

Colleague Profile

My Profile

WB14

"Bold, imaginative, and strong-willed leader, always finding a way or making one"

Genius

Creative thinking and seeing possibilities. Analytical reasoning and objective decision-making. Organizational skills and ability to plan ahead. Enthusiasm and ability to energize others.

Brand

Ambitious and decisive individual who combines collaboration and autonomy, focusing on accomplishing objectives while considering the perspectives and needs of others.

Traits

- Meticulous and Regimented
- Imaginative and Enterprising
- Analytical and Diagnostic
- Gregarious and Outgoing

Command - Strategic - Achiever - Self-Assurance - Discipline - Responsibility - Analytical

Career

WB14s are drawn to leadership positions that allow them to develop strategies to achieve greater efficiency and productivity. They prefer to be in management or supervisory roles and want the ability to initiate and lead organizational change. WB14s enjoy the challenge of solving difficult problems and enjoy understanding complex systems so that they can determine where improvement is possible. WB14s naturally see opportunities to improve systems and want to lead teams to carry out their vision. They appreciate an environment where innovation is encouraged, and where traditions are not held sacred. WB14s want structure in their work. They prefer that their work and that of their colleagues be evaluated based on a set of clear guidelines. They appreciate an environment that is businesslike and fair, where performance is evaluated objectively and rewarded generously. WB14s are typically motivated and hardworking and want to be recognized for their efforts with financial compensation, business decision authority, and reputational prestige.



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.

EXECUTING

COLLEAGUE COMMUNICATION



COLLEAGUE COACHING



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Command

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Command leads you to take charge. Unlike some people, you feel no discomfort with imposing your views on others. On the contrary, once your opinion is formed, you need to share it with others. Once your goal is set, you feel restless until you have aligned others with you. You are not frightened by confrontation; rather, you know that confrontation is the first step toward resolution. Whereas others may avoid facing up to life's unpleasantness, you feel compelled to present the facts or the truth, no matter how unpleasant it may be. You need things to be clear between people and challenge them to be clear-eyed and honest. You push them to take risks. You may even intimidate them. And while some may resent this, labeling you opinionated, they often willingly hand you the reins. People are drawn toward those who take a stance and ask them to move in a certain direction. Therefore, people will be drawn to you. You have presence. You have Command.



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Strategic

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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.



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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.



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Self-Assurance

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Self-Assurance is similar to self-confidence. In the deepest part of you, you have faith in your strengths. You know that you are able - able to take risks, able to meet new challenges, able to stake claims, and, most important, able to deliver. But Self-Assurance is more than just self-confidence. Blessed with the theme of Self-Assurance, you have confidence not only in your abilities but in your judgment. When you look at the world, you know that your perspective is unique and distinct. And because no one sees exactly what you see, you know that no one can make your decisions for you. No one can tell you what to think. They can guide. They can suggest. But you alone have the authority to form conclusions, make decisions, and act. This authority, this final accountability for the living of your life, does not intimidate you. On the contrary, it feels natural to you. No matter what the situation, you seem to know what the right decision is. This theme lends you an aura of certainty. Unlike many, you are not easily swayed by someone else's arguments, no matter how persuasive they may be. This Self-Assurance may be quiet or loud, depending on your other themes, but it is solid. It is strong. Like the keel of a ship, it withstands many different pressures and keeps you on your course.



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Discipline

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Your world needs to be predictable. It needs to be ordered and planned. So you instinctively impose structure on your world. You set up routines. You focus on timelines and deadlines. You break long-term projects into a series of specific short-term plans, and you work through each plan diligently. You are not necessarily neat and clean, but you do need precision. Faced with the inherent messiness of life, you want to feel in control. The routines, the timelines, the structure, all of these help create this feeling of control. Lacking this theme of Discipline, others may sometimes resent your need for order, but there need not be conflict. You must understand that not everyone feels your urge for predictability; they have other ways of getting things done. Likewise, you can help them understand and even appreciate your need for structure. Your dislike of surprises, your impatience with errors, your routines, and your detail orientation don't need to be misinterpreted as controlling behaviors that box people in. Rather, these behaviors can be understood as your instinctive method for maintaining your progress and your productivity in the face of life's many distractions.



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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.



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Analytical

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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.

