weaknesses and will help us to value, appreciate and understand others around us.

As we understand and value others we then put ourselves into a position to learn from others much faster and in a more precise manner, to where we can input their energy and/or leverage their gifts in a more effective manner, therefore; achieving our own personal goals faster and with less effort as well as the goals of the team and those around us.

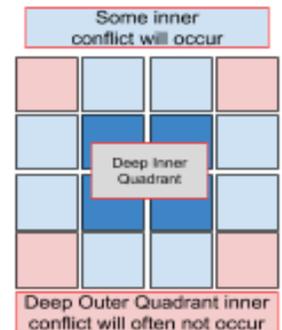
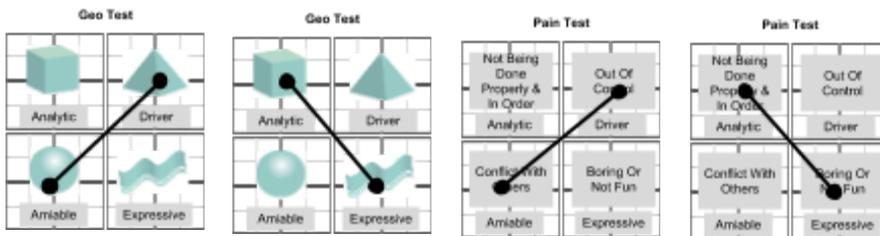
## ? Inner-Quadrant or Chameleon

A Chameleon's greatest strength tends to be their flexibility. Their greatest weakness tends to be their flexibility. Our greatest strengths are our greatest weaknesses and our greatest weakness is just our greatest strength misapplied, taken too far.



If you believe you exhibit traits from different categories, you may be an inner-quadrant personality. These individuals may dislike taking the test because they see themselves in multiple personality categories and may have a hard time answering the questions. These individuals tend to be "chameleons" and can adapt to any environment. They will also tend to have more inner conflict because their primary personality is constantly "fighting" against their secondary personality.

There are four of the deepest inner quadrant personality types which are represented by the dark blue. These individuals either chose opposite shapes and/or opposite things which causes them frustration/pain.



The other way to be an inner quadrant personality type is that you can choose one type of answers for the geo test and very different answers for the pain testing. The light blue are those who have some level of inner conflict.

The pick boxes are those who tend not to have inner conflict as they are in the deep corners of the Personality Masteries grid.

What's interesting about people is that those who have inner conflict often should not and those who don't have inner conflict often should. When we understand at a deep level our inner conflict and as to why it is there we are able to understand all the positive energy that comes along with inner conflict and how that inner conflict will help us to see greater success in every area of our life.

Due to the 65,536 possible combinations the learning in Personality Masteries really goes on for our entire life. If you are looking to see greater success in any area of your life, then the deep understanding of Personality Masteries will help you achieve that goal.

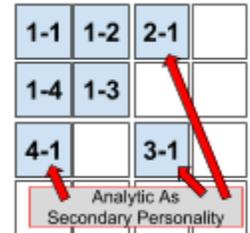
## Personality Types - Friendships

■ **Analytical** - Less aggressive, focusing more on the task than on the people.

**FRIENDSHIPS** - The analytic's **strengths** in friendships is that they will tend to be careful about what they say, will seek to be fair and will be careful to do the right thing. Their **weaknesses** in friendships is that they may be picky, remember when others have wronged them, may seem boring at times and may see the negative in things rather than the positive.



The secondary personality will play a very large role in how the analytic will approach friendships. If the individual is a double analytic personality (1-1) it can be very hard to get to know, will be guarded, cautious and will often be picky and judgemental to others.



**Analytic / Driver (1-2) or (2-1)** - If the secondary or primary is a driver personality that mix of personality will often be more assertive in sharing their thoughts which may seem at times as being negative and condescending. They will see the big picture in a friendship and will also see details but may seem distant, uncaring or seem like they lack a desire “just to have fun as a friend.” **Coaching** - If we are this type of personality it's good loosen up, take things a tad less serious, focus on things that may seem trivial to us and observe more about how the expressive and amiable personalities interact. With the double task for analytic / driver we often focus on tasks in friendships and not about people's feelings and emotions.

**Friends** - The analytic / driver combination can be great friends if we are willing to work to understand them. They will often see the big picture of where our flaws are and will know the details on how we can “fix” those flaws. These types of individuals will help us to grow a great deal and be all that we really could be. They will be very disciplined with being on time and are amazing in getting tasks done.

**Analytic / Expressive (1-3) or (3-1)** - If the secondary or primary is an expressive personality then they will tend to be “the complex” friend and what we mean by that is that we can be confused by them. Having expressive energy will tend to give them a lot of ideas, insights and random thoughts. The analytic will then go into details. This will tend to jam their friends which will cause confusion with people. This type of personality is a more complex personality type as they are an inner quadrant personality and their primary personality type is opposite of their secondary type. **Coaching** - If we are this type of personality we need to be very cautious about switching personality energies. If we're talking big picture, be careful about giving too many details, especially in the same sentence. :-) We need to learn to have personal control and discipline. Use expressive personality skills to see big picture, acquire skills to sort out most important details and then drill into details on only the most important things. Learn to love ourselves and the inner conflict that seems to always be with us.

**Friends** - This type of individual is complex to be friends with as they can shift very quickly. One moment they are talking about the big picture, their dreams and goals, all the exciting ideas they have and then the next moment they will drill into the smallest of details. A very skilled and disciplined approach will help a great deal.

**Analytic / Amiable (1-4) or (4-1)** - This type of friend will probably be more reserved. They may not communicate their thoughts or feelings due, as a friend, as a result of not wanting to be wrong and not wanting to hurt people's feelings. They like details and people. **Coaching** - If we're this type of person, we need to be careful that we don't get stubborn and locked into the details. As a friend we may have all the data to make it look like we're right and it may seem we're such a nice friend but our stubbornness and unwillingness to address conflict can be very painful other personality types.

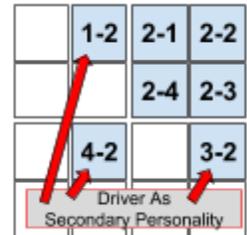
**Friends** - Give them room to think through things and share at their own pace. Be very careful to have your details in order and work to avoid conflict.

► **Driver** - More aggressive, focusing more on the task than on people.

**FRIENDSHIP** - The driver's **strengths** in friendships is that they will tend to be very direct with those around them to where you know precisely where you stand. Their **weaknesses** are the same, where at times too direct with others and can burn through friendships.



The secondary personality will play a very large role in how the driver will tend to have friendships. If the individual is a double driver personality (**2-2**) that person will need to work very hard to slow down a lot, chill out, and be more patient with people.



**Driver / Analytic (2-1) or (1-2)** - If the secondary or primary is an analytic personality that mix of personality will tend to be focused goals within a friendship, driving themselves to greater success and deeper friendships. They will tend to be intentional in friendships.

**Coaching** - If we're this type of individual we'll improve our friendships when others understand us at a deeper level and why we see the world as we do. Learning how to give others what they want in a friendship and getting what we want is something that will help to give and get in friendships based on the needs of everyone.

**Friends** - When having friendships with the driver / analytic combination work to discover what goals they might have for the friendship. Do not take anything personal. If they are sharing something that hurts it's probably because they care for you and want to help you achieve new levels of success. Great friends to have.

**Driver / Expressive (2-3) or (3-2)** - If the secondary or primary is an expressive personality this type of personality is a double portion of assertiveness so they will tend to be the most interesting friends. They might tend to run over those around them, but will probably do it in such a fun or funny way that we may say "Please run me over again." :-). This type of friend will be driven both with people and in getting things done so they will often have a lot of friends. **Coaching** - If we're this type of personality we need to be careful as most other people are overwhelmed with us and don't even know how to tell us what they are feeling. Slow down, listen closely, hold back, wait and be patient with people and we'll be better friends to others.

**Friends** - Gain the benefit this type of friend will have in that they will often see the big picture on where we're off and where and how we could improve. Take whatever we want and leave the rest.

**Driver / Amiable (2-4) or (4-2)** - This type of individual is complex and an inner quadrant personality type. As friends they may be assertive way at times and then passive in other situations. They could be passive aggressive more more likely aggressive passive. :-). This can lead to misunderstandings at times as friends as we're not sure where we stand with the person. If it's any help, they often aren't sure either as they have a great deal of inner conflict. **Coaching** - If we're this type of personality, learn to embrace the inner conflict between wanting to push and encourage people all at the same time. If we embrace all our energy and accept that in ourselves, others will tend to accept it in us more as well. If someone tells us "You're passive / aggressive!" we can always say "Would you prefer if I was just Aggressive / Aggressive?" and then give a big smile.

**Friends** - This type of friend can be complex to communicate with as they can shift very quickly. One moment they are talking about how much they enjoy our friendship and then the next they are sharing how it could be far better if we would push each other more.

**IMPORTANT NOTE:** People tend to like others who are like themselves and will tend to fall in love with people who are opposite personality types. Multiple friends with multiple personalities can be frustrating but learning to embrace the different energy bases each of our friends have will help our friendships to be taken to The **NEXT Dimension**.

 **Expressive** - More aggressive, focusing more on people than tasks.

**FRIENDSHIP** - The **strengths** of the expressive in friendships is that they will make everything we do with them to be fun and exciting. We can often sit back and they will bring the party to us. Their **weaknesses** in friendships is that they often are very moody with high highs and low lows. They can be narcissistic / self centered and are charming but may not come across as being deep friends.

|  |  |
|--|--|
|  |  |
|  |  |

The secondary personality will play a very large role in how the expressive will tend to be in friendships. If the individual is a double expressive personality (**3-3**) that person will need to work very hard on their ability to stay focused on settling down some around most people as their energy will overwhelm most people. It's kind of like atomic energy which, is powerful if directed properly and destructive if not.

| Expressive As Secondary Personality |     |     |
|-------------------------------------|-----|-----|
| 1-3                                 |     | 2-3 |
|                                     | 3-1 | 3-2 |
| 4-3                                 | 3-4 | 3-3 |

**Expressive / Analytic (3-1) or (1-3)** - If the secondary or primary is an analytic personality that mix of personality will tend to have a great deal of inner conflict. They will have a million ideas and want to share all those ideas with their friends. This can be frustrating for their friends as it creates confusion and often creates situations where nothing seems to get done. **Coaching** - If we're this type of personality type to discipline one's self to think in a tight manner and be clear before we open our mouths. :-)  
Do not use our conversation to think what you are saying as you are saying it. Be considerate of our friends who may not value ALL our ideas and/or ALL the details that go with all the ideas.

**Friends** - When we have friendships with the expressive / analytic combination be patient with them. It may be frustrating being friends with them at times, but think about it . . . what if you were them and had to live with themselves 24/7? Seriously the inner conflict is very large so assist them gain control of both personality types and you'll be the best friend they could have. :-)

**Expressive / Driver (3-2) or (2-3)** - If the secondary or primary is a driver personality, friendship with this type of personality will probably tire you out, or maybe burn you out, if you are not that type of personality. With the strong expressive energy they will tend to have a lot of ideas which are fun and then will share those ideas quickly without thinking about what they are saying. Fun friends who will also drive everyone to be the best they can be. **Coaching** - If we're this type of personality, our friendships would benefit from learning how to slow down, watch the details, be careful not to push friends too hard and be too wild and crazy.

**Friends** - This type of friend can be a lot of fun. A lot of fun and exciting ideas, with a huge vision, the ability to see things in us that we don't see and then have the networks to help us achieve things that we would never be able to accomplish on our own.

**Expressive / Amiable (3-4) or (4-3)** - This type of friends is one of the most loved personalities and will tend to have a lot of friends. People love this personality type because they are fun and caring and great to be around. Due to having so many friends this personality type may actually feel lonely at times because they can have challenges going deep with people as that can cut into the fun and could cause conflict.

**Coaching** - If we're this personality type, learn to control our very strong desire to make people happy and to please everyone all while having fun. Learn to focus more on the tasks, details, be willing to have some conflict as that can help us to have deeper friendships.

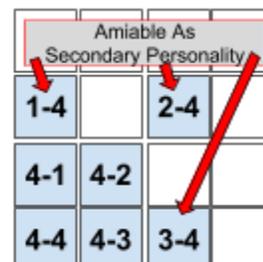
**Friends** - Great friends to have. Go deep with one another. Discover our dreams, goals, passions and Life Vision. Have them help you discover the fun of everyone's personality, life challenges and what we all could do to help one another better achieve our full potential / Life Vision.

● **Amiable** - Less aggressive, focusing more on people than tasks.

**FRIENDSHIP** - The **strengths** of the amiable in friendships is they are great listeners and help people to feel they are loved, cared for and understood. Their **weaknesses** in friendships is that they often tell people what they think they want to hear and often not share their feelings and thoughts in a direct manner. Often the amiable will have a lot of more surface types of relationships and few deep relationships. The amiable can also be taken advantage without people being aware of what they are doing.



The secondary personality will play a very large role in friendships with amiables. If the friend is a double amiable personality (4-4) that person will tend to be so passive and concerned for people they often seem almost helpless to confront anyone with anything. This can hurt friendships a great deal and it can be hard to really understand this type of personality to have any type of real friendship with them.



**Amiable / Analytic (4-1) or (1-4)** - If the secondary or primary is an analytic personality that mix of personality can be tough, at times to have a relationship with.

This personality type / friendship may tend to be stubborn and have a lot of data to support their thinking. This type of personality may agree to do something with friends but do something totally different and never tell their friends of the change.

**Coaching** - If we are this type of personality, we need to be more proactive in sharing our thoughts and feelings sooner in spite of the conflict which may occur. We also need to understand that we often get taken advantage of because we love to help people so much that we bring that on ourselves. Let's also not get stubborn about things and also realize that while we may have all the data in the world, we still could be wrong.

**Friends** - With amiable / analytic friends let's encourage them to share their feelings and work to not create conflict with our response. Be sensitive to where they are at, not where they say they are. Be respectful of their abilities to both read people as well as tasks and do have a good balance between the two and will have a great of inner conflict that we probably will not have.

**Amiable / Driver (4-2) or (2-4)** - If the secondary or primary is a driver personality the person is an inner quadrant personality type. This type of person may be passive / aggressive in friendships. At times this type of friend may be direct while in other situations they could be passive. This can create confusion in friendships where we aren't sure who our friend will show up being in any given situation. Remember, this inner conflict can be good so a great friend will help them through it. **Coaching** - If we're this type of friend be careful in friendships not to shift between personality types quickly within the same sentence. :-) Work on learning to be more intentional in how we use both energy bases will help us to become a far better friend. Being humble will help as we often feel we are the experts in friendships and if others don't do friendships the way we do friendships we often will judge them harshly and think we know better how to handle things.

**Friends** - Tap into their skills in showing people how concerned they are and being thoughtful about things. This type of personality can be a great friend and can help us to see things about ourselves and others that we would never see on our own.

**Amiable / Expressive (4-3) or (3-4)** - With double the people energy, this type of friend is a lot of fun and really does care about us. Great friend to have! The challenge with this type of friend is that we might have a great time talking but might never get any tasks completed. **Coaching** - If we're this type of personality it will help us to learn to focus more on the task, see the big picture quickly, communicate in more concrete terms. Work to use less words and maybe less stories and focus on getting to the point faster, with less details and less emotions.

**Friends** - Communicate to them how much we care for them and those around them show how much we value them and all they do with and for us as friends.

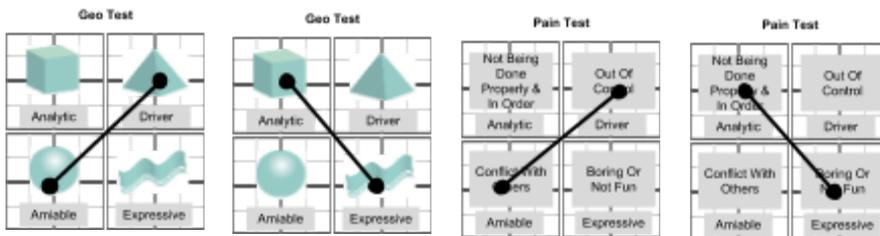
## ? Inner-Quadrant or Chameleon

### FRIENDSHIP

The **strengths** in friendships for Chameleon's tends to be their flexibility. They tend to be great in holding a lot of different types of people / personalities together in group friendships. Our greatest strengths are our greatest **weaknesses** and our greatest weakness is just our greatest strength misapplied, taking our strength too far. In friendships the chameleon can be too flexible and understanding, at times and that can cause friction and conflict. **Coaching** - If we are the inner quadrant personality type it can be tricky as we can slide between various personalities at times. Learning to be more intentional with the different energy bases we do have and when and how to best use those different personality energy's is very important to building stronger and deeper friendships.



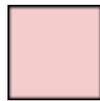
There are four of the deepest inner quadrant personality types which are represented by the dark blue. **(1-3) (2-4) (3-1) (4-2)** These individuals either chose opposite shapes and/or opposite things which causes them frustration/pain.



|   |     |     |     |
|---|-----|-----|-----|
| Some inner conflict will occur                          |     |     |     |
| 1-1   | 1-2 | 2-1 | 2-2 |
| 1-4   | 1-3 | 2-4 | 2-3 |
| 4-1   | 4-2 | 3-1 | 3-2 |
| 4-4   | 4-3 | 3-4 | 3-3 |
| Deep Outer Quadrant inner conflict will often not occur |     |     |     |



The other way to be an inner quadrant personality type is that you can choose one type of answers for the geo test and very different answers for the pain testing. The light blue are those who have some level of inner conflict.



The pink boxes are those who tend not to have inner conflict, but often should, :- ) as they are in the deep corners of the Personality Masteries grid.

With friendship with inner quadrant personality types it is very important to realize the inner conflict they are facing in pretty much everything they say or do. A great friend will sense that inner conflict and will work to balance out the different energy basis, often thinking and communicating in a way that is very confusing to other personalities besides the inner quadrant personality types. You and they may benefit by sharing the inner conflict with the person and seek to have assistance from them to improve how we can better understand them..

For example for the expressive / analytic, "Julie, I am having some inner conflict in how I as a friend am understanding what I believe you are done communicating with me and I was wondering if you might be able to help me? My sense is that you have a lot going through your mind right now and it might be best to just talk about the big picture, but there is another part of me that senses we need to figure out more details before we move forward. What do you think?"

When we communicate the same inner conflict that our customer is facing they will immediately know, like and trust us very quickly. Due to the 65,536 possible combinations the learning in Personality Masteries really goes on for our entire life. If you are looking to see greater success in any area of your life, then the deep understanding of Personality Masteries will help you to achieve that goal. The group personality assessment can be done for families, work teams, friends, clients, community groups, or any other group of friends / people who are or would like to connect.

# Next Steps . . .

## **Step 1: Examination**

Review the information in the report from the testing which has been completed and talk to your Personality Masteries certified consultant.

There are a number of different types of evaluations which are available in addition to the basic one. Check with your certified consultant for their recommendation.

## **Step 2: Solutions**

People tend to like three types of solutions, a basic, an intermediate, and an advanced solution.

**Basic** – A phone review of the report with the leadership team along with suggestions on what should be the next steps.

**Intermediate** – Develop a detailed ActionVision team plan which lays out the vision for the group as well as what specific actions will be taken, by whom, when, and how those actions should best be taken. The ActionVision plan will be scored monthly and leadership/team coaching will be provided.

**Advanced** – As the Intermediate plan is implemented and there is a desire to expand what has been learned to others, individuals within the team may be certified to provide the consulting and leadership coaching to others in the community, to community business groups and to provide good will.

## **Step 3: Implementation**

Implementation is where most teams fail. Individuals or groups get very excited, are motivated, but often do not follow-through. There are many different methods, resources and tools to assist teams with follow-through and every implementation plan can be customized to meet the teams needs as well as budgets available.

**OnLine University** – This is the most affordable option and is the most flexible as well, because courses are available 24/7. Courses are available in Personality Masteries certification, leadership, team development, planning, family, and many other topics of interest.

**Group Coaching** – Get together with other leaders in the community, and/or business world. This can be something offered just for the team or other groups of people. Group coaching sessions can be customized, recorded, and shared with every future team member as a way to affordably build culture for every current and future team member.

**One On One Coaching** – This provides custom leadership/team coaching for individuals within the team. This is very powerful because it addresses specific needs of individuals.

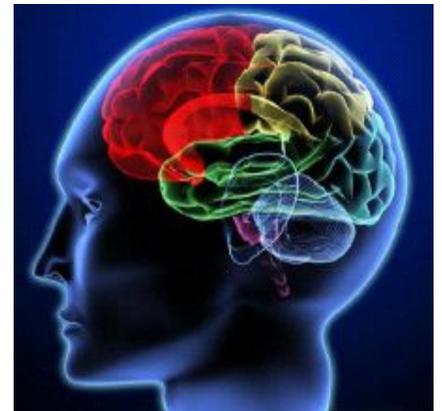
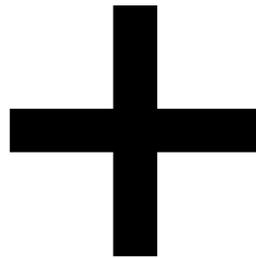
**ActionVision** – [Click Here](#) - The ActionVision (AV) system is designed to build a custom plan for an individual and/or a group of individuals. Those who go on AV, on average will see a 35% increase in work productivity within 60 days, over 95% of those who start will follow-through, and there is a positive 4% correlation between efforts invested and results accomplished.

AV utilizes one on one coaching, group coaching, and the online university to provide a unique, blended experience to help individuals see the most, understand it quickly, and then take action to change in the least amount of time.

The follow up consulting/coaching plan should be built and implemented based on the data from the surveys completed. There are over 120 Natural Laws Life Masteries Institute and our network have discovered to leadership, human development, performance, and helping people.

When these laws are applied in the right way, in the right order, at the right time, by the right people we will see amazing results. A certified consultant has hundreds of hours of training, millions of dollars in technology to support them and assist you and your team see greater success in less time, with less effort.

The following pages will assist in developing the best resources needed to assist you achieve your stated goals. Each one of the following solutions have incorporated the 5/30 Grid - [Click Here](#) - which is the DNA for business AS WELL AS Personality Masteries which is the DNA for understanding and motivating people - [Click Here](#) - to achieve their full potential.

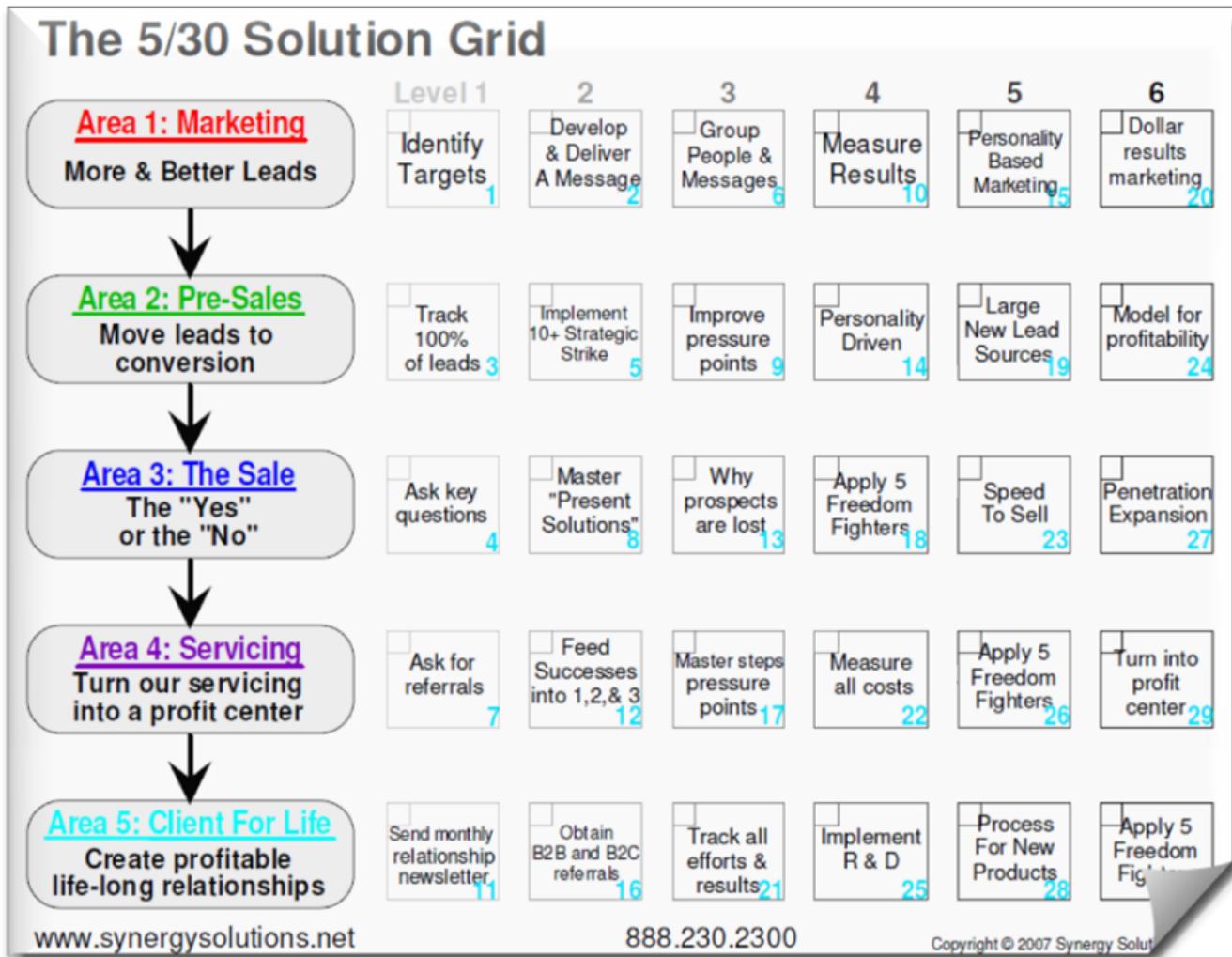


As we incorporate Personality Masteries throughout every part of our DNA within our company we will see greater success, with less effort, in less time as a result of every team member better understanding themselves as well as those around them.



- For Businesses - [click here](#) -
- For Community Based Organizations - [click here](#) -

NOTE: Click on the boxes in the above links for specialized lessons.



The following solutions are powerful and are often done in the order listed below.

### **Business Operating System - [Click Here](#) -**



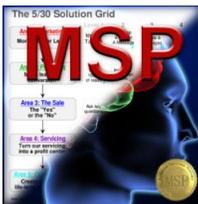
What does every company who is wildly successful have in common? They have a business operating system which assists them duplicate themselves and scale their success upward. Our very own customized BOS will help us build a unique operating system which will empower us to gain more and better of the right leads, convert those leads faster, close those leads with less resources, service those leads in such a way that we build a referral development machine. Once sold, our BOS will then go on to create such an amazing servicing experience that our current and past clients will come back to us over and over again and refer others in their network to work with us.

### **Personality Masteries - Level 1 Certification - [Click Here](#) -**



What does every successful BOS start with? Seeing success on the people side. When we learn how to understand ourselves and those around us better, we see greater success. By learning how to identify someone's personality in 15 seconds and how to relate, connect, and think like that person we will see greater success in every area of of our life. Personality Masteries is the DNA within BOS to success with people.

### **Marketing Solutions Provider (MSP) - [Click Here](#) -**



This highly sought after designation provide businesses/organizations the confidence that they consultant/coaching/advisor contracting with has been trained in the art and science of implementing proper systems. Business owners who have contracted with a MSP have said that they are far higher trained in the science of making a profit than MBA's. Personality Masteries is the first certification they go through, 5/30 Grid is second, and then there are hundreds of other courses - training - and mentoring tools, systems, and processes which make the MSP who they are and gives them the ability to do what they do. The MSP is there to help businesses select the right way to build their businesses and to take whatever is invested into the business and produce a dollar return and time savings.

### **Business X-Ray/Other Assessments and ActionVision - [Click Here](#) -**



How important is having a map to arriving at our destination? Do we currently know how to determine the great actions we need to take and then measure our efforts as well as correlating our results to those efforts? If we do the right actions, in the right way, over the right period of time we will produce the results we desire. The ActionVision system is the tool we use to achieve the success in every area of business.

**Leadership Development** - [Click Here](#) - For additional information

**Leadership**  
Excellence In  
Leadership & Success

Culture &  
Values  
A1

Vision  
A2

Belief &  
Knowledge  
A3

DO  
A4

GIVE  
A5

Our  
Legacy  
A6

Are we strong leaders? If we say “Yes” how do we really know? Do we realize that our company/organization will only be as strong as the Vision we set and the culture/values we precisely develop? Does our BOS help to instill the self belief in people to create confident team members who explore opportunities which will set us apart from the competition? Are we a company where we know how to take the dreams of each team member and follow through with the right plan, the right actions, done in the right way, over the right period of time? Do we have a culture which gives far more than we take and will leave a powerful legacy to future generations?



Do you have profitable partnerships? What would happen to your business if you had a system of creating partnerships which would create WIN WIN WIN with every one of your clients and those throughout your network? Profitable Partnerships is a 14 week series which trains your leadership team and key team members on how to be great leader while partnering with others.

**Profitable Partnerships**  
Creating WIN WIN WIN

Level 1  
HOPE  
Time  
B1

2  
Head  
Talents  
B2

3  
Heart  
Treasure  
B3

4  
Hands  
Trust  
B4

5  
HELP  
Truth  
B5

6  
The  
NEXT  
Dimension  
B6



We can think of the 5/30 Grid as a pipeline with five pipes. We as a company are only as strong as our weakest pipe. For our BOS to be successful we need a system, a process which has tools which assist us in determining the best actions to take, how to measure if we are taking those actions, and if those actions we are taking are producing the desired results needed to achieve our overall stated goals.

Specialized training which combine the training of the specific area of our business along with the science of Personality Masteries assists us to build the soul of success throughout the entire DNA of each of the five areas and thirty boxes within the 5/30 Grid. When we integrate the DNA for business, the 5/30 Grid, with the DNA for people, Personality Masteries, what do you believe you’ll receive? A blended system so powerful that the vision of your company will be achieved as a result of tapping into the full potential of every single team member.



**Area 1: Marketing - [Click Here](#) - For additional information**

**Area 1: Marketing**  
**More & Better Leads**

Identify  
Targets  
1

Develop  
& Deliver  
A Message  
2

Group  
People &  
Messages  
6

Measure  
Results  
10

Personality  
Based  
Marketing  
15

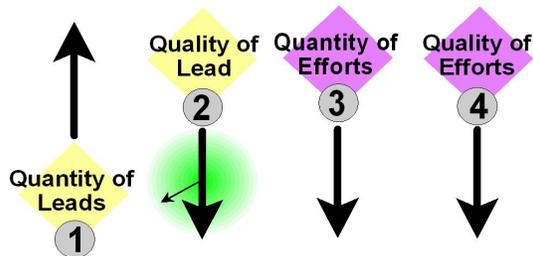
Dollar  
results  
marketing  
20

If you had twice as many leads coming into your business would you double your sales/profits? Most companies say “Yes” when in fact this is often not the case. Why not? We often do not see success when it looks like we should, as a result of not understanding the deep laws of success.

One of these laws is the 4 Q's to success - (Q1) Quantity of Leads, (Q2) Quality of Leads, (Q3) Quality of Efforts to convert the leads, and (Q4) Quality of efforts to convert a lead. When Q1, goes up, normally Q2, Q3, and Q4 will go down. This is often the way when we increase the leads coming in, we actually will do less sales. If we do not build success based on natural laws much of the time, money, and energy we invest will not be leveraged.



**Normal Cycle**



**With Proper Coaching**



When we learn and apply the six levels in Area 1: Marketing with the full integration of Personality Masteries into each lesson/level we will not only generate more leads but also better leads. When we generate more and better leads in full cooperation/integration with the other four pipelines, we have full confidence that our overall profits will increase significantly.



Are you looking for innovative ways to market, to reach out and show how different you are from your competition? Are you looking for a way to set yourself apart and show the marketplace how much value you can bring into the lives of your clients? Are you looking for ways to reach directly into the very core of someone's personality and speak to them in a way they have never be spoken to in the past?

**Check out Personality Masteries - Marketing Resources - [Click Here](#) -**

**Area 2: Pre-Sales - [Click Here](#) - For additional information**

**Area 2: Pre-Sales**  
Move leads to conversion

|                              |   |                                  |                              |                                  |                                   |
|------------------------------|---|----------------------------------|------------------------------|----------------------------------|-----------------------------------|
| Track 100% of leads <b>3</b> | Implement 10+ Strategic Strike <b>5</b> | Improve pressure points <b>9</b> | Personality Driven <b>14</b> | Large New Lead Sources <b>19</b> | Model for profitability <b>24</b> |
|------------------------------|---|----------------------------------|------------------------------|----------------------------------|-----------------------------------|

Once we have generated the lead in Area 1: Marketing, then Area 2: Pre-Sales takes over . . . or it should happen that way. Many companies combine Area 2: Pre-Sales with Area 3: The Sale, not realizing the massive lost opportunities which happen as a result of doing it this way.

Once the lead drops down from the marketing funnel into Pre-Sales, Pre-Sales will make the decision if they should pass it on to sales or if that lead needs additional nurturing prior to sending it to sales.

Why is this so critical?

Most sales professionals are really designed to be sales closing machines and if they obtain a lead which is not ready to close they will still often seek to close that lead. That is not only not good for the prospect but also not good for the company if they succeed in closing the sale.



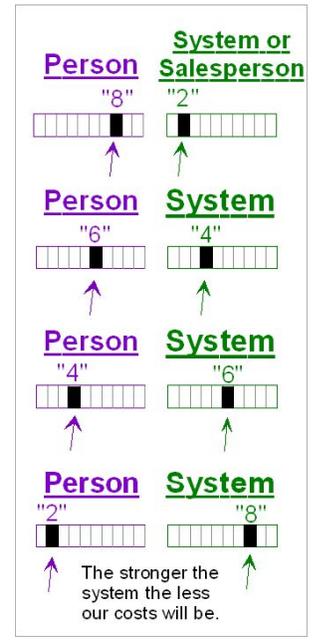
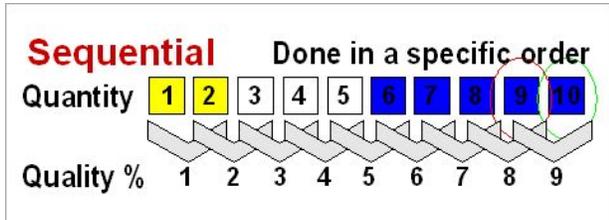
**Area 2: Pre-Sales**  
Move leads to conversion

While every personality type can be successful in pre-sales or sales those who tend to do the best in pre-sales are the analytic or the amiable personality type. Those who tend to be natural closers, who do well in Area 3: The Sale, will tend to be more the driver or the expressive personality type. When we leverage the natural personality gifts of individuals to their positions we not only gain additional productivity but also people are a lot happier.

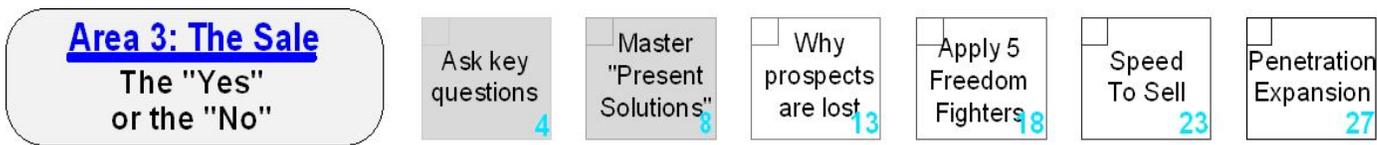
**Area 3: The Sale**  
The "Yes" or the "No"

Do we have a system by which we rate every lead which we earn access to? Normally if the lead is a "7" or higher, on a scale of 1 to 10, with 10 being the highest/best lead, then Pre-Sales would pass those leads along to Area 3: The Sale and pass them along all set up to close. If the lead is below a "7" then normally Area 2: Pre-Sales should continue to work those leads through Box 5, a Strategic Strike.

Based on different university studies the average number of contacts which must be made to close a sale is between 6 and 10 contacts. Those same university studies show that the average sales person will only make 1 to 2 contacts before giving up. We need to build a system, based on our deep understanding of personalities, to nurture the weak leads to stronger leads and dish those leads from pre-sales into sales. The stronger our system is, the lower the quality of lead we will be able to convert.



**Area 3: The Sale - [Click Here](#) - For additional information**



Have you wondered what the secret is to reproducing your best salespeople?

Do you find that it interesting that we often have systems throughout the entire company but when it comes to sales we often scratch our heads and wonder what systems we need to implement to capture the magic that every amazing sales person has?

Actually much of the secret is buried deep in one box within the 5/30 Grid that isn't even in The Sales area. It's Box 5 - Implement 10+ Strategic Strike. As we learned in the previous section the weakness, the flaws within most sales professionals is that they often do not have the deep disciplines and/or systems in place which help them to nurture weaker leads.



- [Click Here](#) - for more details. This seven week course, titled Prospect Conversion System or

PCS could double your sales, without any additional leads, any additional money being invested, without any additional people, it's learning to better work all those leads we currently have. This course would be a great course actually for every single person in the company to go through. Why? This simple seven lesson/week course helps everyone to understand that it it all about the client and that each person on the team has a special piece they can contribute to the conversion of leads. Think about it . . . how many leads, out of ten, are you converting. What if every single person on your team were focused on converting just one more lead out of ten? What would that do to your sales?



A couple of other weaknesses that many sales professionals fall into is that they often forget it's all about the client and not about their amazing ability to sell. Many sales professionals start out well in that they ask great questions, Box 4, and then present the solution. Over time though, sales professionals often forget the importance of asking the best questions and go far too quickly to Box 8, Present Solutions. The sale is NOT made in the presentation of the solution, but in the asking of the questions.

Once we've gone through the Personality Masteries certification course we understand that there are 16 different personality types when we consider a person's primary and secondary personality type. 1/16th is 6.3% which means the average person off the street could sell to 6.3% of the people they talk with. When we consider that the average sales professional only converts 10% that's not a lot more than 6.3%.

People are people and we all tend to sell to others the way we want to be sold to. We tend to think that others will think and respond the way we think and respond which is only true 6.3% of the time. When we integrate the 5/30 Grid and specifically Area 3: The Sale with Personality Masteries and then integrate natural laws into powerful system, we will convert more of the leads we have invested so much time and money creating.

**Area 4: Servicing - [Click Here](#) - For additional information**

**Area 4: Servicing**  
**Turn our servicing into a profit center**

Ask for referrals **7**

Feed Successes into 1,2,& 3 **12**

Master steps pressure points **17**

Measure all costs **22**

Apply 5 Freedom Fighters **26**

Turn into profit center **29**

Is your servicing group the most profitable area within your whole company?

Probably not! Why not? It's because we do not view servicing as a profit center but a cost center. Interesting, isn't it, that the part where we deliver what we say we are going to deliver to the customer is the part that we often try to cut costs to save money . . . not realizing that when we cut costs we actually are cutting dramatically into profit and don't even know it.

When we use Personality Masteries to build a servicing system which treats our clients the way they want to be treated, not the way we in servicing and/or leadership believe people should be treated, we not only will reduce our costs but will improve the servicing we provide to our clients.

How will our clients show their appreciation for how we service them? They will give us more referrals. It's actually pretty simple when you think about it.

Does everyone in servicing really understand their value? Do they treat their position as if they were the President of their own servicing company?

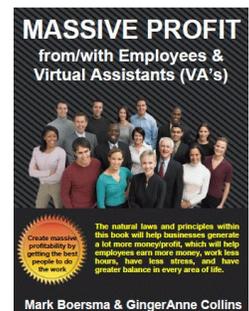
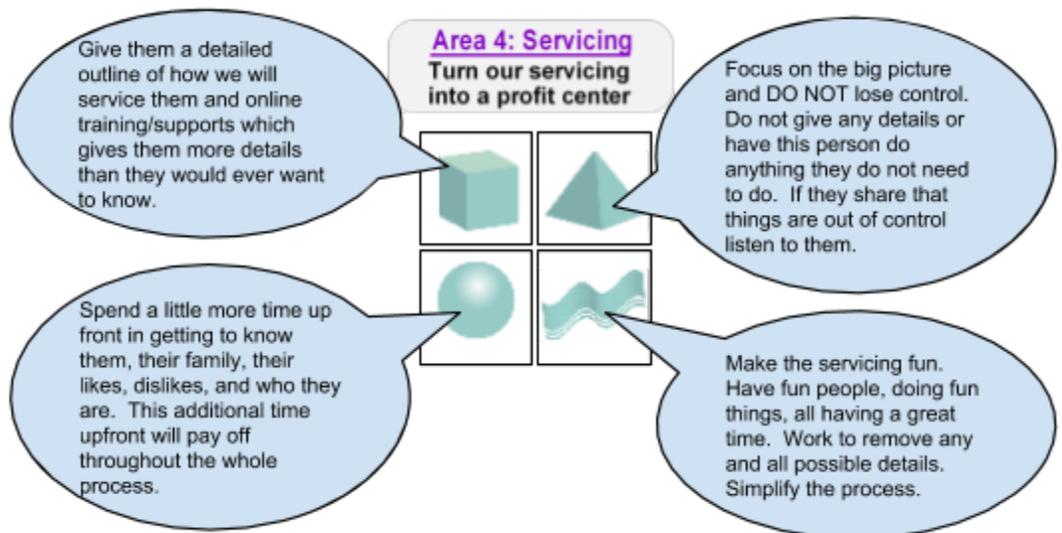
Does marketing, pre-sales and sales actively seek input from servicing for ways to improve their own areas?

Do you as a leader ever feel that you have silos within your company where there isn't the collaboration between people and departments that should be? Do you know why you feel that way? It's probably because it's true. Seeing the issue is one thing, finding a solution is another.

If every person in your organization were to go through this seven week series it would change the entire culture of the company and how every team member views servicing. Everyone would start to realize how servicing could be the most profitable area within the company and would work together with servicing to leverage all the power and influence they possess.

Do you ever feel like you need more resources but do not have the budget to hire more people? Is your marketplace requiring more output from your employees but your employees are saying "We can't give any more?" Have you heard about VA's - Virtual Assistants but aren't sure how to go about discovering how to use them to compliment your current staff? - [Click Here](#) - for more details on VA's - [Click Here](#) - for more information on the book.

**Area 5: Client For Life - [Click Here](#) - For additional information**



**Area 5: Client For Life**  
**Create profitable life-long relationships**

Send monthly relationship newsletter **11**

Obtain B2B and B2C referrals **16**

Track all efforts & results **21**

Implement R & D **25**

Process For New Products **28**

Apply 5 Freedom Fighters **30**

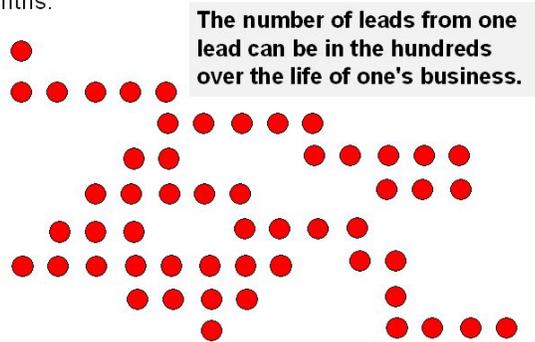
Client For Life is the one area that most companies struggle with and often don't know it. If we are weak in Area 1: Marketing, it's obvious as we won't get enough leads. If Area 2: Pre-Sales, or Area 3: The Sale are weak, we won't close the leads that we do get. If Area 4: Servicing is weak, clients will let us know this, but in Area 5, Client For Life, we'll never get a bill, or really even know what the weakness in this area is costing us.

Client For Life is going the extra mile, it's giving the client something they did not expect, they did not pay for. When we understand the Cluster Principle we understand that when we give more than expected we will get far more than we give.

Think about it . . . what would happen if you could tap into the spheres/the networks of everyone of your current/past clients? With social media people are more connected than ever before and have a greater ability to share with those around them how happy or unhappy they are with our services. Are we leveraging social media, technology, and media to get our success stories out through all the networks of those we have serviced?

**The Cluster Principle**

It's not unusual that an individual will know between 3 and 9 other individuals who are interested in the same product/service over the next six to twelve months.



- [Click Here](#) - Do we have a process, a system, with specific people who are responsible for building ongoing relationships with our clients and their networks?

Are we capturing all possible testimonies from our clients, through the many media sources, and then leveraging social media and our entire database to get the message of our success out to the world?

Are we partnering with community based organizations to bring them value and leverage their network and brand/goodwill to open doors that we would never be able to open on our own?

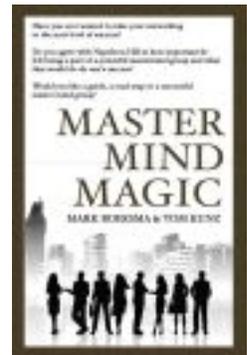


Once we have mastered Personality Masteries and fully integrated the 5/30 Grid within our business we are able to take the 5/30 Grid and not only apply it to growing our business through sales, but also hiring, partnerships with other companies, and community partnerships as well.

- [Click Here](#) - for additional information/resources

Do you believe at the deepest core of who you are that “We can accomplish far more together than we ever could on our own?” Learning what is contained in this information is the easy part. Taking action is the hard part which is why we need the following things:

- \* Need a Pro . . . like Tom shared at the beginning
- \* We need a plan
- \* We need accountability
- \* We need a mastermind group



[Click Here](#)

If you have any questions on anything shared in this document please do connect with the person who shared this information with you or please call toll free 888.230.2300.