



Generalist

A person competent in several different fields or activities

- | Extremely competitive, ambitious and goal-oriented
- | Can be forceful in resolving uncertainties
- | Welcomes responsibility and authority
- | Very independent, persistent and decisive; takes charge, shows initiative
- | Is self-reliant, resolute and determined
- | Very energetic and hard-driving
- | Has a strong sense of urgency and is quick to respond to emergency situations
- | Very friendly, outgoing and optimistic
- | Likes variety and works well under pressure
- | Good motivator and delegator
- | Sociable and outgoing; persuasive and a good communicator
- | Works especially well in situations involving interactions with others
- | Understands people and enjoys selling ideas to them
- | Extremely ambitious; needs constant challenge and unlimited opportunities for advancement
- | Dislikes routine and detail although may be good at it
- | Dislikes close supervision
- | Oriented to working more with people than ideas and methods
- | This profile is typical of many top salespeople, managers and supervisors, as well as people who are in production or new business development



Pioneer

A person who develops or is the first to use or apply a new method, area of knowledge or activity

- | Extremely competitive, ambitious and goal- oriented
- | Can be forceful in resolving uncertainties
- | Independent, persistent and decisive; wants to take charge and show initiative
- | Is capable of thinking autonomously, acting independently, and taking initiative
- | Welcomes responsibility and authority
- | Restless, driving and energetic; works well under pressure and enjoys working to tight deadlines
- | Has the drive to get things done
- | Tends to be logical, analytical, practical and realistic
- | Likely to think through a problem, weigh the pros and cons, in order to reduce errors
- | Bases decisions on facts rather than feelings
- | Needs constant challenge and opportunity on the job
- | Dislikes routine although may be good at it
- | Resents close supervision
- | This profile is typical of many managers and supervisors, as well as people who are in production or new business development roles



Administrator

A person responsible for running a business, school, organisation etc..

- | Very independent, persistent and decisive
- | Is self-reliant, resolute and determined
- | Competitive and goal oriented
- | Welcomes responsibility and authority
- | Very ambitious and achievement-oriented; thoroughly enjoys competing with others and being able to tackle tough assignments
- | Reliable and patient
- | Establishes routines to complete tasks, works well with systems and methods; able to keep calm, cool and collected most of the time
- | Tends to be logical, analytical and practical, making decisions on facts rather than emotions
- | Likely to think through a problem, weigh the pros and cons, in order to reduce errors
- | Independent, strong minded and persistent
- | Wants to take charge and show initiative
- | Relaxed, patient, steady, consistent and reliable
- | Can adjust to routine work
- | Desires challenge and opportunity for advancement
- | More oriented towards ideas and methods than people
- | Dislikes close supervision, pressure and deadlines
- | Although lacking a strong sense of urgency or a specifically people-oriented approach, this profile is representative of many managers and supervisors, as well as people who are in production or new business development roles



Persuader

A person who may influence others to do something by asking, arguing or giving reason

- | Very friendly, outgoing and optimistic.
- | Works especially well in situations involving interactions with others
- | Independent and decisive
- | Is capable of thinking autonomously, using initiative and acting independently
- | Restless, driving and energetic; works well under pressure and enjoys working to tight deadlines
- | Ambitious and goal-oriented
- | Enjoys competing with others, overcoming objections and taking on difficult assignments
- | Believes in people and is able to empower them with authority
- | Is empathetic, supportive, and encouraging; an effective motivator
- | Enjoys persuading others to their point of view
- | Believes own ideas are right and will usually show a determination to get their own way
- | Will keep at it until they get results
- | Is capable of making decisions, standing up against some resistance from others, and sticking to something they believe in
- | Can adjust to change and is quick to respond to new situations
- | Has a sense of urgency and prefers variety
- | Wants to win and will be willing to take chances, make decisions and assume responsibility for getting things done
- | This profile is typical of many supervisors and new business developers where keys to success are effective public relations and interpersonal skills.



Specialist

A person who has special knowledge about a skill related to a particular job, area of study, etc.

- | Very cautious, deliberate and precise
- | Very conscientious and cooperative; follows rules, procedures and policies carefully
- | Goes out of the way to get along with others
- | Very thorough with details
- | Peaceful, a good team player; avoids trouble
- | Organizes and plans for as many contingencies as possible
- | Logical, analytical, work oriented and realistic
- | Likely to think through a problem, weigh the pros and cons and make decisions on facts, rather than on emotions
- | Very relaxed, patient, steady
- | Reliable, enjoys routine
- | Not competitive or independent, will not want responsibility for unusual or difficult decisions outside of their own area of expertise
- | Not interested in supervising people
- | Develops routines to complete tasks
- | Easy-going, dislikes pressure and deadlines
- | More oriented towards ideas and methods than people
- | This profile would be best as an expert in a support role where steadiness, logical thinking and attention to detail are required.



Cooperator

A person who is helpful by doing what someone asks or tells them to do

- | Very cautious, deliberate, thoughtful and considerate
- | Goes out of way to get along with others
- | Works well under supervision and as part of team
- | Reliable, peaceful and patient
- | Establishes routines to complete tasks, works well with systems and methods; able to keep calm, cool and collected most of the time
- | Thorough and conscientious, likes to be prepared for contingencies
- | Sociable and outgoing, understands people; sees other points of view and gets along well with others
- | Conscientious and cooperative, follows company rules and directions well
- | Somewhat relaxed, patient and easy-going
- | Good with routine and detail
- | Will not want responsibility for supervising others or for unusual or difficult decisions outside of their own area of expertise
- | More oriented toward working with people than with ideas and methods
- | A good service, contact, public relations person; best in a support role, working cooperatively with people.



Enthusiast

A person who is ardently attached to a cause, object or pursuit; a person who enjoys something very much

- | Very cautious, deliberate, thoughtful and considerate; goes out of their way to get along with others
- | Very sociable, friendly, outgoing and optimistic
- | Good communicator who likes helping people
- | Works especially well in situations involving interactions with others
- | Somewhat thoughtful, considerate and diplomatic
- | Works well under supervision and as part of team
- | Very precise, conscientious, cooperative; follows company rules and directions
- | Organizes and plans for as many contingencies as possible
- | Restless, driving and energetic
- | Works well under pressure and enjoys working to tight deadlines
- | Adjusts to change easily
- | Self-motivated to push for results
- | Needs variety and dislikes routine
- | Does not want responsibility for managing others or for unusual or difficult decisions outside of their own area of expertise
- | A good service, contact, public relations person; would be best in a support role, working enthusiastically with people.