



## Personality ID

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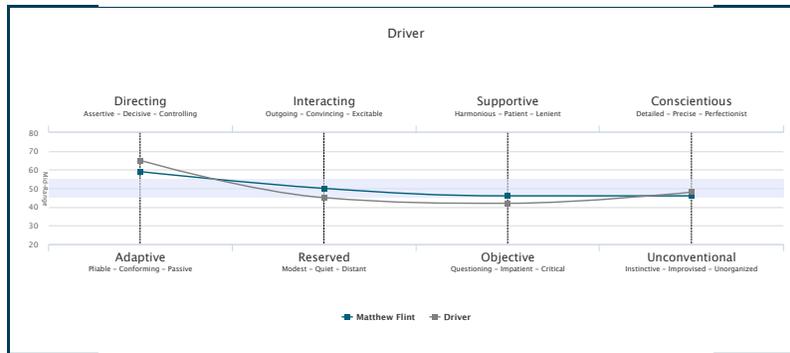
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## Driver

The natural personality profile for you is indicated by the solid line on the graph below. Note also the dotted line; it represents the Blended Profile that most nearly matches your graph. Seventeen Blended Profiles are used as the baseline for interpreting the combinations of four basic dimensions of personality. The information in this section is derived from the Driver Blended Profile. Typically, the more closely the solid line graph matches this Blended Profile, the more accurately the information will describe your natural behavior style.



Drivers create activity and set the pace within their sphere of influence. Due to the desire to produce results, they quickly take charge by defining goals and delegating tasks. Drivers are not afraid to take risks or impose their will through strong action in order to move ahead.

### Ideal Environment

Drivers realize their highest potential with opportunities to: Build - Direct - Develop - Create - Lead - Conceptualize - Decide - Be in control - Initiate solutions.

### Typical Areas of Strength

Drivers are bold, direct, confident, competitive, often pioneering, assertive, frank, independent, and responsive to new challenges. They excel when having the freedom to define a direction focused on results.

### Typical Areas of Struggle

People with the Driver profile may tend to be impatient, insensitive to the feelings of others, frustrated with details and routines, poor listeners, impulsive, too blunt, or overbearing.

### Preferred Activities

Drivers maximize personal talents in situations in which they can have a high level of independence with obstacles to overcome and challenges to meet and solve, without many details to handle.

### Communication Style

Drivers communicate directly and forcefully, getting to the bottom line quickly. As a result, others may see them as demanding, impersonal and dominating.

### Financial Management

Persons with this profile typically delegate the day-to-day tracking of expenses. They agree with the logic and organization of accounting and budgeting, but are distracted by repeated detail work.

### Budget and Financial Issues

Persons with this style tend to make impulsive financial decisions based on immediacy, without anticipating the consequences of their actions. They are less concerned with making the right decision, because they believe they can rectify the consequences.

### Purchasing Tendencies

Drivers are goal-oriented shoppers, buying what they came for with little deliberation or input from salespersons. They are likely to purchase big-ticket items and may use a loan or a credit card to make the purchase.