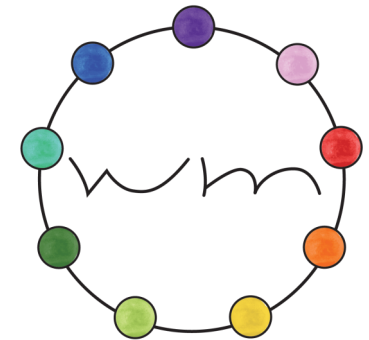


The DNA of a Type 1



- I am called: The Perfectionist/Reformer
- Core fear: Being “bad” or wrong.
- Core desire: To be ethical, moral & right.
- At my best: I am reliable, considerate & fair.
- At my worst: I can be critical, controlling & judgmental.
- Under stress I can become resentful.
- I have a relentless inner critic that will rarely accepts “good enough”. Everything can be improved upon.
- To communicate best with me, please be clear and honest.

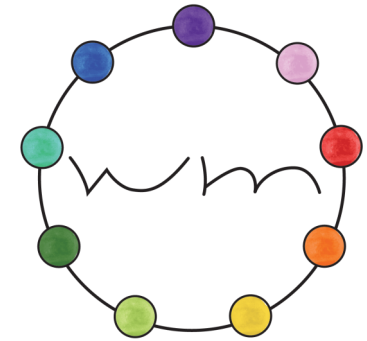


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The DNA of a Type 2

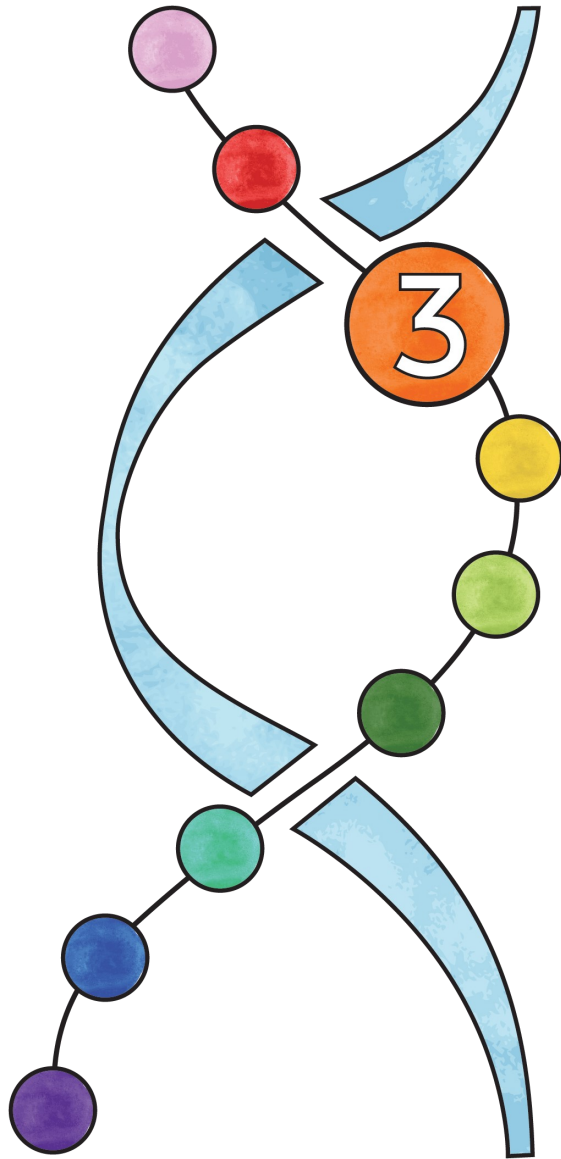


- I am called: The Helper/Giver
- Core fear: Being unwanted or unneeded.
- Core desire: To feel loved & appreciated.
- At my best: I am helpful, caring & generous.
- At my worst: I can be manipulative, needy & prideful.
- Under stress I can become emotional.
- I need to be needed & have a hard time saying “no” which can leave me depleted.
- To communicate best with me, please be warm and approachable.

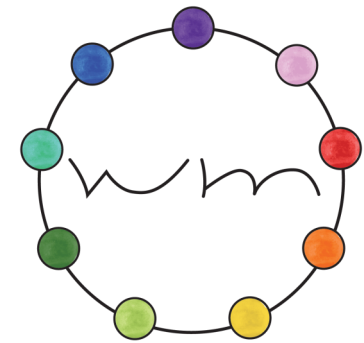


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The DNA of a Type 3

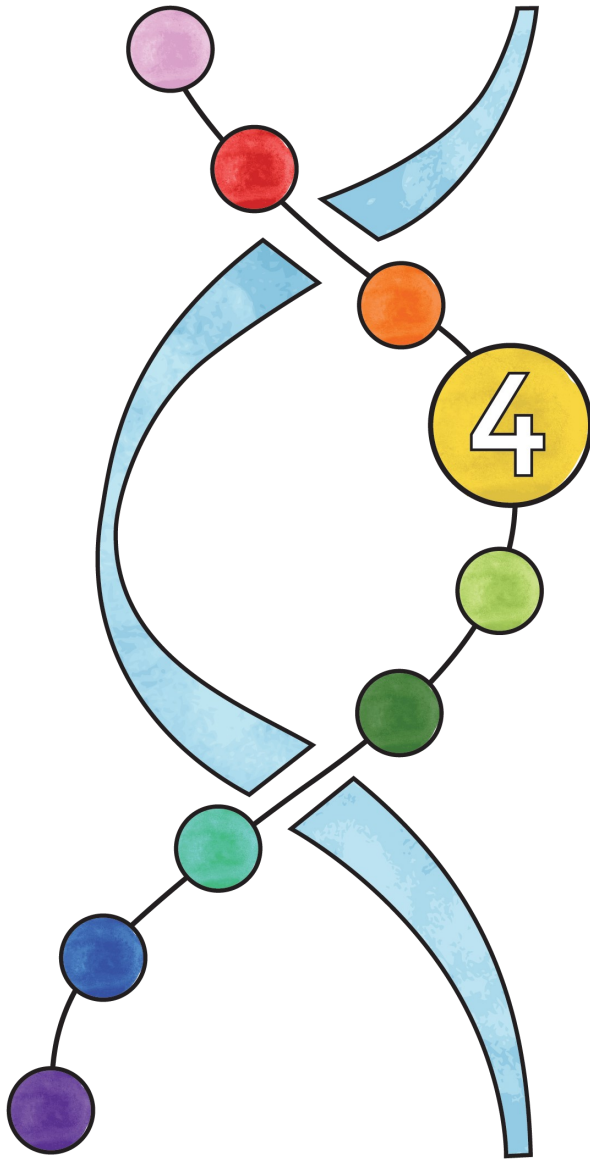


- I am called: The Achiever/Performer
- Core fear: Being a failure or worthless.
- Core desire: To be successful & admired.
- At my best: I am confident, efficient & motivating.
- At my worst: I can be cut-throat, vain & superficial.
- Under stress I can become impatient.
- My image is important to me & I can find myself chasing success, but I have substance underneath.
- To communicate best with me, please be direct and to the point.



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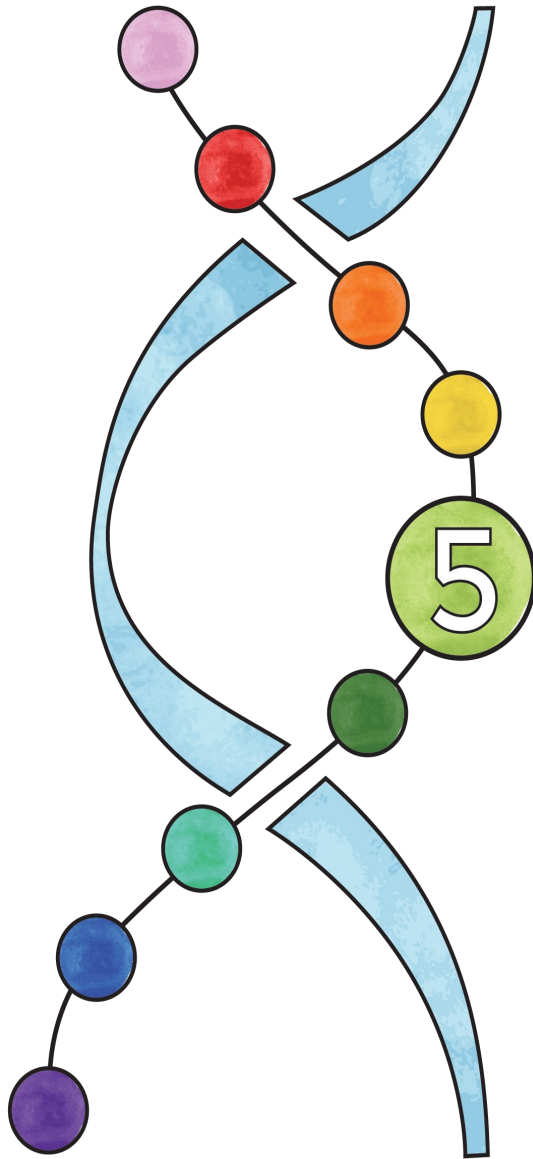
The DNA of a Type 4



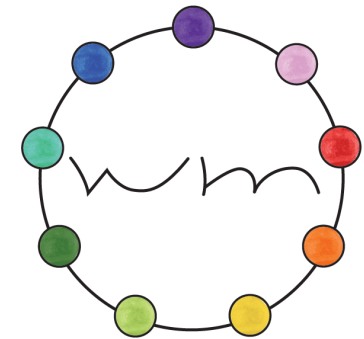
- I am called: The individualist/Romantic
- Core fear: Being insignificant or ordinary.
- Core desire: To be unique or special.
- At my best: I am creative, passionate and sensitive.
- At my worst: I can be self-absorbed, dramatic & withdrawn.
- Under stress I can become moody.
- I wear my feelings on my sleeve. Please don't dismiss me as over-reacting.
- To communicate best with me, please let me fully express my feelings.



The DNA of a Type 5

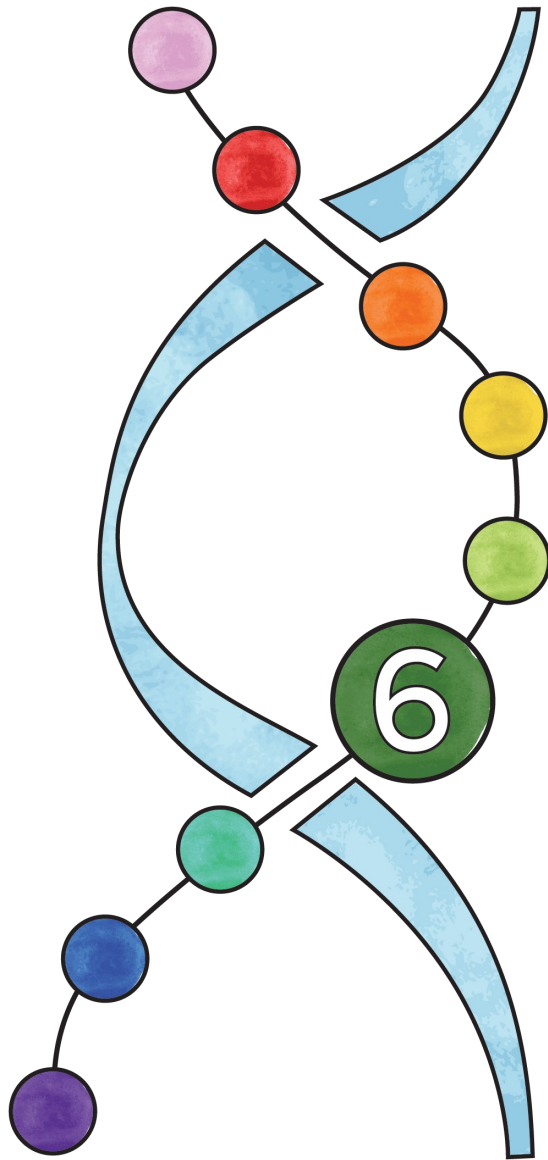


- I am called: The Investigator/Thinker
- Core fear: Being incompetent or invaded.
- Core desire: To be knowledgeable or capable.
- At my best: I am calm, innovative & objective.
- At my worst: I can be detached, arrogant & stingy.
- Under stress I can become aloof.
- I have a limited amount of emotional energy before I need to be alone to recharge.
- To communicate best with me, please give me the facts and allow me some time to process them.



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The DNA of a Type 6



- I am called: The Loyalist/Skeptic
- Core fear: Being without support or guidance.
- Core desire: To have security and safety.
- At my best: I am hardworking, trustworthy & collaborative.
- At my worst: I can be insecure, paranoid & defensive.
- Under stress I can become anxious.
- I have a relentless inner committee that is always going through worst case scenarios.
- To communicate best with me, please be reassuring.



The DNA of a Type 7



- I am called: The Optimist/Enthusiast
- Core fear: Being deprived or bored.
- Core desire: To be satisfied & content.
- At my best: I am fun-loving, quick-thinking & optimistic.
- At my worst: I can be manic, insatiable & self-serving.
- Under stress I can become impulsive.
- I will often reframe negative circumstances to see the positive in everything.
- To communicate best with me, please allow me to dream out loud.



The DNA of a Type 8



- I am called: The Protector/Challenger
- Core fear: Being weak or powerless.
- Core desire: To protect themselves.
- At my best: I am protective, authoritative & action-oriented.
- At my worst: I can be intimidating, aggressive & insensitive.
- Under stress I can become a bulldozer.
- I have a tough exterior, but underneath I am a teddy bear.
- To communicate best with me, please don't walk away if I seem confrontational. I am passionate and intense.



The DNA of a Type 9



- I am called: The Peacemaker/Mediator
- Core fear: Being separated or in conflict.
- Core desire: To have peace & stability.
- At my best: I am attentive, empathetic & accepting.
- At my worst: I can be indecisive, resistant or checked-out.
- Under stress I can become stubborn.
- I avoid conflict at all costs and will prioritize others needs over my own.
- To communicate best with me, please be non-confrontational.

