

ARCHETYPE**WHAT TO KEEP IN MIND WHEN PRESENTING TO EACH PASSION ARCHETYPE****Altruist**

These humanitarians seek innovations that achieve profits through solutions that benefit the world at large and honor the company brand. Focus on how what you're presenting or recommending makes a bigger difference for the organization and the community it serves.

Builder

Builders are courageous goal seekers and risk takers who demonstrate an urgency to deliver results. Focus on the ways in which your approach defines or expands the organization's presence in the market or helps achieve important goals faster.

Connector

Adept negotiators and relationship builders who seek understanding of all sides of an issue, these accomplished communicators will bring ideas and people together. Demonstrate through your presentation how you worked to collaborate with others to build consensus around your ideas/recommendations.

Conceiver

These "intellectual acrobats" think outside the box, imagine new possibilities, push boundaries of conventional thought and drive innovation. Remain open and prepared for many questions from this archetype, without becoming defensive. Conceivers are your partners in finding the best solutions.

Creator

Artisans whose thought patterns focus on translating ideas through aesthetics and beauty. They build emotionally resonant artistic representations of potential solutions in order to engage others and build commitment. Be sure your presentation uses imagery to convey ideas and is inspirational, as well as actionable.

Discoverer

Explorers and idea validators who combine logic and linear thinking with intuition to uncover hidden truths and contribute to innovation. Be prepared to offer proof to back up your recommendations as well as evidence that your ideas have significant potential for success.

Healer

With a passion for creating peace where there is turmoil and mending broken relationships or broken spirits, Healers work to strengthen individuals and teams, especially during challenging times. Identify the pain points of your recommendations in advance and have a plan to address them so individuals and the organization continue to thrive while your recommendations are being implemented.

Processor

The sustainers of structure, function and tradition, they provide the framework for developing systems, analyzing information, and establishing and maintaining quality standards. Be able to outline the processes necessary for implementing your recommendations and have detailed backup data to provide to this archetype to demonstrate that your recommendations are aligned with the highest standards of practice/quality.

Teacher

Passionate about new information and new ways of viewing the world, they create a foundation for sharing wisdom and learning. Help this archetype understand how your recommendations will grow organizational knowledge and support knowledge transfer that helps develop others.

Transformer

Alchemists and change agents who thrive in chaos and ambiguity, while leading the quest for improvements in products, systems, business processes, cultures and individuals. Demonstrate the ways in which your recommendations achieve positive, effective change. When you do, this archetype will become an early adopter of your ideas.