

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



It's time to **WORK BETTER**

Colleague Profile

My Profile

WB13

"Imaginative and strategic thinker with a plan for everything"

Genius

Creative thinking and seeing possibilities. Analytical reasoning and objective decision-making. Organizational skills and ability to plan ahead. Reflectiveness and deep introspection.

Brand

Rational and decisive individual who combines collaboration and autonomy, focusing on achieving objectives with logical precision.

Traits

- Meticulous and Regimented
- Imaginative and Enterprising
- Analytical and Diagnostic
- Introspective and Observant

Strategic - Deliberative - Analytical - Ideation - Focus - Responsibility - Learner

Career

At work, the WB13 excels at creating and implementing innovative solutions to analytical problems. They naturally see possibilities for improvement within complex systems and are organized and determined in implementing their ideas for change. WB13s are comfortable with abstraction and theory but gain the most satisfaction from turning their ideas into reality. They often enjoy working independently or with a small team, taking measured, strategic steps to implement change. WB13s enjoy working with logical systems that they can understand in depth. They enjoy the challenge of comprehending complex ideas and want to understand how they can improve the way things work.

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.

INFLUENCING



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.

EXECUTING

COLLEAGUE COMMUNICATION



COLLEAGUE COACHING



My Profile

Strategic

Colleague Themes

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The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking, "What if this happened? Okay, well, what if this happened?" This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. You cull and make selections until you arrive at the chosen path - your strategy. Armed with your strategy, you strike forward. This is your Strategic theme at work: "What if?" Select. Strike.



My Profile

Deliberative

Colleague Themes

WB13

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You are careful. You are vigilant. You are a private person. You know that the world is an unpredictable place. Everything may seem in order, but beneath the surface, you sense many risks. Rather than denying these risks, you draw each one out into the open. Then each risk can be identified, assessed, and ultimately reduced. Thus, you are a fairly serious person who approaches life with a certain reserve. For example, you like to plan ahead so as to anticipate what might go wrong. You select your friends cautiously and keep your own counsel when the conversation turns to personal matters. You are careful not to give too much praise and recognition, lest it be misconstrued. If some people don't like you because you are not as effusive as others, then so be it. For you, life is not a popularity contest. Life is something of a minefield. Others can run through it recklessly if they so choose, but you take a different approach. You identify the dangers, weigh their relative impact, and then place your feet deliberately. You walk with care.



My Profile

Analytical

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WB13

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Your Analytical theme challenges other people: "Prove it. Show me why what you are claiming is true." In the face of this kind of questioning, some will find that their brilliant theories wither and die. For you, this is precisely the point. You do not necessarily want to destroy other people's ideas, but you do insist that their theories be sound. You see yourself as objective and dispassionate. You like data because they are value free. They have no agenda. Armed with these data, you search for patterns and connections. You want to understand how certain patterns affect one another. How do they combine? What is their outcome? Does this outcome fit with the theory being offered or the situation being confronted? These are your questions. You peel the layers back until, gradually, the root cause or causes are revealed. Others see you as logical and rigorous. Over time they will come to you in order to expose someone's "wishful thinking" or "clumsy thinking" to your refining mind. It is hoped that your analysis is never delivered too harshly. Otherwise, others may avoid you when that "wishful thinking" is their own.



My Profile

Ideation

Colleague Themes

WB13

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You are fascinated by ideas. What is an idea? An idea is a concept, the best explanation of most events. You are delighted when you discover, beneath the complex surface, an elegantly simple concept to explain why things are the way they are. An idea is a connection. Yours is the kind of mind that is always looking for connections, and so you are intrigued when seemingly disparate phenomena can be linked by an obscure connection. An idea is a new perspective on familiar challenges. You revel in taking the world we all know and turning it around so we can view it from a strange but strangely enlightening angle. You love all these ideas because they are profound, because they are novel, because they are clarifying, because they are contrary, and because they are bizarre. For all these reasons, you derive a jolt of energy whenever a new idea occurs to you. Others may label you creative or original or conceptual or even smart. Perhaps you are all of these. Who can be sure? What you are sure of is that ideas are thrilling. And on most days, this is enough.



My Profile

Focus

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"Where am I headed?" you ask yourself. You ask this question every day. Guided by this theme of Focus, you need a clear destination. Lacking one, your life and your work can quickly become frustrating. And so each year, each month, and even each week, you set goals. These goals then serve as your compass, helping you determine priorities and make the necessary corrections to get back on course. Your Focus is powerful because it forces you to filter; you instinctively evaluate whether or not a particular action will help you move toward your goal. Those that don't are ignored. In the end, then, your Focus forces you to be efficient. Naturally, the flip side of this is that it causes you to become impatient with delays, obstacles, and even tangents, no matter how intriguing they appear to be. This makes you an extremely valuable team member. When others start to wander down other avenues, you bring them back to the main road. Your Focus reminds everyone that if something is not helping you move toward your destination, then it is not important. And if it is not important, then it is not worth your time. You keep everyone on point.



My Profile

Responsibility

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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

Learner

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You love to learn. The subject matter that interests you most will be determined by your other themes and experiences, but whatever the subject, you will always be drawn to the process of learning. The process, more than the content or the result, is especially exciting for you. You are energized by the steady and deliberate journey from ignorance to competence. The thrill of the first few facts, the early efforts to recite or practice what you have learned, the growing confidence of a skill mastered - this is the process that entices you. Your excitement leads you to engage in adult learning experiences - yoga or piano lessons or graduate classes. It enables you to thrive in dynamic work environments where you are asked to take on short project assignments and are expected to learn a lot about the new subject matter in a short period of time and then move on to the next one. This Learner theme does not necessarily mean that you seek to become the subject-matter expert or that you are striving for the respect that accompanies a professional or academic credential. The outcome of the learning is less significant than the "getting there."

