

Discover how you are
EXACTLY
what your team needs
to *thrive* and *win*



It's time to **WORK BETTER**

Colleague Profile

My Profile

WB10

"Extraordinarily empathetic, social and popular, always eager to help"

Genius

Attention to detail and practical problem-solving. Empathy and understanding of others' emotions. Organizational skills and ability to plan ahead. Enthusiasm and ability to energize others.

Brand

Caring and organized individual who balances collaboration and autonomy, focusing on building relationships while also attending to task-oriented responsibilities.

Traits

- Meticulous and Regimented
- Practical and Present
- Empathetic and Considerate
- Gregarious and Outgoing

Harmony - Responsibility - Communication - Woo - Relator - Developer - Achiever

Career

WB10s like to put their interpersonal skills to work to organize people and processes. They are tuned into the needs of others and seek to create structure to provide for people. WB10s often prefer work that allows them to help people in practical, observable ways. WB10s enjoy work that allows them to follow through and see results and prefer a high degree of structure and organization. They gain satisfaction from completing tasks with attention to order and detail. An ideal job for an WB10 requires attention to procedure and specifications and allows the WB10 to work methodically to organize people and processes. WB10s usually prefer to work with others, and are energized by participating in a motivated, conscientious, action-oriented team. It is important to the WB10 to do work that is accordant with their values, as well as to work with others who are supportive and cooperative. An ideal work environment for an WB10 provides clear expectations and a friendly, structured atmosphere free from conflict or uncertainty.



Theme Introduction

STRATEGIC THINKING

When your team needs to become more creative and innovative, look to people with the following Strategic Thinking themes. They can stretch the team's thinking for the future and inspire new ideas that can lead to high performance.



Learner
Ideation
Strategic
Analytical
Input/ Collector

Woo
Relator
Empathy
Positivity
Harmony
Developer
Adaptability
Connectedness
Individualization



RELATIONSHIP BUILDING

When your team needs to become stronger and more cohesive, look to people with the following Relationship Building themes. They can unite the group and galvanize them to achieve shared success. They are the bond that holds great teams together.

When your team needs to sell its ideas and persuade others, look to people with the following Influencing themes. They can help your team reach a much broader audience and convince others to aid in accomplishing your goals.

Communication
Self-Assurance
Competition
Command
Activator



Responsibility
Deliberative
Consistency
Restorative
Discipline
Arranger
Achiever
Focus



When your team needs to get things done, look to people with the following Executing themes. They can take an idea and make it a reality. And they'll work tirelessly to accomplish the goal.

INFLUENCING

EXECUTING

COLLEAGUE COMMUNICATION



COLLEAGUE COACHING



My Profile

Harmony

Colleague Themes

WB10

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You look for areas of agreement. In your view, there is little to be gained from conflict and friction, so you seek to hold these to a minimum. When you know that the people around you hold differing views, you try to find the common ground. You try to steer them away from confrontation and toward harmony. In fact, harmony is one of your guiding values. You can't quite believe how much time is wasted by people trying to impose their views on others. Wouldn't we all be more productive if we kept our opinions in check and instead looked for consensus and support? You believe we would, and you live by that belief. When others are sounding off about their goals, their claims, and their fervently held opinions, you hold your peace. When others strike out in a direction, you will, in the service of harmony, willingly modify your own objectives to merge with theirs (as long as their basic values do not clash with yours). When others start to argue about their pet theory or concept, you steer clear of the debate, preferring to talk about practical, down-to-earth matters on which you can all agree. In your view, we are all in the same boat, and we need this boat to get where we are going. It is a good boat. There is no need to rock it just to show that you can.



My Profile

Responsibility

Colleague Themes

WB10

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Your Responsibility theme forces you to take psychological ownership for anything you commit to, and whether large or small, you feel emotionally bound to follow it through to completion. Your good name depends on it. If for some reason you cannot deliver, you automatically start to look for ways to make it up to the other person. Apologies are not enough. Excuses and rationalizations are totally unacceptable. You will not quite be able to live with yourself until you have made restitution. This conscientiousness, this near obsession for doing things right, and your impeccable ethics combine to create your reputation: utterly dependable. When assigning new responsibilities, people will look to you first because they know it will get done. When people come to you for help - and they soon will - you must be selective. Your willingness to volunteer may sometimes lead you to take on more than you should.



My Profile

Communication

Colleague Themes

WB10

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You like to explain, to describe, to host, to speak in public, and to write. This is your Communication theme at work. Ideas are a dry beginning. Events are static. You feel a need to bring them to life, to energize them, to make them exciting and vivid. And so you turn events into stories and practice telling them. You take the dry idea and enliven it with images and examples and metaphors. You believe that most people have a very short attention span. They are bombarded by information, but very little of it survives. You want your information - whether an idea, an event, a product's features and benefits, a discovery, or a lesson - to survive. You want to divert their attention toward you and then capture it, lock it in. This is what drives your hunt for the perfect phrase. This is what draws you toward dramatic words and powerful word combinations. This is why people like to listen to you. Your word pictures pique their interest, sharpen their world, and inspire them to act.



My Profile

Woo

Colleague Themes

WB10

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Woo stands for winning others over. You enjoy the challenge of meeting new people and getting them to like you. Strangers are rarely intimidating to you. On the contrary, strangers can be energizing. You are drawn to them. You want to learn their names, ask them questions, and find some area of common interest so that you can strike up a conversation and build rapport. Some people shy away from starting up conversations because they worry about running out of things to say. You don't. Not only are you rarely at a loss for words; you actually enjoy initiating with strangers because you derive satisfaction from breaking the ice and making a connection. Once that connection is made, you are quite happy to wrap it up and move on. There are new people to meet, new rooms to work, new crowds to mingle in. In your world, there are no strangers, only friends you haven't met yet - lots of them.



My Profile

Relator

Colleague Themes

WB10

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Relator describes your attitude toward your relationships. In simple terms, the Relator theme pulls you toward people you already know. You do not necessarily shy away from meeting new people - in fact, you may have other themes that cause you to enjoy the thrill of turning strangers into friends - but you do derive a great deal of pleasure and strength from being around your close friends. You are comfortable with intimacy. Once the initial connection has been made, you deliberately encourage a deepening of the relationship. You want to understand their feelings, their goals, their fears, and their dreams; and you want them to understand yours. You know that this kind of closeness implies a certain amount of risk - you might be taken advantage of - but you are willing to accept that risk. For you, a relationship has value only if it is genuine. And the only way to know that is to entrust yourself to the other person. The more you share with each other, the more you risk together. The more you risk together, the more each of you proves your caring is genuine. These are your steps toward real friendship, and you take them willingly.



My Profile

Developer

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You see the potential in others. Very often, in fact, potential is all you see. In your view, no individual is fully formed. On the contrary, each individual is a work in progress, alive with possibilities. And you are drawn toward people for this very reason. When you interact with others, your goal is to help them experience success. You look for ways to challenge them. You devise interesting experiences that can stretch them and help them grow. And all the while you are on the lookout for the signs of growth - a new behavior learned or modified, a slight improvement in a skill, a glimpse of excellence or of "flow" where previously there were only halting steps. For you these small increments - invisible to some - are clear signs of potential being realized. These signs of growth in others are your fuel. They bring you strength and satisfaction. Over time many will seek you out for help and encouragement because, on some level, they know that your helpfulness is both genuine and fulfilling to you.



My Profile

Achiever

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Your Achiever theme helps explain your drive. Achiever describes a constant need for attainment. You feel as if each day starts at zero. By the day's end, you must achieve something tangible to feel good about yourself. And by "every day," you mean every single day - workdays, weekends, and vacations. No matter how much you may feel you deserve a day of rest, if the day passes without some form of achievement, no matter how small, you will feel dissatisfied. You have an internal fire burning inside you. It pushes you to do more, to achieve more. After each accomplishment is reached, the fire dwindles for a moment, but very soon, it rekindles itself, forcing you toward the next accomplishment. Your relentless need for achievement might not be logical. It might not even be focused. But it will always be with you. As an Achiever, you must learn to live with this whisper of discontent. It does have its benefits. It brings you the energy you need to work long hours without burning out. It is the jolt you can always count on to get you started on new tasks and challenges. It is the power supply that causes you to set the pace and define the levels of productivity for your workgroup. It is the theme that keeps you moving.

