

Definitions of the Twenty-Four Qualities in UNDERLYING and EVERYDAY Persona

Intimate: Listens first and gravitates toward one-on-one conversations

- Good listener
- Low key
- Prefer one-to-one

Takes Charge: Seizes the initiative in a group and is drawn towards authority positions

- Persuasive
- Comfortable with Responsibility
- Assertive

Accommodating: Strives for harmony and is willing to adjust their stance in a conflict

- Diplomatic
- Forgiving
- Consensus Obsessed

Tough: Argues forcefully and is comfortable with conflict. Emotionally resilient/Courageous enough to tackle difficult conversations

- Candid
- Likes to challenge
- Don't need to be popular

Collaborative: Team player with a win - win mindset

- Supportive team player
- Trusting
- Humble

Competitive: Strong willed with a win-lose mindset, yet may be "our team can win"

- Winning focused
- Proud
- Skeptical

Empathetic: Considerate and in touch with other people's feelings

- Compassionate
- Want to understand people
- Altruistic

Logical: Objective and rigorously applies reason

- Critical thinker
- Hard liner
- Shrewd

Adaptable: Works in passionate bursts towards emergent goals

- Easy going
- Goal evolving
- Go with the flow

Purposeful: Sets ambitious goals and then works diligently towards them

- Set clear goals
- Determined
- Driven by timescales

Flexible: Easy going and informal

- Minimize bureaucracy
- Relaxed about order
- Organic planner

Structured: An organized and effective planner

- Organized planner
- Orderly
- Detailed

Definitions of the Twenty-Four Qualities in UNDERLYING and EVERYDAY Persona

Spontaneous: Makes quick gut-feel decisions

- Carefree with commitments
- Gut feel decision making
- Adrenaline driven

Reliable: Disciplined and meets commitments

- Diligent
- Punctual
- Honour commitments

Conceptual: An abstract thinker comfortable with complexity and ambiguity

- Learn by theory
- Like complexity
- See patterns in data

Practical: Adopts a realistic and common sense approach

- Keep it simple
- Learn by doing
- Realistic

Imaginative: A source of new and creative ideas

- Innovative
- Appreciate aesthetics
- See possibilities

Evidence-based: Focussed on observable facts and attentive to details

- Need information
- Prefer engineering over art
- Fact finder

Radical: Embraces change and is willing to challenge tradition

- Seek variety
- Seek change
- Non-conformist

Cautious: Resists change – prefers to stick with tried and tested methods

- Risk averse
- Stick to the rules
- Conservative

Sociable: Friendly and energized by interacting with others

- Outgoing
- Friendly
- Think aloud

Observing: Boundaried and energized by their inner world

- Prefer small groups
- Think before speaking
- Energized by inner world

Demonstrative: Enthusiastic and expresses positive emotions

- Enthusiastic
- Good verbal skills
- Expressive

Measured: Serious minded and contains positive emotions

- Serious
- Prefer written communication
- Control emotions

Definitions of the Twenty-Four Qualities in OVEREXTENDED Persona

Intimate to Passive:

Listens too much, not sharing their own notions and opinions.

Takes Charge to Controlling:

Domineering and micromanaging

Accommodating to Acquiescing:

Accommodating so much that you give up what's important to you

Tough to Seeks Conflict:

Looking for disagreements to expose

Collaborative to Consensus Obsessed:

Cannot move forward without everyone in agreement

Competitive to Win at All Costs:

Winning becomes the only focus

Empathetic to Emotionally Stretched:

So invested that you become emotionally drained and tired

Logical to Argumentative:

Becoming abrasive, argumentative and impatient with perceived lack of logic, stupidity

Adaptable to Unfocussed:

Becoming directionless and distracted

Purposeful to Goal Fixated :

Becoming attached/fixated to the goal and inflexible

Flexible to Chaotic:

Extreme flexibility that can create confusion/chaos

Structured to Rigid Planning:

Having lists for the lists. Spend too much time organizing their work instead of doing it.

Definitions of the Twenty-Four Qualities in OVEREXTENDED Persona

Spontaneous to Impulsive:

Rash and imprudent decision making

Reliable to Hesitant:

Hesitates on all further interactions or decisions (shuts down) if possibility of meeting commitments is hindered

Conceptual to Unfeasible:

Ideas so abstract, complex and ambiguous that they become unreasonable and impractical

Practical to Narrow Sighted:

So concerned with a real outcome that you hinder creativity and possibilities

Imaginative to Fantasist:

Constant new ideas that become divorced from reality

Evidence-based to Lost in the Details:

So attentive to getting the facts right that you get lost in your own data

Radical to Change for the Sake of Change:

Becoming too eager to implement change and may trample tradition

Cautious to Change Resistant:

Becoming impervious to new ideas

Sociable to Can't be alone:

Seeking solace in a crowd

Observing to Detached & Aloof:

Becoming quiet and isolated in your thinking

Demonstrative to Overbearing:

Overenthusiastic and talking over others

Measured to Serious & Withdrawn:

Unexpressive and tending toward being judgmental