

YOUR ARCHETYPE ▼

## You are most like:



Moderate Match



Best Match



Moderate Match

❓ Why do I have more than one archetype?



Rate your results!



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## You are most like The Impre\_\_\_\_\_

Impresarios love to entertain, engage socially, and facilitate great experiences with others. They tend to be outgoing, inspiring, energetic and a

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[Read full description](#) >

## Level up your **Impresario** skills!

A certified PrinciplesYou coach can help you understand how to leverage your talents and prioritize your growth needs.

- Understand and reinforce your talents
- Dive deep into growth opportunities
- Strategize ways to capitalize on your strengths

[FIND A COACH!](#)

## You also have attributes of the **Coach** and the **Growth Seeker**



### The Coach

Coaches regard self-growth, development and learning as and daily practices and they teach and model these as aspirations for others. They tend to be both demanding and caring, humble and resilient.

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[Read full description >](#)

## The Growth Seeker

Growth Seekers are defined by a deep passion for learning and personal growth and development. They tend to be curious, humble, open to new ideas and experiences, and adaptable.

[Read full description >](#)

Here are the archetypes you are least like.



WEAK MATCH

**Implementer >**

Implementers organize and structure people and processes t

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WEAK MATCH

**Technician >**

Technicians are driven to break down, analyze and solve problems in a technical and practical way.

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Learn how to work **better together** and compare with colleagues by using **PrinciplesUS!**

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Elevate your SaaS platform by directly integrating the PrinciplesYou assessment!

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## Archetypes are organized into groups that share a common set of fundamental traits.

### Your top archetypes fall into Enthusiasts, Advocates and Seekers groups

#### Enthusiasts

Enthusiasts tend to be highly expressive and often witty and light-hearted. They eagerly engage with others to advance mutual causes.

#### Advocates

Advocates motivate others to their highest potential through insp

#### Seekers

Seekers tend to be deeply motivated to challenge themselves and promote personal growth

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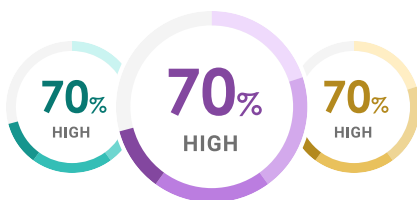
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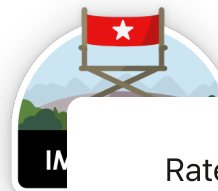


Results

Principles Journal

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# How You Prefer to Think

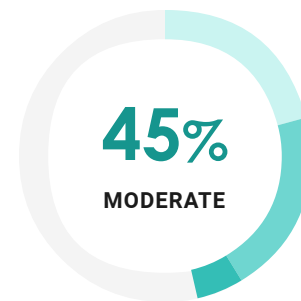
Now let's look at your more detailed results along the 17 core traits and facets of your personality. Your Cognitive Orientation describes your approach to thinking. Your approach to thinking can reveal what type of work you might prefer, at which aspects of a job you are more likely to excel, and how you tend to approach and solve problems.

## HOW TO READ YOUR RESULTS

### Creative >

You have a strong inclination towards original and innovative thinking, but think that rules are meant to be followed.

60% Original | 48% Curious | 31% Non-Conforming



### Deliberative >

You rely on intuition and instinct over logic and analysis, with a moderate inclination to be methodical and process-oriented when reaching decisions and making choices.

25% Logical | 44% Systematic | 11% Impartial

Rate your results!



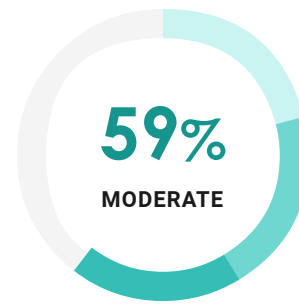
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## Detailed and Reliable >

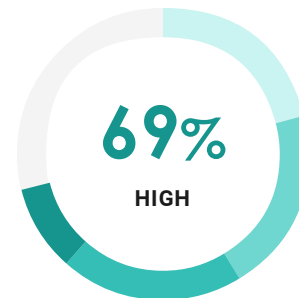
You tend to be organized, planful, and reliable in meeting commitments and deadlines, though may not be overly precise or focused on details.

70% Organized | 29% Detail-Oriented | 70% Dependable



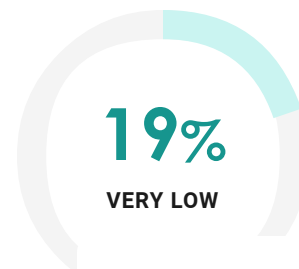
## Conceptual >

You have a preference to think abstractly and philosophically, using theories and models to solve problems.



## Practical >

You tend to be less concerned with the direct, practical consequences or constraints of a given action as a key factor in decision-making, possibly favoring a more idealistic approach.



Rate your results!



EXPLORE RESULTS

SUBMIT FEEDBACK

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# How You Engage with Others

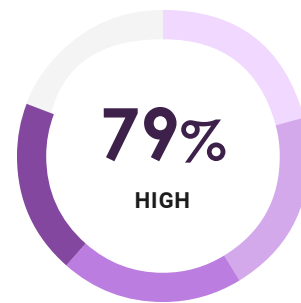
Your Interpersonal Orientation reflects how you engage with others. Understanding your natural inclinations can help you get the most out of your relationships with people.

## HOW TO READ YOUR RESULTS

### Extraverted >

You tend to be engaging and outgoing, thrive at the epicenter of social activities, and are socially bold and adventurous.

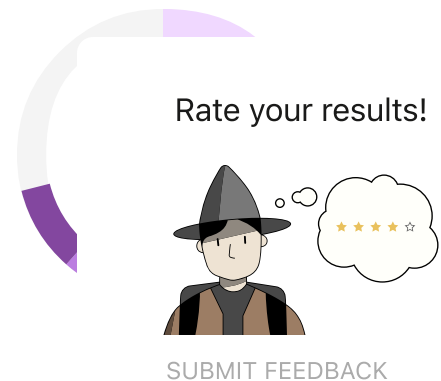
70% Gregarious | 80% Engaging | 72% Adventurous



### Tough >

You are willing to debate and fight for your ideas, tend to be straightforward and direct rather than diplomatic and subtle in your style, and generally willing to share critical feedback openly.

79% Feisty | 43% Critical | 74% Direct



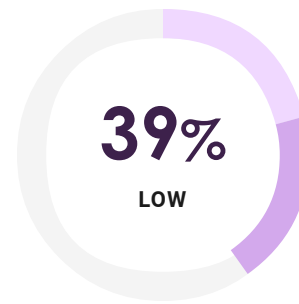
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## Nurturing >

You tend to be less sensitive to people's emotions and feelings in the moment, with a moderate tendency to prioritize tending to their needs or to engage deeply in their personal behaviors, stories, and interests.

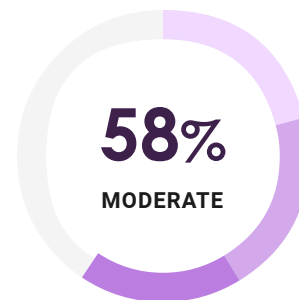
53% Helpful | 30% Empathetic | 43% Person-Oriented



## Leadership >

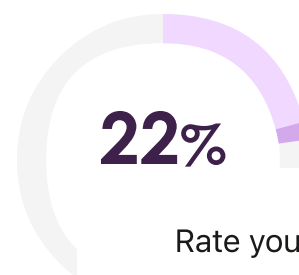
You tend to set clear objectives and maintain high standards of performance for yourself and others, though may be less inclined to assert control or take charge in groups.

38% Taking Charge | 59% Inspiring | 78% Demanding



## Humorous >

You tend to be more serious than lighthearted.



Rate your results!



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# How You **Apply** Yourself

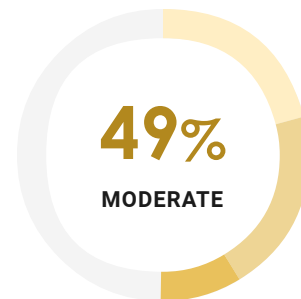
Your Motivational Orientation describes how you manage and apply yourself as challenges are faced. How ambitiously you set goals for yourself. How you cope with setbacks and failure, and how you leverage these experiences to learn, develop, and grow.

## HOW TO READ YOUR RESULTS

### Composed >

You may lose your composure in more challenging or high-pressure situations, with a moderate inclination to be resilient and not get upset or discouraged.

53% Calm | 59% Confident | 34% Poised



### Autonomous >

You are inclined to be able to operate independently without much direction or guidance, generally hold yourself accountable to the outcomes you experience, though may look to external factors—like rewards or recognition—to motivate you.

63% Independent | 40% Self-Accountable | 12% Internally Motivated

Rate your results!



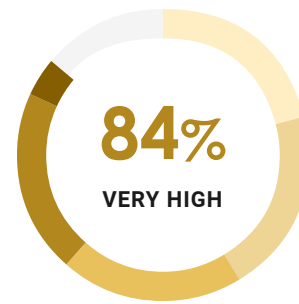
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## Flexible >

You tend to embrace change and uncertainty, are interested in your own personal growth and development, but prefer to be consistent in who you are and the roles you play regardless of the circumstances.

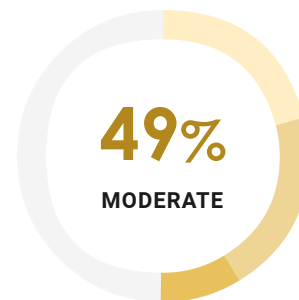
89% Adaptable | 35% Agile | 90% Growth-Seeking



## Determined >

You tend to take action to seize opportunities and solve problems you confront, and are generally inclined to push through with resolve to achieve the goals and objectives you set.

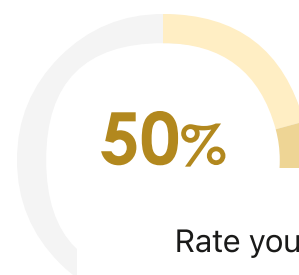
42% Persistent | 50% Driven | 60% Proactive



## Humble >

You like to explore different perspectives, are open to being wrong and receptive to critical feedback, while generally projecting self-confidence rather than modesty.

67% Receptive to Criticism | 61% Open-Minded | 24% Modest



Rate your results!

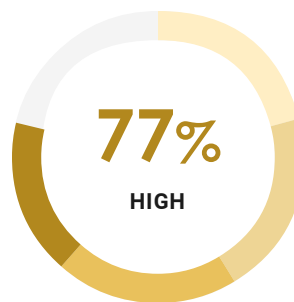


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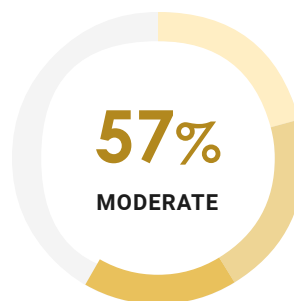
## Energetic >

You have high levels of stamina, enthusiasm, and energy in work and life.



## Status-Seeking >

You have a moderate preference to please, "keep up" appearances, be liked, admired, and respected.



EXPLORE RESULTS

## How you respond in different s

Now that you've reviewed your detailed results, "You" in Context the combination of your attributes may play out in a variety of w

Rate your results!



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## When interacting with others, you...

Are socially engaged and comfortable in groups

[4 MORE INSIGHTS >](#)

## As a leader, you...

Are willing to debate and defend your beliefs

[5 MORE INSIGHTS >](#)

## When planning, you...

Excel at adapting and preparing for the unexpected

[4 MORE INSIGHTS >](#)

## When solving problems, you...

Look for new solutions if necessary, but don't need to "reinvent the wheel" when traditional approaches work

[3 MORE INSIGHTS >](#)

## When setting goals, you...

Set realistic goals you feel confident you can achieve

[2 MORE INSIGHTS >](#)

Rate your results!



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## On a team, you...

Voice your thoughts directly

[5 MORE INSIGHTS >](#)

## Under stress, you...

Generally maintain composure, but can get restless without enough change or variety

[1 MORE INSIGHT >](#)

## When learning, you...

Prefer topics that are subjective and intuitive over those that are highly analytical

[4 MORE INSIGHTS >](#)

[EXPLORE ALL INSIGHTS](#)



## Reflection Exercise

Learn even more about yourself and others through a 10-step self study

[REFLECTION EXERCISE](#)

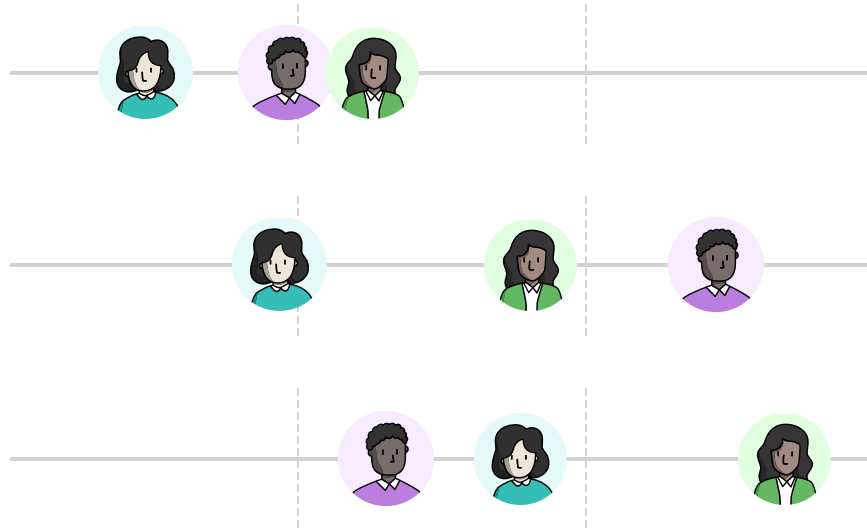
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# Friends



**Create an account to add friends and compare results.**

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**Compare with colleagues!**

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# Help Shape Our Research

You can help further our analyses in the application of personal and occupational aspects of life. Your effort also contributes to our commitment to protected classes and our entire community.

Our partnership with Hunova Research harnesses AI technology to enhance our personality and behavioral assessment results, which redefines traditional methods to provide the power of personality prediction across a larger segment of the marketplace. This survey will take approximately 5 minutes of your time.

[TAKE SURVEY](#)

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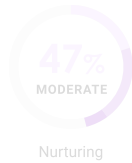


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# Principles



## Compare with colleagues!



PrinciplesYou for business is PrinciplesUs. Gain deep insights into what individuals and teams are like to improve communications and optimize performance.

[Learn More](#)

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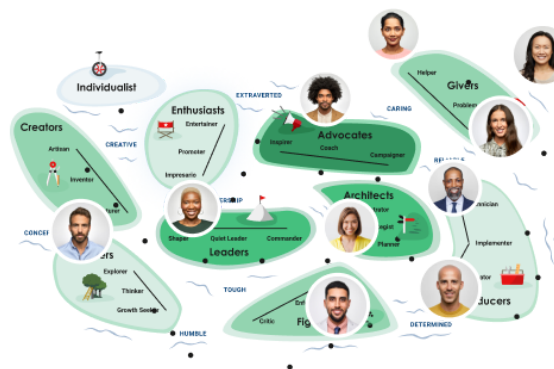
## Self Discovery

Empower employees to learn more about themselves.



## 1:1 Comparisons

Improve relationships and communications by comparing team member results.



## Team Visualizations

Rate your results!



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Reflect on the composition of your team to understand how you're similar and different, where you complement each other best, and where your team might improve.

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**Great for:**

**Team-building Activities / Workshops**

**Hiring / New Employee Integration**

**Building More Effective Teams**

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To send friend requests for sharing and comparing result

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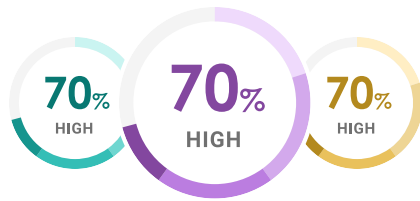
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Results

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