

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



It's time to **WORK BETTER**

Colleague Profile

My Profile

WB15

"Innovative inventor with an unquenchable thirst for knowledge"

Genius

Creative thinking and seeing possibilities. Analytical reasoning and objective decision-making. Adaptability and openness to new experiences. Reflectiveness and deep introspection.

Brand

Curious and adaptable individual who combines collaboration and autonomy, seeking logical solutions and encouraging intellectual exploration.

Traits

- ☐ Adaptable and Resilient
- ☐ Imaginative and Enterprising
- ☐ Analytical and Diagnostic
- ☐ Introspective and Observant

Ideation - Analytical - Strategic - Learner - Input/Collector - Restorative - Adaptability

Career

At work, the WB15 is motivated to solve complex problems in an original, innovative way. Architects want to analyze systems and ideas thoroughly to create deep understanding and enjoy designing creative solutions to highly abstract problems. WB15s rarely have much interest in organizational traditions, preferring to forge their own path to innovation. They hate being limited by bureaucracy and rules and are often more in tune with the theoretical soundness of their ideas than they are with the practical applications. They typically prefer to focus on creating the idea, and to leave the tedious details of implementation to someone else. WB15s work best independently or with a small team of colleagues that they perceive as smart, competent, and logical. They quickly tire of colleagues who are aggressive or overbearing and can be dismissive of people who aren't as clever as themselves.



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

Ideation

Colleague Themes

WB15

*"Innovative inventor with
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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

Analytical

Colleague Themes

WB15

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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

Strategic

Colleague Themes

WB15

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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

Learner

Colleague Themes

WB15

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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."



My Profile

Input/ Collector

Colleague Themes

WB15

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You are inquisitive. You collect things. You might collect information - words, facts, books, and quotations - or you might collect tangible objects such as butterflies, baseball cards, porcelain dolls, or sepia photographs. Whatever you collect, you collect it because it interests you. And yours is the kind of mind that finds so many things interesting. The world is exciting precisely because of its infinite variety and complexity. If you read a great deal, it is not necessarily to refine your theories but, rather, to add more information to your archives. If you like to travel, it is because each new location offers novel artifacts and facts. These can be acquired and then stored away. Why are they worth storing? At the time of storing, it is often hard to say exactly when or why you might need them, but who knows when they might become useful? With all those possible uses in mind, you really don't feel comfortable throwing anything away. So you keep acquiring and compiling and filing stuff away. It's interesting. It keeps your mind fresh. And perhaps one day some of it will prove valuable.



My Profile

Restorative

Colleague Themes

WB15

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You love to solve problems. Whereas some are dismayed when they encounter yet another breakdown, you can be energized by it. You enjoy the challenge of analyzing the symptoms, identifying what is wrong, and finding the solution. You may prefer practical problems or conceptual ones or personal ones. You may seek out specific kinds of problems that you have met many times before and that you are confident you can fix. Or you may feel the greatest push when faced with complex and unfamiliar problems. Your exact preferences are determined by your other themes and experiences. But what is certain is that you enjoy bringing things back to life. It is a wonderful feeling to identify the undermining factor(s), eradicate them, and restore something to its true glory. Intuitively, you know that without your intervention, this thing - this machine, this technique, this person, this company - might have ceased to function. You fixed it, resuscitated it, rekindled its vitality. Phrasing it the way you might, you saved it.



My Profile

Adaptability

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You live in the moment. You don't see the future as a fixed destination. Instead, you see it as a place that you create out of the choices that you make right now. And so you discover your future one choice at a time. This doesn't mean that you don't have plans. You probably do. But this theme of Adaptability does enable you to respond willingly to the demands of the moment even if they pull you away from your plans. Unlike some, you don't resent sudden requests or unforeseen detours. You expect them. They are inevitable. Indeed, on some level, you actually look forward to them. You are, at heart, a very flexible person who can stay productive when the demands of work are pulling you in many different directions at once.

