



B2C private Profile

Noémie PETIT

AEC DISC B2C private Profile

Table of contents

Introduction.....	3
Presentation of the Colours.....	4
Synthesis of your graphs.....	5
Talents for the company.....	6
Optimal environment.....	7
Your Values associated with the Colors.....	8
Your general characteristics.....	10
Your Opposite.....	12
Your specific characteristics.....	14
Perceptions.....	15
The Do's to better interact with you.....	16
The Don'ts to better interact with you.....	17
Keys to motivating.....	18
Keys to managing.....	19
Your areas for improvement.....	21
Indicators.....	22
Your Colours.....	24
Comparison Natural - Adapted Styles.....	25
Your Styles on the AeC Wheel.....	26
Your Position on the Wheel.....	27
The Values which moderate the Colours.....	28
Your general characteristics.....	29
Your specific characteristics.....	31
Your Values.....	32

B2C private Profile

Introduction

*The wise man is the one who has:
The strength and courage to change what he can change
The serenity to accept what he can't change
The wisdom to make the difference between the two.*

Marcus-Aurelius

This profile offers you to :

- ☆ Change what you can change in order to improve yourself by reducing your weaknesses.
- ★ Accept what you can't change by respecting your limits.
- ⊕ Acquire the wisdom to make the difference between the two by understanding yourself better, your strengths and weaknesses and your limits in relationship to others and your surroundings.

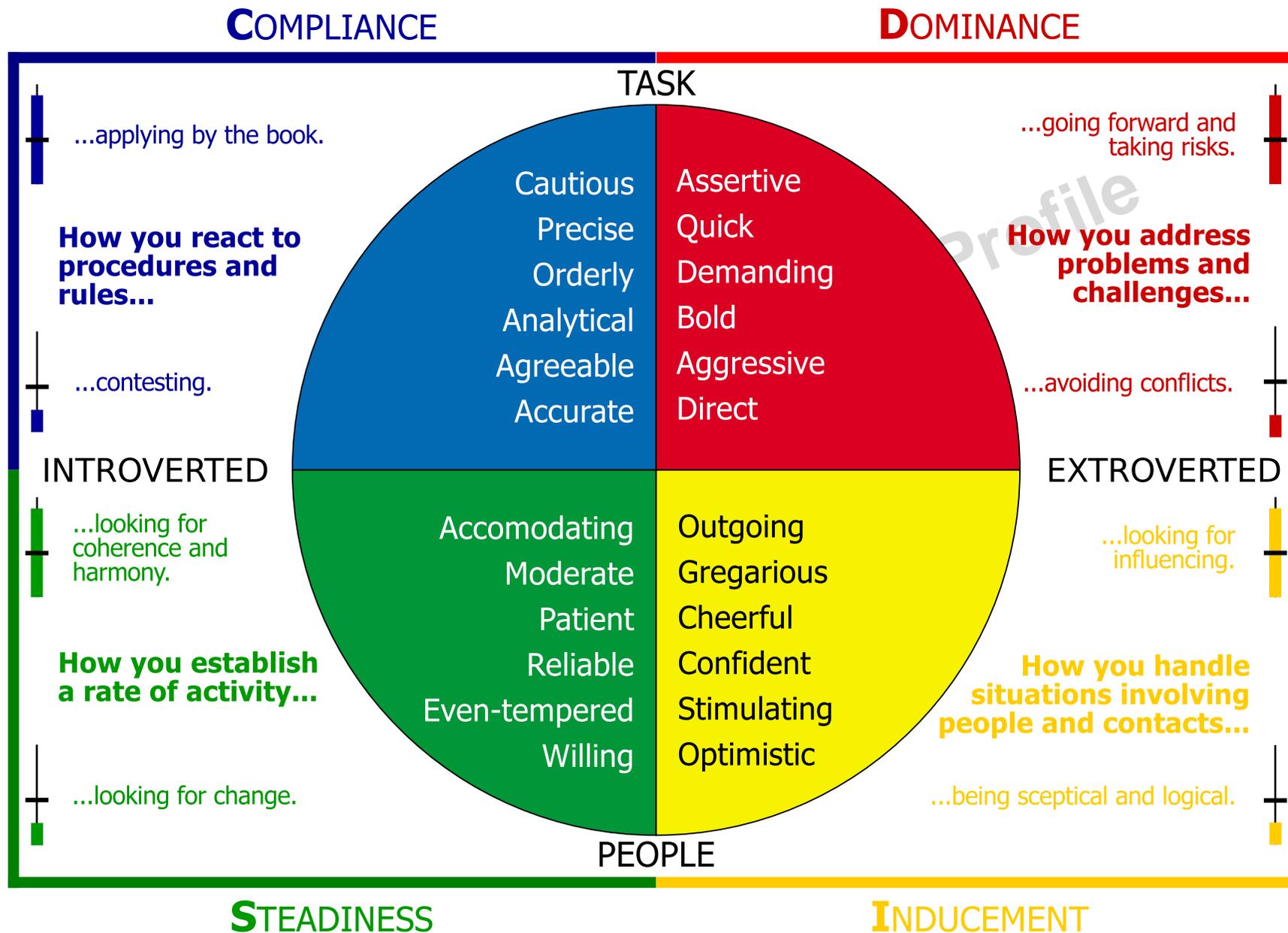
Innovative, but widely accepted, it summarizes Carl JUNG's work about the psychological types and the DISC theory associated with the research on behaviours and colors by William MARSTON: The Color Method®.

This profile is your personal Profile among thousands. It takes into account different parts of yourself which can sometimes be in opposition.

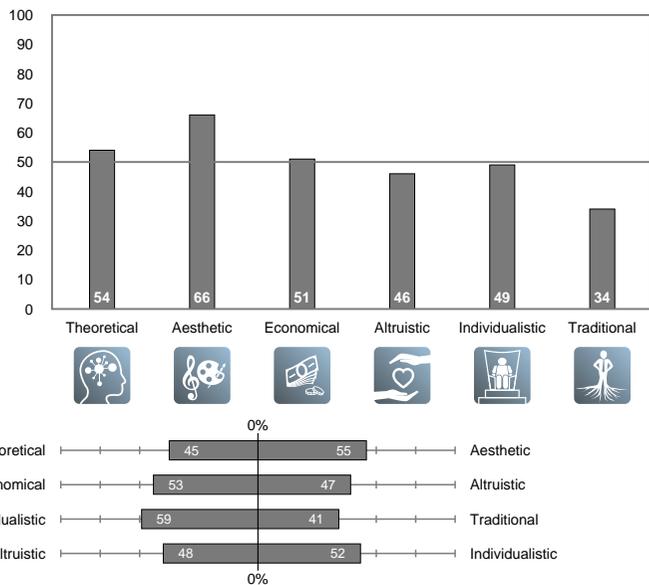
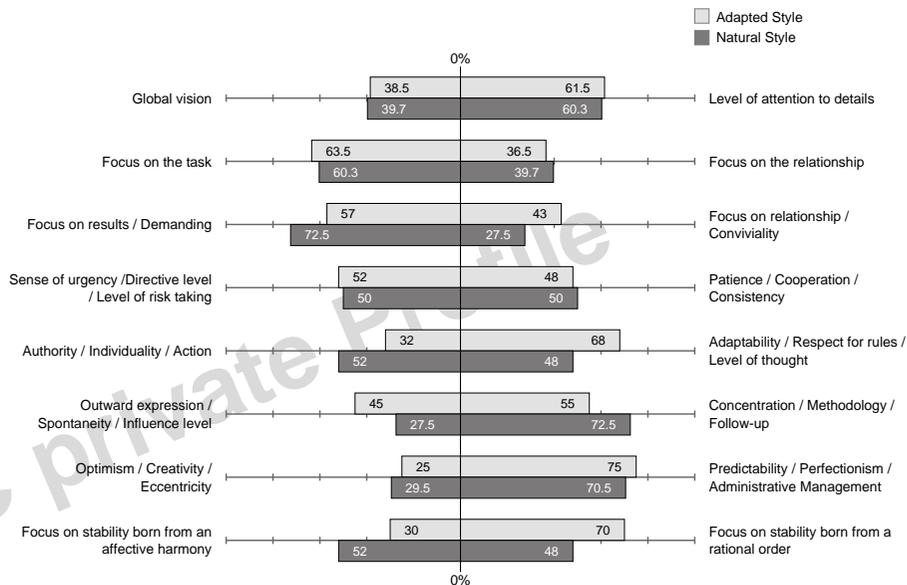
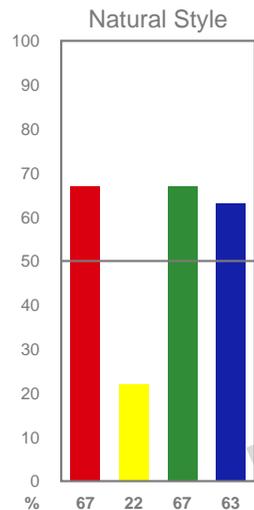
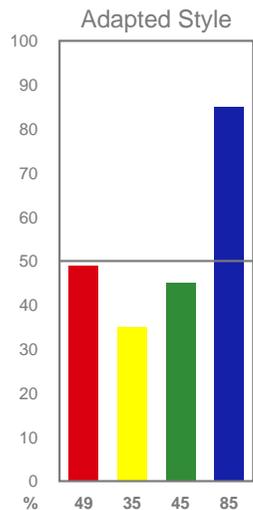
If you are concerned by the cryptic meaning of some sentences or words, do not hesitate to rewrite them using your own words, which may make more sense for you.

Do not take into account elements which may seem inappropriate to you.

Please check with people close to you so that they may see a part of yourself that you may not be aware of.



Presentation of the Colours



☆ Your Adapted Style
○ Your Natural Style



Synthesis of your graphs

Talents for the company

This section defines the skills you bring to a company, in descending order.

Check if you feel they are well used or ask yourself how they could be better used.

- ☆ Presents the facts without getting emotionally involved
- ☆ Is focused, logical and factual
- ☆ Is able to work alone
- ☆ Is innovative
- ☆ Shows initiative
- ☆ Likes to overcome difficult challenges
- ☆ Makes decisions while thinking about results
- ☆ Likes competition
- ☆ Is a good listener
- ☆ Is steady, patient and understanding
- ☆ Is methodical, consistent and persevering
- ☆ Is conciliatory and able to minimize conflicts
- ☆ Has the ability to step back and see things objectively
- ☆ Knows how to be well organized
- ☆ Is able to diplomatically comply when necessary

B2C private Profile

Talents for the company

Optimal environment

This is a brief overview of the optimal environment that corresponds to some of your talents and needs, in a descending order.

It describes some of these for which your environment must allow the expression and the fulfilment in order to favour your success for the best.

Clarify, among the following items, those which are more concerned with your talents and those which are more concerned with your needs.

Check how your present environment allows their expression and fulfilment.

- ☆ Data to analyze
- ☆ Few working relationships
- ☆ Necessity of ability to work alone
- ☆ Limited choice of words in expressing oneself
- ☆ Motivating missions with challenges
- ☆ Demanding and challenging work environment
- ☆ Important part of evaluation based on results
- ☆ Far reaching authority
- ☆ Faithful and warm team working surroundings
- ☆ Stable and predictable environment
- ☆ Necessity of patience and persistence
- ☆ Few many sudden or unplanned changes
- ☆ Quality and detail-oriented work
- ☆ Clean work space
- ☆ Respect of established standards

Your Values associated with the colors

In addition to the section about “Values which moderate the colours” included at the end of this Profile, **this section connects and summarizes the deep and specific Motivations** that compels us to act, or Values, as well as **the specific observable behaviours** that show how we behave, or Colours.

It describes the consistencies and contradictions that appear between the two entities, either strengthening each other, or having a moderating effect.

It provides a broader and more global perception of your Profile.

This association must then be further refined through the scores of your Colours and your Values.

A combative and directive component (Red above 50) of your behaviour :

- ☆ Makes your intellectual rigour efficient
- ☆ Can mask and seemingly harden your gentle sensitivity
- ☆ Optimizes you need for a return on your investment
- ☆ Is paradoxically put into perspective through your moderate need for self-assertion
- ☆ Is made more subtle though your tolerance of others' value systems

A solitary, incisive and logical component (Yellow below 50) of your behaviour :

- ☆ Emphasizes your need for understanding and intellectual knowledge
- ☆ Expresses, paradoxically in an austere appearance, your sensitive nature
- ☆ Emphasizes your search for a carefully calculated profitability
- ☆ Is moderated, in its austere aspect, by your minimization of self-promotion
- ☆ Is linked with your understanding of different points of view

A conciliating and harmonious component (Green above 50) of your behaviour :

- ☆ Manifests your objective search for facts in the pursuit of consensus
- ☆ Goes with your search for beauty
- ☆ Makes viable and emphasizes, in constancy and duration, your search for usefulness
- ☆ Makes stronger your moderate need for self-assertion

Your Values associated with the colors

In addition to the section about “Values which moderate the colours” included at the end of this Profile, **this section connects and summarizes the deep and specific Motivations** that compels us to act, or Values, as well as **the specific observable behaviours** that show how we behave, or Colours.

It describes the consistencies and contradictions that appear between the two entities, either strengthening each other, or having a moderating effect.

It provides a broader and more global perception of your Profile.

This association must then be further refined through the scores of your Colours and your Values.

☆ Is linked to your search for a consensus consistent with it

A normalizing, respectful of rules and procedures, component (Blue above 50) of your behaviour :

- ☆ Emphasizes your need for structured knowledge
- ☆ Can overshadow your fine perception which contrasts with its strict rationality
- ☆ Ensures, by taking calculated risks, your search for profitability
- ☆ Emphasizes your need for self-withdrawal in accordance with these rules
- ☆ Demonstrates, paradoxically in the respect for a factual order, your openness to value systems other than yours

General characteristics of your Natural Style

The first general characteristics refer to your position, among the 68 positions of the AeC Wheel situated at the end of your Profile.

They will be refined in the following pages according to your answers to the questionnaire which give rise to your personal Profile among thousands of different profiles.

You are rather the "DIRECTIVE" type though your position on the AeC Wheel situated at the end of your Profile is "ORGANIZING". Your primary colour is Red. Your secondary colour is Green. Your third colour is Blue. This is your main asset but probably also your difficulty to deal with this complexity. Look in the following pages the description of your Opposite according to which you are also and paradoxically, more or less... These three colours have to be nuanced according to their intensity in connection with the intensity of the fourth colour Yellow.

Your main characteristics are your independence, your energy, your demanding nature, your direct, concrete and operational qualities, your determination in the face of adversity and your ability to make quick and improvised decisions, while knowing how to rely on accurate information. Indeed you also have an analytical and thoughtful component. Difficulty motivates you. At the same time and paradoxically, you know how to respect others by demonstrating listening and attention skills as well as subtle methodology.

You know what you want and how to get it. Your stubborn insistence on going forward and achieving your goals matches your impatience. However, people who know you can also say that you are capable of patience and humanity.

You love action and victory. You love to work under pressure. You look for things that are out of the ordinary and adventurous, and you love taking high risks, minimized by your search of harmony and your ability for reflection, and addressing the challenges that are your reason for existence. You don't give in easily and you know how to get back on your feet as quickly and as often as you may fall. We call people like you "fighters" who also know how to take people into account in their quest for results.

You like to manage with a fairly forthright and determined behaviour while being somewhat open-minded. You have a certain authority and wait for others to recognize and accept this, because this authority is not incompatible with your cooperation skills and your desire for consensus. You are a person of challenges, without which you run the risk of getting bored with routine, slowness and monotony if they lack harmony or are not structured. If there aren't any problems to challenge you, you often have the tendency to create them yourself, for the sake of resolving and overcoming them.

The words "method," "prudence" and "consensus" are rarely part of your vocabulary, but you know how to use them to get what you want. You aren't afraid of confrontation, conflicts or anger. You love these

General characteristics of your Natural Style

The first general characteristics refer to your position, among the 68 positions of the AeC Wheel situated at the end of your Profile.

They will be refined in the following pages according to your answers to the questionnaire which give rise to your personal Profile among thousands of different profiles.

just like you love shaking up situations and people by expressing yourself directly without mincing words, with a certain sense of provocation which you try to minimize by researching harmony and consistency.

You resolve problems in a logical and incisive way. You want to be free from any type of control, supervision or detail. You value action and decision-making over reflection, risk over caution, results over analysis of procedures. The word "conformity" is rarely part of your vocabulary, but you know how to use it when necessary. Diplomacy is not your strong point but you also can manifest it if necessary. You want it to work, and it matters less to you how this happens. However, you know how to pay attention to the members of your team who, according to you, play an important role in completing a project.

You judge your collaborators and colleagues, as you judge yourself, on results. But, you also try to minimize your controlling side by your listening and attention skills. "Efficiency" is one of your favourite words. You are as demanding of other people as you are of yourself, and you may seem critical when your criteria and your demands aren't met. Your emotional side helps you to minimize this demanding side of yourself and makes it more acceptable. You feel somewhat invulnerable and one of your fears may be recognizing your weaknesses.

You run the risk of managing by referring to yourself and the situation and not sufficiently and necessarily taking others into account, which may make you seem individualistic, autocratic, and unemotional.

Your highest risk of conflict is with your Opposite, the "COOPERATIVE" type, whom you might consider to be permissive, even weak, since his/her soft introverted emotional side contrasts with your extroverted and demanding rationality, even if you show some attention and listening skills.

Your Opposite

Your Opposite is described in the masculine, as a generic term, but represents either a woman or a man.

The following general characteristics refer to your opposite typology, among the 68 positions on the AeC Wheel. They allow you to better understand your Opposite's qualities, but they need to be refined according to each person.

They are also addressed to you and your "Shadow," as Carl Gustav Jung called it. This is analogous to a photographic negative. It represents the aspects of yourself that may be not very developed, unknown or hidden, and that it is suggested you become acquainted with and perhaps accept.

Your Opposite, according to which you are also and paradoxically more or less, is rather the "COOPERATIVE" type though his position on the Wheel is "FACILITATING". His primary colour is Green. His secondary colour is Red. His third colour is Yellow. This is also his asset but perhaps his difficulty to deal with this complexity.

His main characteristics are his sensitivity and his empathy, his pleasant and reserved steadiness, his patience, his moderated and subtle attitude as well as his ability to "go the extra mile" to help someone that he considers a friend. At the same time and paradoxically, he knows what he wants and can be demanding based on his decision and managerial skills as well as his efficiency that he tries to make acceptable thanks to his convivial and relationship-oriented skills.

He knows how to be a good listener and work in a team. He is sensitive to others, sometimes to the point of self-sacrifice. He listens with patience and subtlety and moves forward with methodology, prudence and tenacity. He works in a smooth manner, without taking great risks, except if necessary, which makes him somewhat dependable.

"Consistency" is one of his favourite words, along with "trust," "loyalty" and "faithfulness." His need for harmony pushes him to look for consensus or compromise. He doesn't get annoyed easily. His deep emotions are internalized and he does not easily share his feelings with just anyone. When asked, "How is it going?" he replies "Fine," whether he has had a good day, or a bad one. He prefers to avoid lively people and situations, of which he is wary because he prefers silence on the outside and the inside. However, he also has a mischievous side which is hidden and sometimes shows its face.

Your Opposite makes sure to take the safe route, the one without surprises or risks. One of his weaknesses has to do with decision-making: he doesn't like conflicts that it could generate, as well as abrupt and rapid changes, anything spontaneous, anything that threatens stability and which can have a paralyzing impact on him. He prefers a certain form of routine which makes him feel secure. He doesn't like pressure. Sometimes, he has difficulty defining priorities because he gives the same importance to everything. He may have difficulties asserting himself because he unmistakably prefers being consensual instead of directive. However, he can also be firm in a more rational and direct way and may challenge the status quo if he feels it necessary.

For your Opposite, the end does not justify the means since, in his eyes, people are more important than numbers, ratios, and flowcharts. People often ask him for advice since he knows how to listen and

Your Opposite

Your Opposite is described in the masculine, as a generic term, but represents either a woman or a man.

The following general characteristics refer to your opposite typology, among the 68 positions on the AeC Wheel. They allow you to better understand your Opposite's qualities, but they need to be refined according to each person.

They are also addressed to you and your "Shadow," as Carl Gustav Jung called it. This is analogous to a photographic negative. It represents the aspects of yourself that may be not very developed, unknown or hidden, and that it is suggested you become acquainted with and perhaps accept.

suggest realistic solutions.

His tolerance and his search for harmony may lead him to be uncomfortable with an element of reality that is rational, hard and cold. He has a tendency to neglect this element since it is logical and calculated. He can however compromise with what seems to be pragmatic or efficiency-oriented like the necessity of objectives and results, but maybe he doesn't give enough consideration to what seems rational or organized like the necessity of rules and structures in order to complete any collaborative project.

He runs the risk of focusing on egalitarianism between people and not sufficiently and necessarily taking himself into account, which may make him appear to be permissive.

His highest risk for conflict is with you, the "MANAGING" type, whom he might consider to be autocratic due to your hard, extroverted rationalism which contrasts with his soft, introverted emotional side.

B2C Private Profile

Specific characteristics of your Natural Style

The following characteristics help you to qualify and refine your type. They refer to your answers to the questionnaire and your Profile will be generated among thousand of others.

They mention, among other things, the perceptions that others may have about you. Even if these don't always correspond to what you are, it is nevertheless important for you to be aware of them.

Noémie has an introverted, affectionate nature that is subtle, methodical and dependable, with an unhurried, discrete and progressive maturity. She is comfortable in an environment in which there are a few projects simultaneously going. Her skill of controlling her emotions in relationships with others shows her to be diplomatic while also self-effacing. She is little outgoing and dislikes being the centre of attention. She prefers to work alone while enjoying the presence of a team. Others may also perceive her as being rather introspective.

Noémie has an introverted constituent. She searches very earnestly for coherence, stability and harmony, and she finds these in emotional feelings rather than in a rational explanation. This makes her seem rather peaceful. She also has an inclination for order, planning and organization. Others may perceive her as a person who is relatively organized. One of Noémie's assets, and perhaps also difficulties, is knowing how to reconcile and manage these two opposing facets of her personality.

Noémie has a fairly controlling, direct and somewhat provocative nature. She is not afraid of conflict. At the same time and paradoxically, she is also an excellent listener and can show herself to be fairly attentive and willing to achieve consensus. Others may perceive her as someone who is rather directive but fairly humanistic. One of Noémie's assets, and perhaps also difficulties, is knowing how to reconcile and manage these two opposing facets of her personality.

Noémie may be categorized as pretty rational. She has a certain tendency towards quick action supported by concrete results, as well as for taking the risks that go along with this. Others may perceive her as a fairly pragmatic, driven and impatient person. She also has a relatively reflective nature and may step back and analyze information before making prudent decisions. She may also be perceived as a relatively measured and analytical person. One of Noémie's assets, and perhaps also difficulties, is knowing how to reconcile and manage these two opposing facets of her personality.

Noémie definitely leans towards a logical and factual approach that doesn't leave much room for originality or emotionalism and may make her appear to be rather inflexible. She also has a nature that respects rules and procedures, which may make her seem relatively conventional.

Noémie determinedly seeks challenges that energize her when executing the impressive goals that she sets for herself. Sometimes, she feels invincible. Others may perceive her as rather harsh with herself as well as with others. She is not relationship oriented and friendly, somewhat wary and controlled and can also appear somewhat austere.

Perceptions

It is important to understand that others can perceive us differently and more harshly than we perceive ourselves, especially when we are under stress. The more they are different from us and get nearer to our Opposite, the more it is possible.

Even if the perceptions that others may have about you don't always correspond to what you are, it is nevertheless important for you to be aware of them.

This page informs you of the potential differences between these two perceptions.

Under normal circumstances, you perceive yourself as rather :

- ▲ Serious
- ▲ Realistic
- ▲ Objective
- ▲ Strong
- ▲ Structured
- ▲ Concrete

In a more or less stressful situation, others may also perceive you as rather :

- ▼ Cold
- ▼ Insensitive
- ▼ Critical
- ▼ Inhumane
- ▼ Distant
- ▼ Demanding

B2C private Profile

The Do's to better interact with you

This section describes what should be done to better interact with you, in a descending order.

We recommend that you show this to people around you and especially to those with whom you have difficulties communicating.

The person you interact with should :

- Be focused and serious
- Not do too much
- Be concrete and decisive
- Talk in terms of actions and results
- Challenge you
- Bring you solutions, not problems
- Be careful not to talk about subjects that may create conflicts
- Express his/her personal feelings with ease, sincerity and composure
- Create a friendly, non-threatening environment
- Give you the time you need to trust him/her
- Give you personal reassurances
- Be clear, precise and logical
- Not become too familiar
- Not get swayed by emotion

The Don'ts to better interact with you

This section describes what shouldn't be done to better interact with you, in a descending order.

We recommend that you show this to people around you and especially to those with whom you have difficulties communicating.

The person you interact with should avoid :

- Interfering in your private matters
- Showing affection that you consider misplaced
- Leaving too much to chance and not enough to personal responsibility
- Being hesitant
- Deciding for you
- Lacking confidence
- Playing on feelings too much
- Being incoherent
- Showing himself/herself to be insensitive
- Being too quick and abrupt
- Offering assurances or guarantees that he/she can't honour
- Forcing you to make a decision
- Saying things without proving them
- Being casual
- Talking too much about his/her state of mind

Keys to motivating

People succeed better when they can express their abilities in an environment which gives them the potential to do so.

Please check, in a descending order, if this is the case, as this will help you to better understand how to succeed, but also confront the difficulties with which you may have to deal.

Noémie wishes :

- ♥ Respect for her tranquillity
- ♥ Opportunities to internalize
- ♥ Objectivity
- ♥ To be able to have candid conversations
- ♥ To face challenges that stimulate her will to win
- ♥ The possibility of exercising her natural authority and acting as appropriate
- ♥ To be recognized for her results
- ♥ Few controls that impede her action
- ♥ Constant appreciation and a feeling of security within the team
- ♥ A predictable and defined environment
- ♥ Time to adapt to changes
- ♥ Activities that she can finish
- ♥ A job which requires accuracy
- ♥ Clear instructions
- ♥ A road map and few organizational changes
- ♥ Logical arguments

Keys to managing

This section introduces some elements, in a descending order, to help you give the best of yourself thanks to an adapted way of managing.

Talk about this with your manager so that he/she may be able to adapt his/her way of managing you.

Noémie needs :

- An objective boss
- To be more cordial and less pessimistic
- Time to think before taking action
- To be able to clarify and understand the underlying reasons
- Honest information from other people
- To know the foreseeable results in order to achieve them
- Difficult tasks that motivate her because they don't allow for any excuses
- To adapt her energy level to the intensity of the situation
- To measure her impact on others
- To be introduced when she joins a new team
- Situations that don't put her in the spotlight
- An atmosphere of cooperation
- Sincere relationships
- Recognition of her loyalty
- Colleagues with whom she likes to work
- A realistic task
- Few changes in the organization

Keys to managing

This section introduces some elements, in a descending order, to help you give the best of yourself thanks to an adapted way of managing.

Talk about this with your manager so that he/she may be able to adapt his/her way of managing you.

- A predictable and structured environment

B2C private Profile

Keys to managing

Your areas for improvement

You will find below some suggestions, in a descending order, on how to improve yourself concerning your Natural Style.

Don't take into consideration the order of proposal of these suggestions. Here again, this profile is your Profile. It takes into account different parts of yourself which can sometimes be in opposition. These are more or less still present according to the personal development you have already done concerning yourself.

Choose one, two, or three of these recommendations and create an action plan to help you to follow them.

Noémie may tend :

- To be lacking in conviviality. she should laugh more often.
- To be so controlling that she becomes cold and critical
- To be suspicious
- To set high standards for others and for herself
- To rely on crisis situations
- To have a hard time delegating, since no one is as efficient as she is
- To focus on results while forgetting the importance of people, processes or details
- To maintain the status quo and wait for instructions before acting
- To take her time before accepting changes
- To be happy with things as they are
- To have trouble setting priorities
- To resist any pressure forcing her to pick up her pace
- To want detailed explanations before making any changes to make sure that she understands
- To worry more than is necessary
- To let others decide

B2C private Profile

Your areas for improvement

Indicators

This page is designed to summarize and simplify this job profile into 16 indicators, compared 2 by 2, which don't measure the intensity of the colours, as it is the case with the graphs, but the ratio existing between them.

These indicators are represented as percentages of ratios from 0 to 100 on two graduated scales corresponding to the Natural and Adapted Styles. These are :

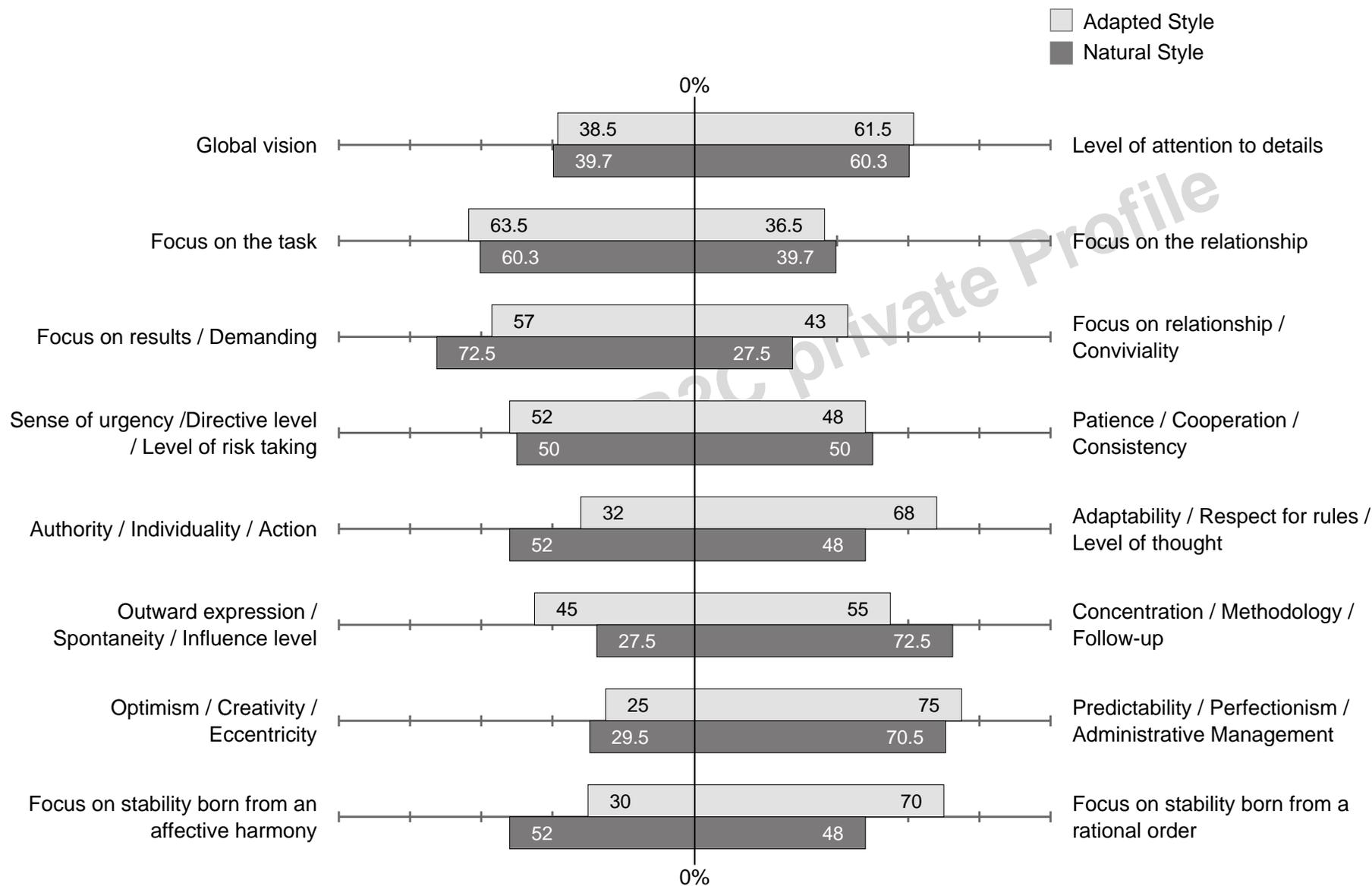
- Global vision
- Level of attention to details
- Focus on the task
- Focus on the relationship
- Focus on results/Demanding
- Focus on relationship/Conviviality
- Sense of urgency/Directive level/Level of risk taking
- Patience/Cooperation/Consistency
- Authority/Individuality/Action
- Adaptability/Respect for rules/Level of thought
- Outward expression/Spontaneity/Influence level
- Concentration/Methodology/Follow-up
- Optimism/Creativity/Eccentricity
- Predictability/Perfectionism/Administrative Management
- Focus on stability born from an affective harmony
- Focus on stability born from a rational order

So you can quickly view your strengths and your weaknesses in compensation.

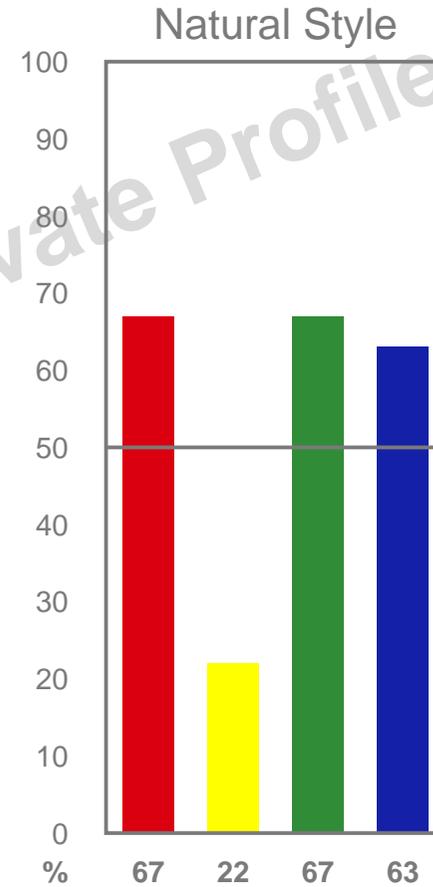
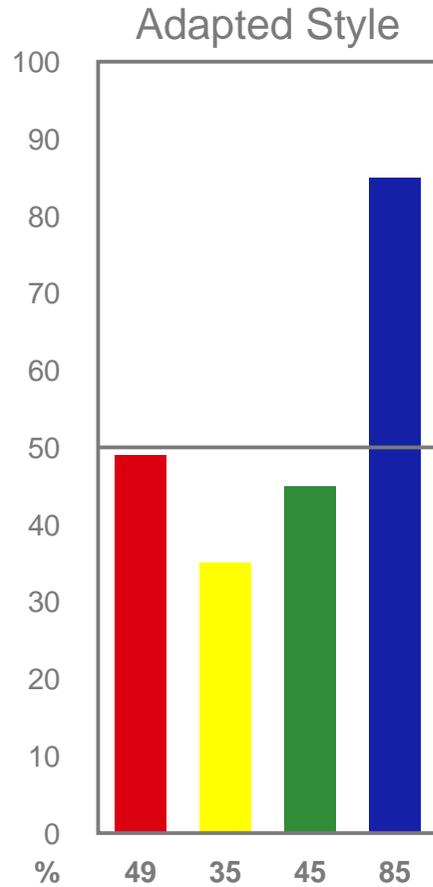
Here again, there are no good or bad indicators, just a visual and quantifiable representation of the dynamics existing between each one of the two poles concerning your natural and adapted styles.

B2C private Profile

Indicators



Indicators



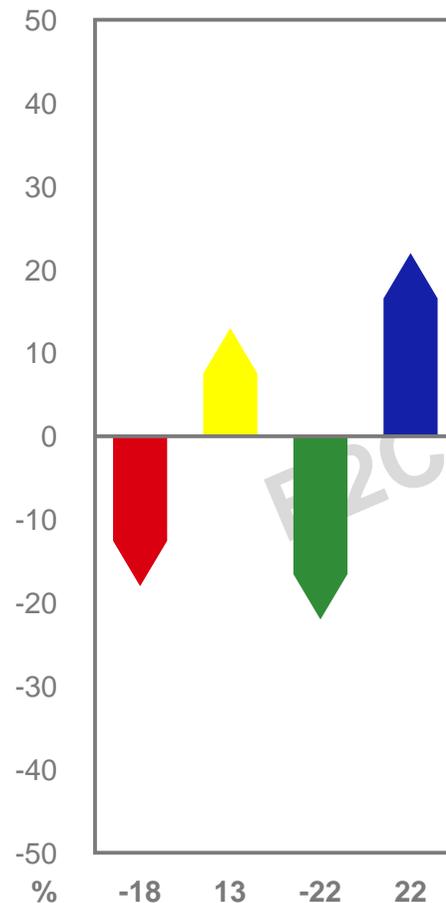
B2C private Profile

Your Colours

Comparison between your Natural Style and your Adapted Style

This section gives you the opportunity to discover, analyze and understand the differences that may exist between your Natural Style, which describes who you are, and your Adapted Style, which is how you may appear. **It helps you to become aware of the tension that may arise in a gap between your two styles, and to understand if your ability to adapt is :**

- **rather a conscious strategy to win because the environment is asking you to do so,**
- **rather a survival strategy which you are more subjected to and less aware of because the environment doesn't give you the choice, which may reveal a more or less intense discomfort.**



General meaning of the Colors that increase (unlike those that decrease)

Red : more demanding with oneself and others, result oriented, aggressive and interventionist

Yellow : more expansive, friendly, relational and spontaneous

Green : more cooperative, orderly, focused, consistent, stable, coherent, nuanced and patient

Blue : more focused on the rules and procedures, perfectionist, precise, providing and thoughtful

General meaning of the Colors that decrease (unlike those that increase)

Red : more accommodating, attentive and peaceful

Yellow : more incisive, factual, logical, solitary, reserved and controlled

Green : more effervescent, fast and multi-tasking

Blue : more fearless, innovative and independent

Your Styles on the AeC Wheel

Each person is unique. The AeC Method is based on William Moulton Marston's research and work, "Emotions of Normal People" published in 1928, of Carl Gustav Jung's "Psychological Types" published in 1921 and of Eduard Spranger's « Types of men » published in 1928.

William Moulton Marston bases his theories on four main characteristics: Dominance, Inducement, Steadiness and Compliance linked with the four colours Red, Yellow, Green and Blue.

Carl Gustav Jung defines two attitudes (introversion and extraversion) and four functions (thinking, feeling, sensation and intuition), identifying eight distinctive types.

The AeC Wheel is a visual presentation of 68 main combinations of these four colours based on their differences in intensity and grouped according to the eight different types, concerning your natural style and your adapted style. **It only takes into consideration the intensities above 50% and cannot be dissociated from the graphs.**

Your **Styles** on the AeC Wheel :

Adapted Style : **Normalizing** position 7

Natural Style : **Organizing** position 57

- ☆ Your Adapted Style
- Your Natural Style



Your Position on the Wheel

The Values which moderate the Colours

The Values are not observable. They inform us of our deep Motivations. They trigger the "Why" in how we act in a certain way rather than another way expressed by behaviour. This one is about "How" we really act in a certain way. They qualify the colours linked with behaviour and give you a wider and global view of your Profile.

The **Theoretical** Motivation concerns the search, understanding and systematization of objective truth with intellectual knowledge.

The **Aesthetic** Motivation gives priority to subjective feeling at the expense of objective rationality. It concerns the capacity to feel the outer and/or inner beauty, literally specified as being the contrary of anaesthesia.

The **Economical** Motivation concerns the search for usefulness, profitability and return on investment.

The **Altruistic** Motivation concerns the selfless action in order to help others.

The **Individualistic** Motivation concerns the search for power and for control of one's own life.

The **Traditional** Motivation concerns all persons having a strong system of beliefs, values and universal principles above them. It situates the individual in a framework tested by time and which is beyond him.

They correspond to universal Values found in philosophy: Truth, Beauty, Usefulness, Love, Power and Unity. These deep Motivations can be opposed and analysed two by two: Theoretical – Aesthetic, Economical– Altruistic, Individualistic – Traditional. You will find on the following page these six Values developed by **Eduard Spranger** with, in which concerns yourself, their degree of intensity for each one taken apart as well as the representation, in the form of indicators, of these three pairs of values.

In the same way there are not good and bad Colours, there are not good and bad Motivations. Money is needed to help people and to keep the meaning of the economic reality. Aestheticism needs a rational counterbalance which gives it a structure and Individualism is necessary to be able to enter the service of principles and organizations that are beyond itself. Each Motivation has its strengths and its weaknesses.

A medium Theoretical Motivation :

- ☆ Loves to gain knowledge in her areas of interest
- ☆ Enjoys reading and documenting
- ☆ Has a need to learn and tends to ask questions to satisfy her need to understand
- ☆ Respects the proven rational theories
- ☆ Is curious in the areas in which she is interested

A high Aesthetic Motivation :

- ☆ Has a deep need to express herself in harmony
- ☆ Has an excellent ability to see inner and outer beauty in all its forms
- ☆ Has a fundamental need for aesthetics in her life
- ☆ Has strong feelings, sensitivity and intuition

A medium Economical Motivation :

- ☆ Appreciates value and return on investment
- ☆ Knows how to use her resources
- ☆ Has a sense of economic reality

A medium Altruistic Motivation :

B2C private Profile

- ☆ Is sensitive to others
- ☆ Has a sense of humanism
- ☆ Likes to feel useful
- ☆ Enjoys contributing to the well-being of her family

A medium Individualistic Motivation :

- ☆ Appreciates recognition
- ☆ Needs independence and autonomy
- ☆ Can provide leadership when needed
- ☆ Has a need for social status
- ☆ Likes to have power
- ☆ Likes to feel unique and different

A low Traditional Motivation :

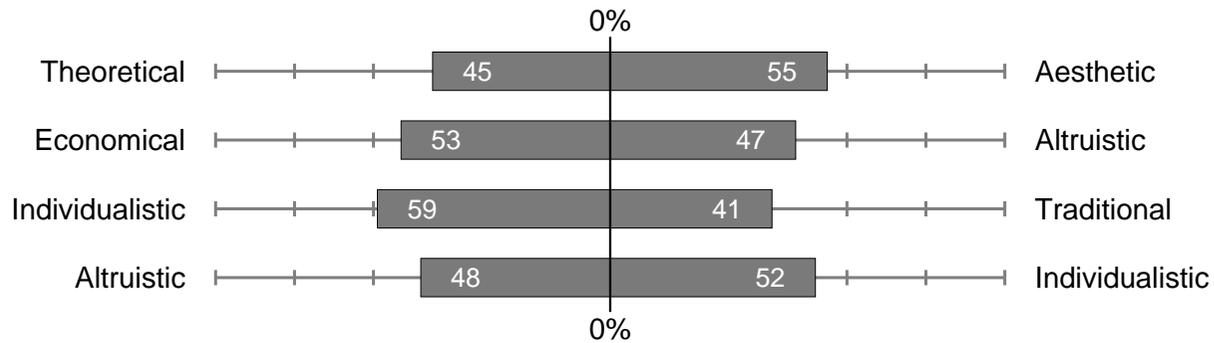
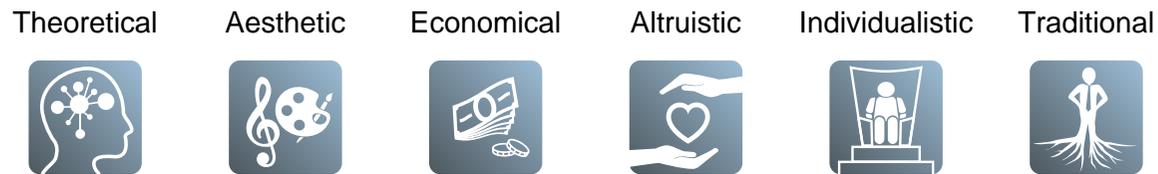
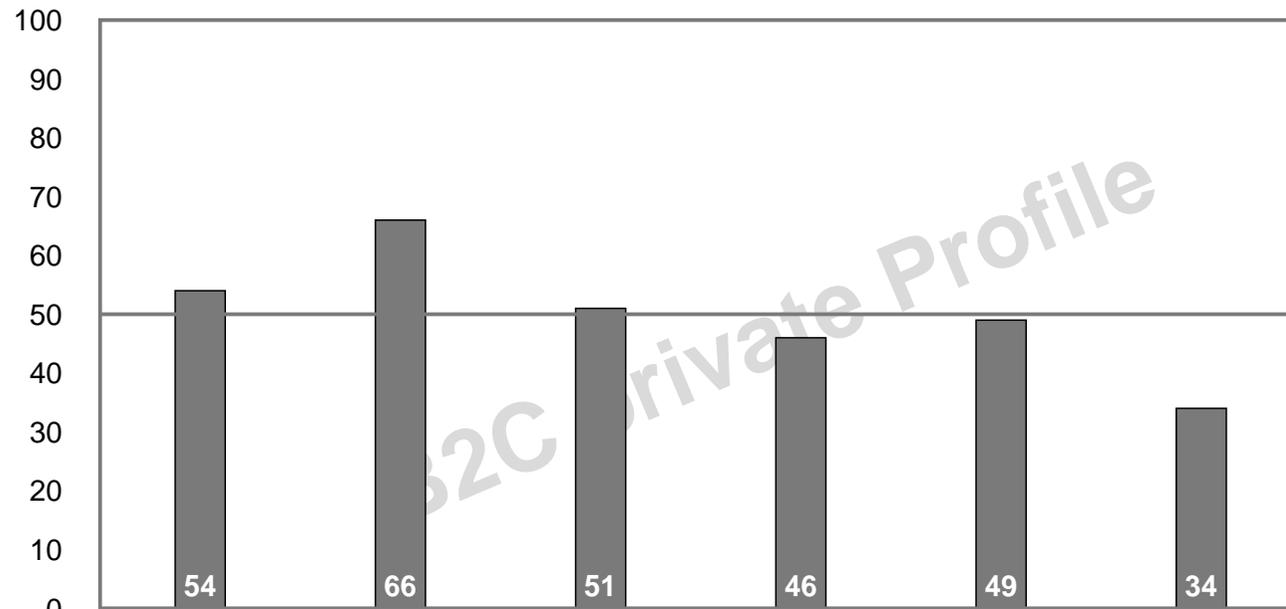
- ☆ Gives little weight to traditional reference systems
- ☆ Her value system does not influence her life and may change often
- ☆ Is tolerant and open to the values of others
- ☆ Is more flexible and open to beliefs different than her own

B2C private Profile

- ☆ Seeks knowledge that can contribute to the achievement of inner harmony
- ☆ Appreciates receiving recognition for her intellectual knowledge
- ☆ Can have both a strong subjective feeling while keeping a practical common sense
- ☆ Can manage her resources in a creative and intuitive way
- ☆ Generates results originally and imaginatively
- ☆ Appreciates helping around her to realize and develop her potential
- ☆ Appreciates creating harmony in her interactions with others
- ☆ Has a need for creative self-expression
- ☆ Lives in harmony with a wide acceptance of value systems of others

B2C private Profile

Your specific characteristics



Your Values