



## PERSONALITY DESCRIPTIONS

### DRIVE (CHOLERIC) – The Lion

The Choleric is undoubtedly the most driven of all the personality types. To him, everything is a quest, and unfortunately people are often a by-product and necessary evil for obtaining the higher pursuits in his life. He has no patience or tolerance and often appears bossy and argumentative. He is confident, outgoing, and is most often the person you will find in charge of any event. He is innately a leader which is quite often why CEOs and politicians are Cholerics. He is strong-willed, decisive, and performs well in making order out of chaos.

He can run just about anything, is well-organized, and set goals easily. More importantly, he is long-term and accomplishes goals much to the dismay of others. Because this is part of his personality type, he does not view this as a difficulty, but only a necessary step to accomplishing the next feat in life. He is constantly on the go and has a compulsive need to change in order to conquer more in life. As would be expected, as strong as the Choleric is he also comes along with a string of weaknesses.

Because he is bold and confident, most of his weaknesses are his strengths blown out of proportion. But amazing at it may seem if his faults are exposed to him and he is encouraged to change, he may do so just for the challenge of it. Once again, he frustrates those around him because he excels in even cleaning up the problem areas of his life. While the Choleric may drive many people crazy with his constant pursuit of the challenges in life, society in general owes him a great deal because of his ability to lead, motivate, and change the world.

### INFLUENCER (SANGUINE) – The Otter

The Sanguine is undoubtedly the most fun personality type. They are the life of every party and people love their company. While the Choleric is driven to conquer, the Sanguine is driven to be around people and cannot survive without them. Sanguines are easy to pick out at any social gathering - they are the ones surrounded by a crowd making everyone roar with laughter. They float around the room looking for the next captive audience on which to pounce.

Because the Sanguine is the life of the party, he must have an eye for details that comes along with the creation of his colorful stories. While Cholerics are good at remembering names, the Sanguine remembers colors and details that no else would notice - what better yarn around which to weave a vibrant story?!

While the Sanguine may have everyone laughing, unfortunately there is a downside. The Sanguine is not very good at accepting responsibility (unless it is fun, which rarely corresponds with responsibility). Most often they are not goal-oriented and are frustrated with some personal area of their lives and try to cover it up with fun and laughter. They are easily discouraged and find it difficult to stick to any long-term tasks.

In spite of it all, the Sanguines keep us laughing and make life worth living for so many of us!

### **STEADY (PHLEGMATIC) – The Golden Retriever**

The Phlegmatic is the most laid-back of the personality types. While the Choleric looks for another project, the Phlegmatic is looking for a way out of the project in which he is currently engaged. Probably most of the great resorts we have were conceived in the mind of a Phlegmatic in an attempt to get out of work (although it is likely he got the three the personality types to do all the construction and work for him!). The Phlegmatic is the easiest personality type with which to get along. He has no agenda or expectations and melts easily with anyone. He is calm, cool, and collected and does not have to work at producing this type of facade. Because of his easy-going style he often makes an excellent leader when equipped with administrative abilities.

Unlike the leading Choleric he will not polarize everyone because he does not act as the slave driver. Obviously the easygoing personality style has its drawbacks. The pure Phlegmatic is not a very driven person and in general has little desire for mastering and conquering the challenges of life. He is content to deal with the duties assigned to him and will rarely look for outside work. Many times this is frustrating to friends and spouses who are a little more driven (as if that would be difficult).

If it were not for the Phlegmatic, our world would probably be at war every other day. They are the peacemakers and probably most dependable of all the personality types. They have kept world peace, cared for the rest of us, and built the world's greatest resorts where we can all recline and enjoy life at a slower pace with them.

### **CONSCIENTIOUS (MELANCHOLY) – The Beaver**

Melancholy is the deepest and most analytical of all the personality types. They approach life with a seriousness and purpose that makes them seem depressed at times. Many of the great minds throughout the centuries have been of the Melancholy personality type. This mindset creates the perfect environment for production of the genius intellect. They like organization, lists, and charts. They try to put the various facets of life into similar forms to bring order out of chaos. Because of his brooding nature, the Melancholy is a natural perfectionist with a detail for accuracy. He has a high standard that says, *if it's worth doing, it's worth doing right!*

On a downside, our Melancholy friends have a tendency to produce an air of gloom and agony. Melancholies are rarely popular and this characteristic certainly does not help. The Melancholy is also very sensitive and is easily offended. Unfortunately this is in conjunction with a personality type that expects perfection from everyone around him.

Without the Melancholy it is safe to say that our world would be a rather shallow place and our technologies would be rather limited. The great painters, musicians, writers, scientists, and engineers have most often had the Melancholy mind that could only produce the great treasures we all enjoy so much.