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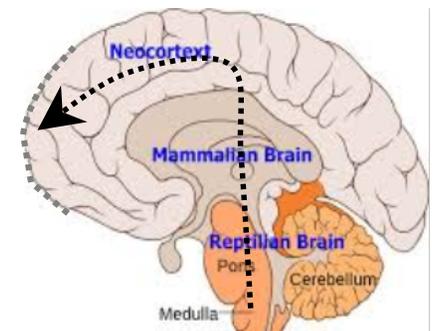
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Definition of Genetic Human Personality

Genetic human personality is: “our emotional and rational reactions to our sensory input”—nothing more and nothing less. Our personality is genetically structured at birth (nature) and modified throughout life by memories (nurture) of our experiences. Each time we decide/react to a situation we store it as an experiential memory that we can draw upon for future decisions/reactions. And when we react contrary to our nature we modify (nurture) our genetic personality because we now have experiential memories that are not totally dictated by our genetics. We sense the world outside our bodies through our senses (sight, sound, taste, touch and smell), which trigger our emotions, memories, decisions and reactions. Devoid of our senses we would not understand that outer world and would not react appropriately to survive.

Evolution of Genetic Human Personality

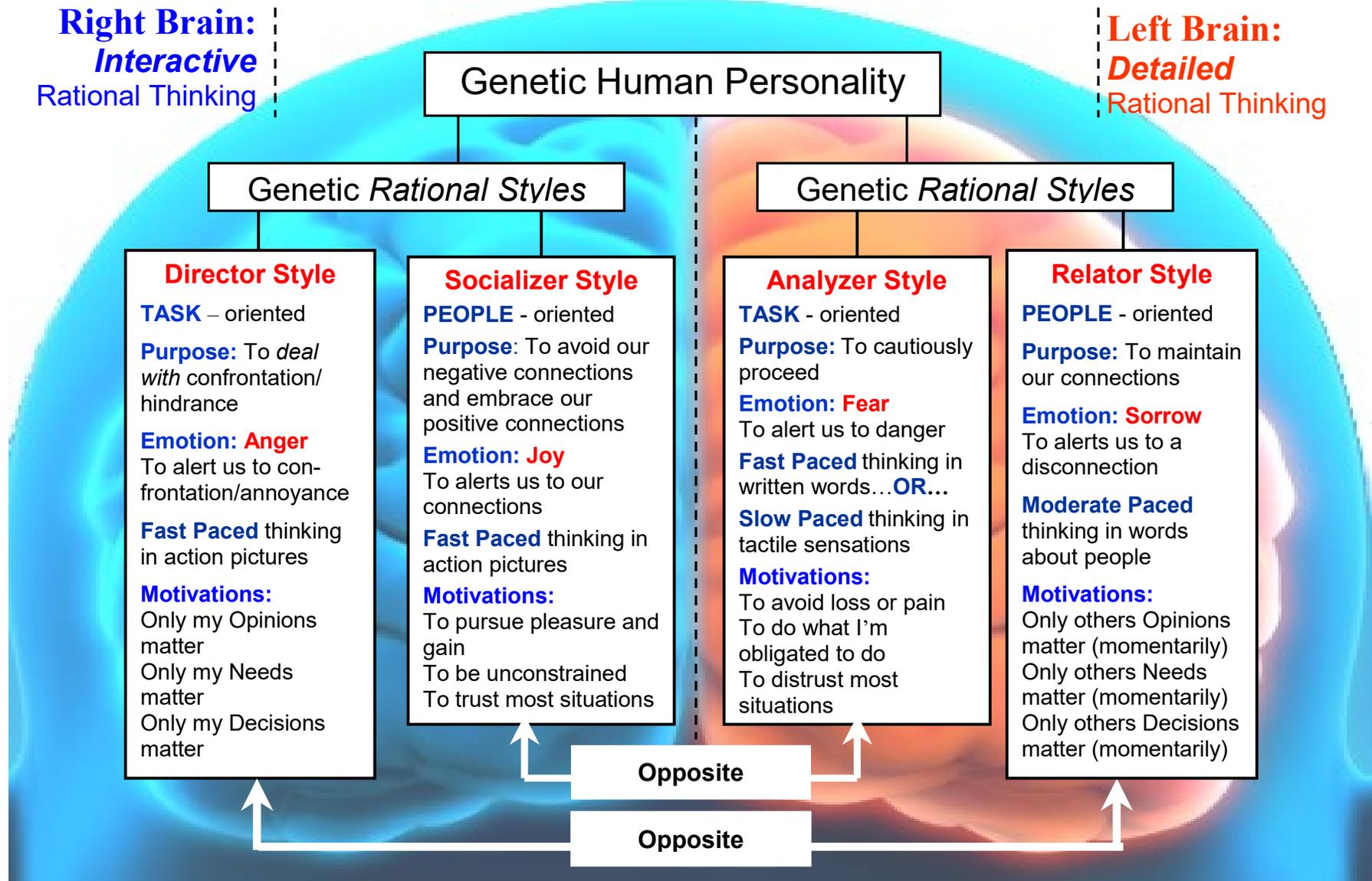
Our Normal Human Personality (our reactions) is dictated by our brain, which *structurally* evolved from the base of the skull up and forward to what it is today. Our brain first evolved from the mature reptilian brain about 250 million years ago. The mammalian brain (for the *physical* survival of the relatively frail mammals) grew above the reptilian about 200 million years ago. The primate brain (for the *social* survival of mammals) grew above and forward of the mammalian brain about 50 million years ago. Today’s human brain (the neocortex and fully developed, multi-layered pre-frontal cortex) evolved in front of the primate brain over the past two million years.



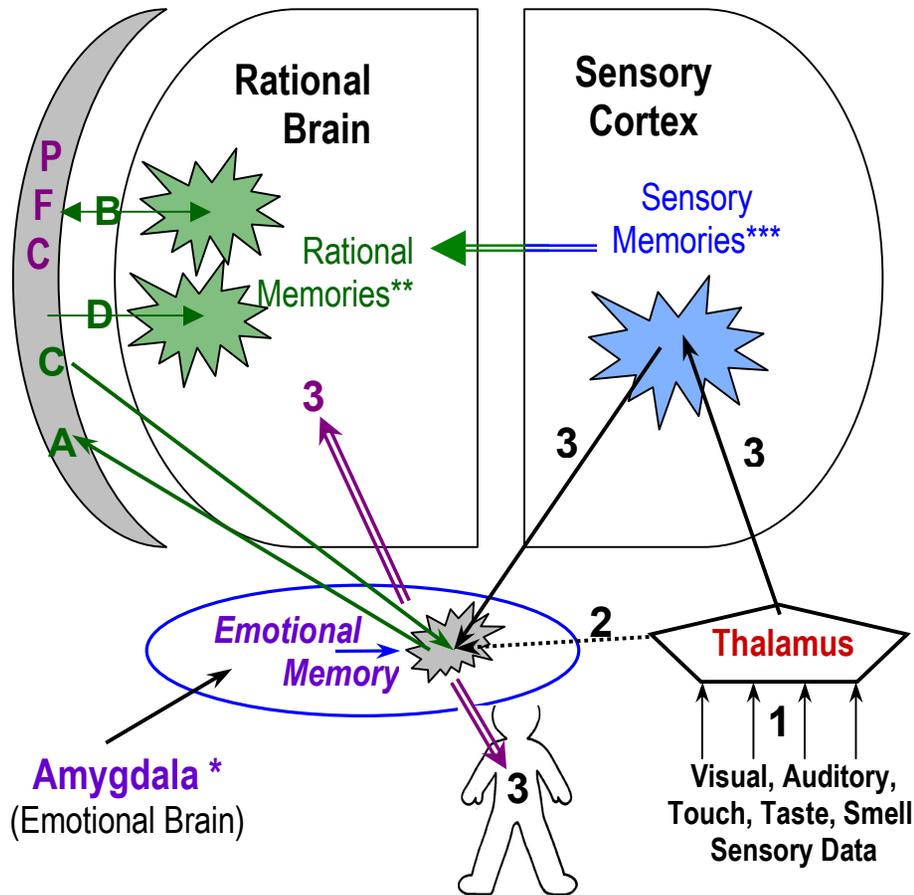
Synopsis of Genetic Human Personality

1. We have four basic Emotions: anger, fear, joy and sorrow—each with its own *physical survival* purpose.
2. We have four rational Styles: director, analyzer, socializer and relator—each with its own *physical survival* purpose.
3. We have four emotional-rational reaction pairs: anger-director, fear-analyzer, joy-socializer and sorrow-relator.
4. An emotion is triggered by an emotional memory, which is triggered by sensory data (sight, sound, smell, taste, and touch).

5. A triggered emotion alerts its rational style to react to the situation based on past rational memories about that situation.
6. Each emotion/style is strong, moderate or weak based on daily usage; we have one *strongest* emotion that we used when stressed.
7. Each rational style has its own unique purpose and set of attributes that define their special way of thinking.
8. A style can only be people-oriented or task-oriented, never both.
9. A style's attributes create opposite pairs; director and relator styles are opposite; analyzer and socializer are opposite.



How the Brain Processes Emotional-Rational Reactions



The Emotional Reaction

- 1 The **thalamus** receives sensory data from the senses.
- 2 *Scant* sensory data *preconditions* an **emotional memory** (in the **amygdala**) in 20 milliseconds.
- 3 Within 60 milliseconds, this sensory data excites **sensory memories** that then excite the pre-conditioned **emotional memory**, creating an emotional alert that sends pulses of **emotional chemicals** into your brain and body.

The Rational Reaction

- A The emotional alert wipes out the Pre-Frontal Cortex (PFC) and holds it captive until the emotional alert is quelled.*
- B The PFC uses stored rational memories (also triggered by those **sensory memories**) to sort out the *cause* of the emotional alert.
- C Once sorted out, the PFC quells the emotional memory.
- D Once the emotion is quelled, the experience is stored as a new rational memory for future use.

* Something to think about? This process might be the cause of memory loss due to *emotional* trauma (abuse, a terrifying experience, etc.). The emotional memory can be so powerful that *any* sensory input can trigger it and continuously wipe out the PFC, thus blocking access to the rational memories associate with that experience—i.e., a definition for emotional memory loss?

* The right amygdala contains the anger and joy memories and the left amygdala contains the fear and sorrow memories.

** The right frontal lobe contains the director and socializer memories and the left frontal lobe contains the analyzer and relator memories.

*** The *right* sensory cortex memories trigger the *right* frontal lobe memories and the *left* sensory cortex memories trigger the *left* frontal lobe rational memories.

When rationally thinking *without* an emotional trigger the **sensory memories** just trigger the **rational memories** related to that situation. And in the rare case when there is no sensory input we use our PFC to pick a topic and scan related memories to draw conclusions and store those conclusions as new memories.

Our “Free Will” to React

Given the way our sensory information triggers emotional and rational memories and the way the multi-layered PFC works, we can draw conclusions on “consciousness” and “free will”. As noted above, our *rational* brain consists of left and right frontal and temporal cortices, which store rational memories, plus a multi-layered pre-frontal cortex (PFC). The PFC uses rational memories to understand the reason for our emotional reactions and how to deal with them. Free will only exists in the PFC (our *conscious* mind), since it provides us with the will (decisiveness) to react. The rest of the *rational* brain constitutes the *unconscious* mind, since it never makes decisions—it just provides the knowledge that those decisions are based on. Likewise our emotional brain (our *subconscious* mind) never makes decisions—it just takes control of the PFC and demands that it deal with the emotional outburst, totally negating our free will to react.

Since only conscious (PFC) *choices* permit free will, should we assume that *all* conscious choices involve free will? No. Some people think that it is impossible to express free will since our choices are a product of what others have taught us, making it *their* will. Others think that it's impossible to express free will since our genetic styles and basic emotions can dictate our reactions. Conversely, many others think that humans naturally express free will simply because they can make choices, whether influenced or not. The emotional brain evolved so that we can physically survive and the *rational* brain evolved so that we can *socially* survive, requiring our choices to be socially *appropriate* to survive. Thus, the question is not whether we possess an uninfluenced free will; the question is whether we can *choose* to react *appropriately*. The choice is “appropriate” because it negates the subjective morality and legality of right or wrong and good or bad. This leaves us with the only free choice we really have—to be able to decide *contrary* to our genetic and learned personality. With this in mind, we can conclude that “free will” is: *our ability to react appropriately, contrary to our (genetic and learned) personality*.

What is Genetic Human Personality

Genetic human personality is composed of four *basic emotions* (anger, fear, joy and sorrow) and four *rational styles* (director, analyzer, socializer and relator). The four basic emotions are built into our brain's right and left amygdala and the four rational styles are built into our brain's right and left frontal lobes. Human personality only exists for our physical and social survival. The emotional (mammalian) brain evolved for our *physical* survival in a world where humans were not the physically dominant species. Fear alerts us to possible danger, anger alerts us to possible confrontation/annoyance, joy alerts us to possible connections, and sorrow alerts us to a possible disconnection from our connections. The rational brain evolved for our *social* survival when it became evident that humans with limited physical prowess needed to work together to survive. The director style evolved to deal with confrontation, the analyzer style evolved to cautiously proceed, the relator style evolved to reconnect with our connections, and the socializer style evolved to embrace or avoid our connections.

Sensory input triggers an emotion memory that triggers a rational style. Anger triggers the director style, fear triggers the analyzer style, joy triggers the socializer style, and sorrow triggers the relator style. We get angry when confronted and react with our director style to deal with that confrontation/annoyance (whether physical or mental). We become fearful when in danger and our analyzer style helps us choose the safest way to avoid that danger. We become joyful when we recognize our connections (anything important in our lives), engaging with our positive connections and avoiding our negative connections. We become sorrowful when disconnected from our connections and our relator styles helps us to reconnect. If you are wondering about the *other* emotions (surprise, regret, love, etc.), they are *rational emotions* triggered by rational memories and not necessarily by emotional memories.

Everyone has all four emotions and all four rational styles to draw upon for physical and social survival, but they are not all equally *strong*. The strength of a style/emotion is based on how much we use it throughout the day. We react much of the time with a **strong** style. We rarely react with a **weak** style/emotion. And we react as needed with a **moderate** style/emotion. We only have **one strongest** style/emotion that we react with when distressed. And every time we give in to that strongest style through rationalization we make it stronger by creating more experiential memories that support that style. Every time we react with a weaker style we create an experiential memory that strengthens it, giving us the ability to have a more appropriate reaction to that situation in the future. For example, if a strong director, we might react with our relator style to reconnect with others instead of escalating that disconnection through continued anger.

To achieve its purpose each style has its own set of attributes containing: motivations, sensory (pace), and attitudes. The four rational styles come in two cognitive pairs with opposite attributes. The director style and relator style are opposite and the analyzer and socializer styles are opposite. This is important because if you are strong in one style and weak in its cognitive pair you are double strong in one and doubly weak in the other. If so, the weaker style can't effectively modify (i.e., be used instead of) the stronger style to react more appropriately to socially survive.

The relator and socializer styles are **people-oriented** and the director and analyzer styles are **task-oriented**. When using a people-oriented style, people are more important than the task at hand. When using a task-oriented style, tasks are more important than the people involved.

Attributes of the Four Rational Styles

An attribute of a rational style is the way we react when using that style, we cannot react any other way. Each rational style has: a Purpose, a symbiotic Emotion, a sensory Pace, three Motivations and a number of Attitudes. Dr. Dean C. Bellavia defined the Purpose of a rational style (and the purpose of an emotion) in his book "Personality Finesse...how we nurture our nature", based on 35 years of research on genetic personality. The Meta Programs from "Neuro-Linguistic Programming" defined the Sensory Pace and Motivations of personality, which were redefined and categorized into each rational style by Dr. Bellavia. The work of William Moulton Marston defined the Attitudes of each style.

The DIRECTOR Style's Attributes:

Its task-oriented Purpose is: *to deal with confrontation/hindrance*

Its Symbiotic Emotion is **Anger** (whose purpose is: *to alert us to confrontation/hindrance*)

Its fast-paced Sensory Attribute is: Visual-action, I think in action pictures

Its Motivations are:

- Only my Opinions matter

- Only my Concerns matter

- Only my Decisions matter

Its Attitudes are: adventurous, aggressive, arrogant, assertive, competitive, compulsive, concise, controlling, critical, demanding, distant, dominance, faultfinding, independent, persistent, pioneering, temperamental, tenacious.

The RELATOR Style's Attributes:

Its people-oriented Purpose is: *to maintain our connections*

Its Symbiotic Emotion is **Sorrow** (whose purpose is: *to alert us to a disconnection*)

Its moderately paced Sensory Attribute is: Auditory, I think in the sounds of words about people

Its Motivations are:

- Only others Opinions matter (momentarily)

- Only others Concerns matter (momentarily)

- Only others Decisions matter (momentarily)

Its Attitudes are: agreeable, amiable, compassionate, considerate, empathetic, gentle, humble, kind, lenient, loyal, obliging, patient, protective, sensitive, submissive, sympathetic, tolerant, trusting, worrisome.

The ANALYZER Style's Attributes:

Its task-oriented Purpose is: *to cautiously proceed*

Its Symbiotic Emotion is **Fear** (whose purpose is: *to alert us to danger*)

It has two Sensory Attributes; you are *either*:

Fast-paced Visual-words: I think in visualized words (writing)

Slow-paced Kinesthetic: I think in tactile sensations

Its Motivations are:

- To avoid loss or pain

- To do what I'm obligated to do

- To distrust most situations

Its Attitudes are: cautious, conventional, diligent, disciplined, introspective, logical, methodical, meticulous, modest, negative, preparative, reserved, respectful, self-conscious, self-controlled, shy, tactful, tedious, thrifty, touchy.

The SOCIALIZER Style's Attributes:

Its people-oriented Purpose is: *to avoid our negative connections and embrace our positive connections*

Its Symbiotic Emotion is **Joy** (whose purpose is: *to alert us to our connections*)

Its fast-paced Sensory Attribute is: Visual-action, I think in action pictures

Its Motivations are:

- To pursue pleasure and gain

- To be unconstrained

- To trust most situations

Its Attitudes are: boisterous, capricious, carefree, careless, charming, creative, enthusiastic, exaggerative, exciting, expressive, fickle, generous, impulsive, inspiring, inquisitive, persuasive, playful, positive, talkative, and teasing

Genetic Personality *Patterns*

A personality *pattern* is the relative strengths of the four rational styles. Each basic emotion and its rational style can be strong (we use it much of the time) or weak (we rarely use it) or moderate (we use it as needed), with one style being strongest (we always use it when distressed).

There are **four STRONG patterns** containing one very strong style and three moderate-to-weak styles. They are the:

1. Strong Analyzer (task-oriented, fearfully cautious) pattern
2. Strong Director (task-oriented, angrily aggressive) pattern
3. Strong Relator (people-oriented, sorrowfully supportive) pattern
4. Strong Socializer (people-oriented, joyfully socially interactive) pattern

Opposite to the strong patterns are the **four WEAK patterns** containing one very weak style and three moderately-strong styles; they are:

1. Weak Analyzer pattern (not fearful, not cautious)
2. Weak Director pattern (not angry, not aggressive)
3. Weak Relator pattern (not sorrowful, not very supportive)
4. Weak Socializer pattern (not joyful, not socially interactive)

There are **12 MODERATE patterns** with two moderate-to-strong styles and two moderate-to-weak styles. They are listed here with the *strongest* style noted first:

1. Analyzer-Director or Director-Analyzer pattern (a totally task-oriented pattern)
2. Socializer-Relator or Relator-Socializer pattern (a totally people-oriented pattern)
3. Analyzer-Relator or Relator-Analyzer pattern (a people-oriented and task-oriented pattern)
4. Director-Socializer or Socializer-Director pattern (a people-oriented and task-oriented pattern)
5. Analyzer-Socializer or Socializer-Analyzer pattern (**opposite** people-oriented and task-oriented patterns)
6. Director-Relator or Relator-Director pattern (**opposite** people-oriented and task-oriented patterns)

It should be mentioned that **genetic** personality patterns differ from **fabricated** personality patterns (Mayer-Briggs, the Enneagram, etc.). Like DNA, *genetic* personality is very specific. DNA is composed of four complementary bases (adenine, thymine, cytosine and guanine). Genetic personality is composed of four complementary styles (analyzer, director, relator and socializer), each with its own symbiotic emotion (fear, anger, sorrow and joy respectively). Genetic personality patterns are precisely defined and interrelated and explain exactly why we react the way we do. Fabricated personality patterns pick and choose which aspects of genetic personality (specific style attributes, emotions, etc.) that best fits their fabrication's purpose, ignoring the rest. Some of the popular fabricated patterns have been useful, for example, who might be hired to work in certain careers. Unfortunately, by not including all of that individual's genetic personality attributes they are not as accurate at predicting work performance as they could be. For example, see the section "Does your genetic personality help or hinder you at work?" below. With this in mind, let's further explore other aspects of genetic personality patterns.

The Natural Conflict of Strong Personality Patterns

When you have a strong personality pattern (when you are strong in *one* style and moderate to weak in the other three) you will *naturally* conflict with others. And as you know, strong directors and relators are opposite—strong socializers and analyzers are opposite. We all experience conflict, annoyance, irritation, and the like with others because of our opinions, preferences, etc. But, there also exists a “natural irritation” caused by interacting with people whose strongest rational style is opposite to ours. When distressed, our reactions are dictated by our strongest style (with the most memories to deal with a situation). When we are with someone strongest in the style opposite to our strongest style we conflict (irritate each other). Usually, we can live with this natural irritation as long as it doesn’t last too long. The more time we spend together the more this natural Irritation builds and thus—it is best to limit our time with our opposites. This is not easy to do when married or coexisting together even if we really enjoy each other and enjoy participating in the same things. The key is to limit our time together *when distressed* until that distress subsides. The charts below contrast the attributes of opposite styles—the irritation is obvious.

Style Attributes	Director Style Attributes	— Conflict With —	Relator Style Attributes
Motivation #1:	Only MY OPINIONS matter		Only others OPINIONS matter (momentarily)
Motivation #2:	Only MY CONCERNS matter		Only others CONCERNS matter (momentarily)
Motivation #3:	Only MY DECISIONS matter		Only others DECISIONS matter (momentarily)
Task vs. People:	Only Tasks Matter		Only People Matter
Attitudes:	aggressive, arrogant, controlling, critical, demanding, distant, dominating, faultfinding, and temperamental		amiable, compassionate, considerate, empathetic, patient, sympathetic, and tolerant

Style Attributes	Analyzer Style Attributes	— Conflict With —	Socializer Style Attributes
Motivation #1:	To avoid loss or pain		To pursue pleasure and advantage
Motivation #2:	To do what I am suppose to do		To be unconstrained
Motivation #3:	To distrust most situations		To trust most situations
Task vs. People:	Only Tasks Matter		Only People Matter
Attitudes:	cautious, conventional, diligent, disciplined, introspective, logical, methodical, meticulous, modest, negative, preparative, reserved, respectful, self-conscious, self-controlled, shy, tactful, tedious, thrifty, and touchy		boisterous, capricious, carefree, careless, charming, creative, enthusiastic, exaggerative, exciting, expressive, fickle, generous, impulsive, inspiring, inquisitive, persuasive, playful, positive, talkative, and teasing

Over time, people can live with this natural irritation in a non-stressful relationship, but not in a stressful one. This is one reason why people get divorced/estranged. Strong socializers and strong analyzers sharing a stressful life together tend to have short-term relationship: less so with strong directors and strong relators. Strong directors and strong analyzers (both task-oriented) and strong relators and socializers (both people-oriented) tend to have long-term relationships.

This natural irritation can also exist within ourselves if we have two strong styles that are opposite. We have internal conflict when we are both a strong director style and strong relator style. We have internal conflict when we are both a strong socializer style and a strong analyzer. Our reactions oscillate back and forth between our two strong opposite styles making life difficult—especially in situations involving the needs of both people and tasks.

Most of this conflict occurs when we are distressed, so it is important to recognize when we are distressed. When distressed we tend to overuse our strongest emotion: directors are more angry/enraged; analyzers are more frightened/terrified; relators are more sorrowful/despaired; and, socializers are more joyful/manic. By being aware of our distress, instead of denying it, we can stop and take a couple of deep breaths to clear our head and react more appropriately.

YOUR Genetic Personality Pattern

Your genetic personality pattern exists at birth and is modified with your experiences (memories) that you gather throughout life. To determine your genetic pattern go through the next five steps and choose the answer that best fits how you react throughout the average day. This will probably take 10-15 minutes to complete—the faster you complete it the more accurate it will be.

Your genetic *emotional brain* is comprised of the four **primary emotions**: fear, anger, joy and sorrow, which are symbiotic with your four rational styles: analyzer, director, socializer and relator. We will use your strengths in those emotions and the attributes of the four styles to determine your overall style strengths. Step-I and Step-II are the most important aspect of your self-evaluation, so be mindful.

Step-I – Genetic Emotions:

First choose from the list of four emotions below the **ONE** emotion that you express the Most daily—*especially* when you are distressed. Please be honest with yourself as there are no right or wrong answers and this is an important choice.

- | | | |
|-------------------------------|--------------------------------|--|
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Fear (or cautious in its milder form) |
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Anger (or assertiveness in its milder form) |
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Sorrow (or concern in its milder form) |
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Joy (or cheerfulness in its milder form) |

Next choose the one (or two) emotions that you express the Least (you rarely use daily). Ignore any emotions left blank for now. When done, you should have only one Most and one or two Least checked off.

Step-II – Genetic Rational Styles:

Your genetic *rational brain* is comprised of four **rational styles** that have a social “survival purpose” as noted below.

First choose the **ONE** style that you feel you use the Most daily (especially when distressed) using the style’s purpose as a guide:

- | | | |
|-------------------------------|--------------------------------|---|
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Analyzer Style “to cautiously proceed” |
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Director Style “to get things done and move on” |
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Relator Style “to maintain our connections” |
| <input type="checkbox"/> Most | <input type="checkbox"/> Least | Socializer Style “to interact or not with our connections” |

Next choose the one or two styles listed *above* that you use the Least daily. Ignore any styles left blank for now. When done, you should have one Most and one or two Least checked off.

A PROOF of your above choices: As you know, there is a one-to-one relationship between the four primary emotions and the four rational styles. Fear goes with the analyzer style, anger goes with the director style, sorrow goes with the relator style and joy goes with

the socializer style. Thus, if you chose Most for *anger* and Most for the *director* style above, you've proofed them as your strongest emotion/style; the same with the other three styles/emotions.

This proofing also applies to your *weak* emotions and styles. If you chose Least for sorrow and Least for the relator style you have proofed them to be a weak emotion/style of yours. If your Most and Least choices all pair up, then they proof out and you truly know your strong and weak emotions/styles.

If your Most and Least choices do *not* all pair up, you might want to rethink them and/or continue on to improve your understanding of your genetic pattern and come back to these choices.

In the next two steps we will use each rational style's attributes to further proof your strong and weak styles identified above.

Step-III – Genetic Style Motivations:

Listed *below* are 12 motivations (three for each of the four styles). Important; never check off both a most and a least for the same number—you cannot be both strong and weak in the same motivation!

First check off the motivations that you use the Most daily (especially when distressed)

- | | | | |
|----|-------------------------------|--------------------------------|--|
| 1 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | I avoid pain or loss |
| 2 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | I do what I'm supposed to do |
| 3 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | I distrust most situations |
| 4 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | Only My Opinions matter |
| 5 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | Only My Concerns matter |
| 6 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | Only My Decisions matter |
| 7 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | I pursue pleasure and advantage |
| 8 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | I am unconstrained |
| 9 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | I trust most situations |
| 10 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | Only others Opinions matter (momentarily) |
| 11 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | Only others Concerns matter (momentarily) |
| 12 | <input type="checkbox"/> Most | <input type="checkbox"/> Least | Only others Decisions matter (momentarily) |

Next, choose from the list of 12 motivations *above* all of the motivations that you express the Least daily; these are your weak motivations. When done, the motivations left blank are your *moderate* motivations.

A PROOF of your above choices: The motivations that match up with your strong and weak styles are:

- The **Analyzer** Style's motivations are 1, 2 & 3
- The **Director** Style's motivations are 4, 5 & 6
- The **Socializer** Style's motivations are 7, 8 & 9
- The **Relator** Style's motivations are 10, 11 & 12

You should have all three of the motivations checked off as Most for the rational style that you are *strongest* in. You should have all three of the motivations checked off as Least for the rational style that you are *weakest* in. The Least left *blank* are your moderate motivations and should match your moderate styles—the ones left blank in Step-I & Step-II above. If your styles and motivations don't match up, reconsider your choices—or proceed further and come back to Step-III and modify your choices.

Step-IV – Genetic Style Orientation:

Choose your preference from the options below whether you are task-oriented or people-oriented, *especially* when you are distressed.

- I am task-oriented (I prefer doing tasks than being with people)
- I am people-oriented (I prefer being with people than doing tasks)

Proof of this choice with Steps I through III: The Analyzer and Director Styles are task-oriented and the Relator and Socializer styles are people-oriented.

Step-V – Your Genetic Personality Pattern:

Using the results learned from Steps I, II, III & IV above, check off your genetic style strengths below. Indicate whether each style is either: Strong, you use it much of the time—Weak you rarely use it—Moderate you use it as needed.

Analyzer:	<input type="checkbox"/> Strong	<input type="checkbox"/> Weak	<input type="checkbox"/> Moderate
Director:	<input type="checkbox"/> Strong	<input type="checkbox"/> Weak	<input type="checkbox"/> Moderate
Relator:	<input type="checkbox"/> Strong	<input type="checkbox"/> Weak	<input type="checkbox"/> Moderate
Socializer:	<input type="checkbox"/> Strong	<input type="checkbox"/> Weak	<input type="checkbox"/> Moderate

If you have two strong styles checked off above, you have a moderate pattern, but you would still have one strongest style and one weakest style; so please indicate:

What you have concluded is your **STRONGEST** style? Analyzer Director Relator Socializer Not Sure

What you have concluded is your **WEAKEST** style? Analyzer Director Relator Socializer Not Sure

Be wary if your weakest style is opposite to your strongest style, making them doubly strong and doubly weak since they can't balance each other out when needed. You can use this genetic pattern of style strengths to better understand what is presented below. You may also be interested in how to figure out the personality patterns of people you know and meet using The One-Second Personality Analysis.

The One-Second Personality Analysis

We may not be aware, but we all do a *One-Second* Personality Analysis every time we meet someone new. There's nothing magical about it; it's part of our survival mechanism. When a stranger walks up to us, we are not sure of their intent and automatically revert to our strongest emotion because it is the most excitatory of our emotions. It can be helpful to know the strongest style of someone you just met. For example, if you meet a rude person the *one-second* analysis instantly determines that he or she is a strong director and you can then ignore their rudeness, instead of trying to figure out what you did to offend them.

The *one-second* analysis is also helpful when meeting new clients or customers with whom you want successful relations. By instantly knowing their strongest styles/emotions you can better understand and interact with them. You know that if they are strong directors that they are decisive and not interested in small talk. You know that if they are strong analyzers that they are cautious and want a lot of detail. You know that if they are strong relators that they are concerned with not being disconnected from you before moving on. You know that if they are strong socializers that they want to talk a lot and that they have a short attention and will find it difficult to stay on topic.

The *one-second* analysis allows you to define a person's strongest style through the instant perception of warmth or coolness emanating from them the instant you meet them. This warmth or lack of it naturally gives them away; they have no control over emanating it and we have no control over recognizing it. The warmth or coolness will be accompanied by their strongest style/emotions body language, which you must pay attention to.

When we first meet someone *who does not know us*, we feel one of the following:

- **Concerned warmth** from a **strong relator** that makes us feel relaxed. We know that they would never offend us and that we would never want to offend them. They make us feel at peace with ourselves for that fraction of a second; afterward, they tend to avoid anything that might cause disconnection.
- **Cheerful warmth** from a **strong socializer** that draws us to them, making us excited in their presence. They have an engaging smile and typically move toward us (bend forward or move closer); a few seconds later they speak in an excited, expressive and excessive manner.
- **Cautious coolness** from a **strong analyzer** that makes them shy away from us. They need to *physically* retreat (turn aside or bend away or move back a few inches from us) to regroup and see where they stand with us. After they are comfortable with us, they are cordial and listen intently to what we have to say.
- **Dismissive coolness** from a **strong director** because they are compelled to turn away from or ignore you, appearing to be mentally far away, but really not knowing what to do. In general, when directors are expecting us, they will be friendlier after the first second, but if they are not expecting us and see no need to prolong the relationship, they will rudely ignore us or depart.

The strong-style reaction of the person you meet has nothing to do with *your* strongest style as long as you only concentrate on their reaction while doing the one-second analysis.

The *One-Second Personality Analysis* is easy to do, just:

1. Walk up to someone and introduce yourself; the meeting should be one-on-one.
2. The person must *not* know or recognize you or be expecting you, although he or she may know *of* you.
3. You must meet the person by surprise; just walk up hold out your hand and say hello.
4. Maintain eye contact so that you don't miss any clues.
5. Determine the person's concerned (relator) warmth or cheerful (socializer) warmth, or the cautious (analyzer) coolness or dismissive (director) coolness.

It's very simple! If they're *not* warm then they're automatically cool. After determining their warmth or lack of it determine what kind of warmth or coolness it is as noted above. THAT'S ALL THERE IS TO IT!

Apply the *one-second* analysis daily to perfect it in restaurants, at work, at play, etc., to know what to expect. For example, if a restaurant server is a strong socializer they don't listen well; so make sure that you order precisely and that he or she writes it down. This cuts down on incorrect orders and the negative experiences that they create, which can ruin a good meal. There is no end to what you can do to make life better when you know who you're dealing with and what you want your relationship to be.

In conclusion, the "*One-Second Personality Analysis*" is a simple, useful tool for determining someone's strongest rational style. It allows you to establish a more fulfilling relationship right from the start because you know what to expect. You can consciously perfect your one-second analysis by using it every time you walk into a store, eat in a restaurant or meet someone new—identify at least six new people a day. Eventually, you will *unconsciously* detect their strongest style and automatically deal with them in the most productive manner.

Are you a right-brain (type-A) or left-brain (type-B) person?

As described above, the director and socializer style memories are housed in the right brain's frontal lobe and the analyzer and relator style memories are housed in the left brain's frontal lobe. The right frontal lobe is comprised of sparse neural clusters (concepts) with many

axons connecting to other sparse neural cluster concepts containing similar details. This vast interconnection of “concepts” is *interactive* thinking in that one concept connects to many others with similar details. For example, the color red connects to all concepts associated with *red*—red cars, apples, tomatoes, etc. This interactive thinking makes the right brain (and thus the director and socializer styles) decisive, instantly triggering a possible solution for any situation. The director memories arrive at task-related decisions and the socializer memories arrive at people-related decisions. Thus, if you are the strong-director or strong-socializer *pattern* you are a decisive right-brain person—even more so if both the director and socializer styles are your strongest.

The left frontal lobe is comprised of dense neural clusters (detailed concepts) with fewer axons to other dense neural clusters. These dense neural clusters contain all of the details you know about a situation and is *detailed* thinking. For example, all of the details required to create a recipe are contained in that detailed concept and one would not vary from that recipe while using the left brain. This detailed thinking makes the left brain (and thus the analyzer and relator styles) ideal for handling a situation that requires an accurate or appropriate solution. Analyzer memories detail how to accurately deal with task-related activities and the relator style memories detail how to appropriately react in people-related activities. Thus, if you are the strong-analyzer or strong-relator *pattern* you are a detailed left-brain person—even more so if both the analyzer and relator styles are your strongest.

Does your genetic personality help or *hinder* you at work?

For almost half a century I have researched genetic human personality working with and analyzing thousands of people. An important part of that research was to see how well their genetic personality pattern fit their jobs. Almost any personality pattern will work in any job if you are not distressed. This allows you to use the appropriate style to fit the situation; except maybe when you are very weak in that style—nothing’s perfect. You can use your task-oriented styles (director and analyzer) to get your tasks done and done well. You can use your people-oriented styles (relator and socializer) to better interact with people you associate with. Of course, being aware when you’re using your strongest style inappropriately helps, but this is not usually the case, especially when you are weakest in the appropriate style for the situation.

Since styles have their task-oriented or people-oriented purposes and attributes, wouldn’t it be best to work in a job that requires those genetic personality attributes most of the time, especially when distressed? For example, if you were in a task-oriented job that requires quick results, having a strongest director style would be helpful. If you were in a task-oriented job that requires perfection more than just getting it done, having a strongest analyzer style would be helpful. If you were in a people-oriented job that requires you to be supportive and listen to people in order to help them, having a strongest relator style would be helpful. And if you were in a people-oriented job that required you to inspire and influence others, having a strongest socializer style would be helpful. Every job requires a strongest specific style to be the most effective under stress along with other specific style strengths to get the job done when not distressed. It is easy to tell whether your job is people-oriented or task-oriented. If you have to interact with others *most* of the time it is a people-oriented job and if you don’t have to interact with others to do your tasks you have a task-oriented job

Most companies fail in their hiring practices because they hire people with the wrong task/people orientation for the job. This is not because the people can’t do the job; it’s because their strongest style makes them ineffective at working with others or at getting the task done. For example, if you were a distressed strongest director it would hinder you from getting the job done that involves others. Similarly, if you were a distressed strongest relator you would be more concerned about supporting others than getting your tasks done. It is helpful to know your genetic personality pattern so that you can determine whether you are the most effective at your job. It is also helpful to determine where you need to strengthen your weaker styles to do a better job when distressed. Frankly from my experience, people with *extreme* personality patterns (when your weakest style is opposite to your strongest style) should not take jobs when the preferred strongest style for that job is their weakest style.

Personality patterns can make or break a career and it is best to work where you have the best chance of doing a job you are naturally (genetically) predisposed to do well in. Your strongest style can help you do certain jobs better, but it can hinder you from doing other jobs well. Also, there are two types of *task-oriented* jobs, repetitive tasks and non-repetitive tasks. Anybody can do well in a repetitive task job once they learn the task, but a non-repetitive task job requires listening to the details, being creative, trying something new, and getting it done sufficiently well, which has personality implications. Here are the basic reasons why your strongest style can help or hinder you in a job:

- **A strongest director style** can help you to ignore the muddle of details to see the big picture in order to make the necessary decisions to move forward. A strongest director style *hinders* you in jobs that require supporting co-workers or in jobs requiring much detail for an accurate solution. People strongest in the director style are naturally inclined to do well in jobs involving the military, management, research/creativity, manufacturing, construction, repairs, maintenance, or any task-oriented job that involves limited contact with others. Strongest directors, especially those with a weakest relator style, find it difficult to work for a boss (or be a boss of others), making self-employment an important life option.
- **A strongest analyzer style** thrives in jobs that do repetitive tasks well, especially if those tasks involve much detail. A strongest analyzer style *hinders* you in jobs that involve non-repetitive tasks since it takes a long time to consider all of the details to get the task done. Acceptable jobs include long-term research, health care, teaching, finance, computer programming, or any repetitive job requiring a methodical, meticulous approach to getting it done well.
- **A strongest relator style** can help you in almost any people-oriented job where others need to trust and rely on you. A strongest relator style *hinders* you in jobs that require decisiveness and non-repetitive tasks requiring decision-making. People strongest in the relator style are naturally inclined to do well in jobs involving health care, teaching, phone support, or any job that directly supports the needs of others.
- **A strongest socializer style** can help you in any job requiring people interaction and influence. A strongest socializer style *hinders* you in jobs that require detailed task work, especially non-repetitive task work. People strongest in the socializer style are naturally inclined to do well in jobs involving people that need to be influenced, entertained, or simply interacted with to achieve a specific purpose. The socializer is the most effective style for salespeople.

Salesmanship is an important part of life; you sell others on your ideas and opinions every day. But it is important to know how naturally (genetically) inclined you are to sell if you want a career in sales. Any salesmanship *technique* can be easily learned and many people can sell fairly well when not distressed. But it takes a *natural* salesperson to sell consistently well even when distressed, requiring a very specific personality pattern. You know a natural salesperson when you meet one; you automatically want to buy what they have to sell. I have analyzed and tutored hundreds of salespeople over the past 50+ years to define the natural salesperson; this pattern is:

1. *Strongest* in the Socializer style to excite and influence others into believing in what they are selling
2. *Moderate* (but never weak) in the Relator style to establish rapport and trust in what you say
3. *Moderate* (but never weak) in the Director style to help “close the sale” and go after the undecided
4. *Weak* in the Analyzer style to avoid boring/losing others with too much detail and too little excitement

Once you have determined what your personality pattern is above, you know whether you are a *natural* salesperson or not. You also know where you are weak and need to better use your genetic personality to be a more effective salesperson. Unfortunately certain people should never seek a career in sales since their strong genetic personality hinders them. A strongest analyzer, weakest socializer pattern rarely works out unless the delivery is meticulously crafted; but even this will fail if the relator style is weak. A strongest director, weakest relator pattern establishes remorse instead of rapport, making others regret ever meeting them and want to go elsewhere to purchase that product or service. The only way this pattern is ever successful is when the sale is closed immediately or when the seller has no competition.