

THE 49 PERSONALITY ARCHETYPES

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SECONDARY ADVANTAGE

INNOVATION
You change the
game with creativity

PASSION
You connect
with emotion

POWER
You lead
with command

PRESTIGE
You earn respect with
higher standards

TRUST
You build loyalty
with consistency

MYSTIQUE
You communicate
with substance

ALERT
You prevent
problems with care

INNOVATION
You change the
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You build loyalty
with consistency

MYSTIQUE
You communicate
with substance

ALERT
You prevent
problems with care

THE ANARCHY
Volatile
Startling
Chaotic

THE ROCKSTAR
Bold
Artistic
Unorthodox

**THE MAVERICK
LEADER**
Pioneering
Irreverent
Entrepreneurial

THE TRENDSETTER
Cutting-Edge
Elite
Progressive

THE ARTISAN
Deliberate
Thoughtful
Flexible

THE PROVOCATEUR
Clever
Adept
Contemporary

THE QUICK-START
Prolific
Thorough
Diligent

THE CATALYST
Out-of-the-Box
Social
Energizing

THE DRAMA
Theatrical
Emotive
Sensitive

**THE PEOPLE'S
CHAMPION**
Dynamic
Inclusive
Engaging

THE TALENT
Expressive
Stylish
Emotionally-
Intelligent

THE BELOVED
Nurturing
Loyal
Sincere

THE INTRIGUE
Discerning
Perceptive
Considerate

THE ORCHESTRATOR
Attentive
Dedicated
Efficient

THE CHANGE AGENT
Inventive
Untraditional
Self-Propelled

THE RINGLEADER
Motivating
Spirited
Compelling

THE AGGRESSOR
Dominant
Overbearing
Dogmatic

THE MAESTRO
Ambitious
Focused
Confident

THE GUARDIAN
Prominent
Genuine
Sure-Footed

THE MASTERMIND
Methodical
Intense
Self-Reliant

THE DEFENDER
Proactive
Cautionary
Strong-Willed

THE AVANT-GARDE
Original
Enterprising
Forward-Thinking

THE CONNOISSEUR
Insightful
Distinguished
In-the-Know

THE VICTOR
Respected
Competitive
Results-Oriented

THE IMPERIAL
Arrogant
Cold
Superior

THE BLUE CHIP
Classic
Established
Best-In-Class

THE ARCHITECT
Skillful
Restrained
Polished

THE SCHOLAR
Intellectual
Disciplined
Systematic

THE EVOLUTIONARY
Curious
Adaptable
Open-Minded

THE AUTHENTIC
Approachable
Dependable
Trustworthy

THE GRAVITAS
Dignified
Stable
Hardworking

THE DIPLOMAT
Levelheaded
Subtle
Capable

THE OLD GUARD
Predictable
Safe
Unmovable

THE ANCHOR
Protective
Purposeful
Analytical

THE GOOD CITIZEN
Principled
Prepared
Conscientious

THE SECRET WEAPON
Nimble
Unassuming
Independent

THE SUBTLE TOUCH
Tactful
Self-Sufficient
Mindful

**THE VEILED
STRENGTH**
Realistic
Intentional
To-the-Point

THE ROYAL GUARD
Elegant
Astute
Discreet

THE WISE OWL
Observant
Assured
Unruffled

THE DEADBOLT
Unemotional
Introverted
Concentrated

THE ARCHER
On-Target
Reasoned
Pragmatic

THE COMPOSER
Strategic
Fine-Tuned
Judicious

THE COORDINATOR
Constructive
Organized
Practical

THE ACE
Decisive
Tireless
Forthright

THE EDITOR-IN-CHIEF
Productive
Skilled
Detailed

THE MEDIATOR
Steadfast
Composed
Structured

THE DETECTIVE
Clear-Cut
Accurate
Meticulous

THE CONTROL FREAK
Compulsive
Driven
Exacting

PRIMARY ADVANTAGE