

# EXECUTIVE

## (ASSERTIVE)

### ESTJ-A

#### ROLE: SENTINEL

Observant (S) and Judging (J) personality types, known for their focus on practicality, order, security and stability.

#### STRATEGY: PEOPLE MASTERY

People Masters seek social contact and tend to have very good communication skills. These types are confident in their abilities and don't hesitate to express their opinions.

#### TRAITS

**Extraverted (E)** individuals prefer group activities and get energized by social interaction. They tend to be more enthusiastic and more easily excited than Introverts.

**Observant (S)** individuals are highly practical, pragmatic and down-to-earth. They tend to have strong habits and focus on what is happening or has already happened.

**Thinking (T)** individuals focus on objectivity and rationality, prioritizing logic over emotions. They tend to hide their feelings and see efficiency as more important than cooperation.

**Judging (J)** individuals are decisive, thorough and highly organized. They value clarity, predictability and closure, preferring structure and planning to spontaneity.

**Assertive (-A)** individuals are self-assured, even-tempered and resistant to stress. They refuse to worry too much and do not push themselves too hard when it comes to achieving goals.

#### RESEARCH INSIGHT

No other personality type is more likely to be comfortable challenging their boss on their direction if necessary.



#### STRENGTHS

**Dedicated:** Seeing things to completion borders on an ethical obligation for Executives. Tasks aren't abandoned simply because they've become difficult or boring.

**Strong-willed:** A strong will makes this dedication possible, and Executives don't give up their beliefs because of simple opposition. They defend their ideas and principles relentlessly, and must be proven clearly and conclusively wrong for their stance to budge.

**Direct and Honest:** Executives trust facts far more than abstract ideas or opinions. Clear statements and information are king, and Executives return the honesty.

**Excellent Organizers:** This commitment to truth and clear standards makes Executives capable and confident leaders. They have no problem distributing tasks and responsibilities to others fairly and objectively.

#### WEAKNESSES

**Inflexible and Stubborn:** The problem with being so fixated on what works is that Executives too often dismiss what *might* work better. They are reluctant to give untested ideas a chance.

**Judgmental:** Executives have strong convictions about what is right, wrong, and socially acceptable. Executives' compulsion to create order often extends to all things and everyone.

**Too Focused on Social Status:** Executives take pride in the respect of their friends, colleagues and community and while difficult to admit, are very concerned with public opinion.

**Difficulty Expressing Emotion:** Executives often get so caught up in the facts and most effective methods that they forget to think of what makes others happy, or of their sensitivity.



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