

THE 49 PERSONALITY ARCHETYPES

DISCOVERED BY SALLY HOGSHEAD

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SECONDARY FASCINATION ADVANTAGE®

INNOVATION
 You change the game with creativity

THE ANARCHY
 Volatile • Startling
 Chaotic

THE CATALYST
 Out-of-the-Box • Social
 Energizing

THE CHANGE AGENT
 Inventive • Untraditional
 Self-Propelled

THE AVANT-GARDE
 Original • Enterprising
 Forward-Thinking

THE EVOLUTIONARY
 Curious • Adaptable
 Open-Minded

THE SECRET WEAPON
 Nimble • Unassuming
 Independent

THE COMPOSER
 Strategic • Fine-Tuned
 Judicious

PASSION
 You connect with emotion

THE ROCKSTAR
 Bold • Artistic
 Unorthodox

THE DRAMA
 Theatrical • Emotive
 Sensitive

THE RINGLEADER
 Motivating • Spirited
 Compelling

THE CONNOISSEUR
 Insightful • Distinguished
 In-the-Know

THE AUTHENTIC
 Approachable • Dependable
 Trustworthy

THE SUBTLE TOUCH
 Tactful • Self-Sufficient
 Mindful

THE COORDINATOR
 Constructive • Organized
 Practical

POWER
 You lead with command

THE MAVERICK LEADER
 Pioneering • Irreverent
 Entrepreneurial

THE PEOPLE'S CHAMPION
 Dynamic • Inclusive
 Engaging

THE AGGRESSOR
 Dominant • Overbearing
 Dogmatic

THE VICTOR
 Respected • Competitive
 Results-Oriented

THE GRAVITAS
 Dignified • Stable
 Hardworking

THE VEILED STRENGTH
 Realistic • Intentional
 To-the-Point

THE ACE
 Decisive • Tireless
 Fortright

PRESTIGE
 You earn respect with higher standards

THE TRENDSETTER
 Cutting-Edge • Elite
 Progressive

THE TALENT
 Expressive • Stylish
 Emotionally-Intelligent

THE MAESTRO
 Ambitious • Focused
 Confident

THE IMPERIAL
 Arrogant • Cold
 Superior

THE DIPLOMAT
 Levelheaded • Subtle
 Capable

THE ROYAL GUARD
 Elegant • Astute
 Discreet

THE EDITOR-IN-CHIEF
 Productive • Skilled
 Detailed

TRUST
 You build loyalty with consistency

THE ARTISAN
 Deliberate • Thoughtful
 Flexible

THE BELOVED
 Nurturing • Loyal
 Sincere

THE GUARDIAN
 Prominent • Genuine
 Sure-Footed

THE BLUE CHIP
 Classic • Established
 Best-In-Class

THE OLD GUARD
 Predictable • Safe
 Unmovable

THE WISE OWL
 Observant • Assured
 Unruffled

THE MEDIATOR
 Steadfast • Composed
 Structured

MYSTIQUE
 You communicate with substance

THE PROVOCATEUR
 Clever • Adept
 Contemporary

THE INTRIGUE
 Discerning • Perceptive
 Considerate

THE MASTERMIND
 Methodical • Intense
 Self-Reliant

THE ARCHITECT
 Skillful • Restrained
 Polished

THE ANCHOR
 Protective • Purposeful
 Analytical

THE DEADBOLT
 Unemotional • Introverted
 Concentrated

THE DETECTIVE
 Clear-Cut • Accurate
 Meticulous

ALERT
 You prevent problems with care

THE QUICK-START
 Prolific • Thorough
 Diligent

THE ORCHESTRATOR
 Attentive • Dedicated
 Efficient

THE DEFENDER
 Proactive • Cautionary
 Strong-Willed

THE SCHOLAR
 Intellectual • Disciplined
 Systematic

THE GOOD CITIZEN
 Principled • Prepared
 Conscientious

THE ARCHER
 On-Target • Reasoned
 Pragmatic

THE CONTROL FREAK
 Compulsive • Driven
 Exacting

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PASSION
 You connect with emotion

POWER
 You lead with command

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PRIMARY FASCINATION ADVANTAGE®