While it’s important to remember these [personality types](https://www.fundera.com/blog/different-personalities-in-the-workplace) are not always hard and fast and that there exists a spectrum even within classifications, there are some types that seem to naturally work better together. Knowing the personality type of a potential business partner or work teammate can help you to understand how to work with them in a way that maximizes both of your efforts and effectively leverages your unique talents.

**Here are a few of the Key Personality Types That Work Well Together**

**ISTJ + ESTP**

ISTJ personalities are ultra-organized problem-solvers who thrive in fact-based work. ESTP is a great balance to this personality, as ESTPs are realistic, analytic thinkers, but also have great people skills and an energy that can take the team’s work and make it leap off the page.

ISTJ makes a great behind-the-scenes powerhouse, while ESTP thrives in the role of entrepreneurship.

**INTP + INTJ**

Both INTP and INTJ delight in highly conceptual work. If you work in a technical field like architecture or engineering, you may find these personalities to be quite abundant within your staff.

Both are hyper-logical, but INTP brings an intellectual curiosity that drives innovation and INTJ brings that home with their decisive nature and strength in implementation.

**ENFP + INFJ**

ENFP personalities are deeply caring and outgoing. They thrive in service-oriented roles that make good use of their creativity. They have excellent communication skills as well. INFJ collaborates well with them due to their natural sensitivity to others and their strength for reading people, combined with a drive to create work that has genuine meaning.

**ENTJ + ISTP**

ENTJ personalities are often the stars of the corporate world. They’re strong, capable leaders who excel at organization and planning. They’re hyper-logical and have expert critical thinking skills.

They mesh well with ISTP personalities, who are analytical and hands-on workers who have a natural strength for problem-solving and respond well to working in a structured and methodical fashion.

**ISFP + ESFP**

ISFP personalities are the natural-born nurturers of the world. They’re loyal, adaptable and highly sympathetic to the experiences of their teammates. ESFP have a similar love of helping others, but they are more open and energetic, seeking excitement in their work and tapping into their innate resourcefulness to create something that both serves people and creates buzz.

**ENTP + ENFJ**

Get these two extroverts on a team together and the fire will be palpable! ENTPs are great problem solvers and natural born leaders. They work well with most other types, but pairing them with an ENFJ could take your project to the next level.

Both of these personalities love to work in a group and are great communicators. ENTPs bring tons of energy and ENFJs lend natural charisma.

**ISFJ + INFP**

Both of these introverted personalities are naturally warm and helpful. ISFJs, though, are extremely skilled at detail-oriented tasks and are effortlessly organized and thorough in their work.

INFPs balance this nicely with their strong communication skills (they’re great with the written word) and their innately inquisitive and creative nature.

**ESFJ + ESTJ**

These personalities have a lot of overlap but differ in the Feeling vs. Thinking component. ESFJs are very people-oriented and sociable. They thrive on that interaction and being able to fulfill the needs of others.

ESTJs are natural leaders and their “thinking” strengths lead them to be logical, assertive, and decisive, making them a strong backup to the ESFJ.

These are just a few of the many combinations of personalities you may encounter in your business relationships. And while it won’t always be a foolproof method, understanding how your partner or teammate sees the world and what his or her strengths or weaknesses are can be essential to producing a quality work product together.

#### Introvert Types

Introvert personalities have a usually subtle but transformative impact on the world around them.

ISTJ | ISFJ | INFJ | INTJ

ISTP | ISFP | INFP | INTP

**ISTJ | The Inspector –**Inspectors don’t like chaos and dedicate time to making sure things are in order. They are responsible, organised, reliable and fact-driven individuals.

**ISFJ | The Protector –** Protectors are also known as ‘Defenders’ and will go out of their way to protect the people they love. They are very loyal to the institutions and traditions in their lives.

**INFJ | The Counsellor –**Counsellors are loyal, creative and have a strong sense of integrity. They are idealists and are often inspirations to those around them.

**INTJ | The Mastermind –**Masterminds are strategic thinkers who always have a plan. They excel at analytical thinking.

**ISTP | The Craftsperson –**Craftspeople are fantastic practical problem solvers. They are observant, bold and thrive in hands-on environments.

**ISFP | The Composer –**Composers are easy-going, caretaker types who live in the present. They quietly enjoy new experiences.

**INFP | The Healer –**Healers have hugely altruistic personalities and are always happy to help. They are generally kind and highly imaginative.

**INTP | The Architect –**Architects are innovative philosophical thinkers who love to learn. They have a thirst for knowledge.

#### Extrovert Types

Extrovert personalities are bold and inspire change through their confident energies.

ESTP | ESFP | ENFP | ENTP

ESTJ | ESFJ | ENFJ | ENTJ

**ESTP | The Dynamo –**Dynamos are energetic and highly perceptive people. Often thrill-seekers, dynamos aren’t afraid to push the boundaries.

**ESFP | The Entertainer –**Entertainers are enthusiastic, energetic people who love to entertain those around them and have a genuine love of life.

**ENFP | The Champion –**Champions share their positivity with the world and see possibilities and potential everywhere they look.

**ENTP | The Visionary –**Visionaries are also known as debaters. They are always curious and will never back away from an intellectual challenge.

**ESTJ | The Supervisor –**Supervisors are hard workers and are naturally inclined to take charge. They excel at managing people and situations.

**ESFJ | The Provider –**Providers dedicate their lives to helping others. They are social, popular, and extremely caring people.

**ENFJ | The Teacher –**Teachers are charismatic, caring people who use their influence to do what is best for those around them.

**ENTJ | The Commander –**Commanders make strong leaders who are hugely imaginative and are not afraid to be outwardly bold to make change happen.

**Compatibility of Myers-Briggs types**

Compatibility can’t just be measured by whether people’s personality types align. Many other factors are essential for a successful relationship or friendship, so shared interests, experiences and values need to be taken into account.

Below, we’ve listed the most ‘compatible pairings’ by introvert and extrovert personality types[[iii]](https://www.ncchomelearning.co.uk/blog/myers-briggs-personality-types/" \l "_edn3).

***Introvert Compatibility***

|  |  |  |
| --- | --- | --- |
| **TYPE** | **Compatible Types** | **Reason** |
| ISTJ | ENTP & ENFP | The extrovert personalities and laid-back traits work alongside the sometimes serious nature of the ISTJ |
| INTJ | ENTP & ENFP | Their relaxed nature lets them appreciate the INTJ’s independence & they can support them in social situations |
| ISFJ | ESFP & ESTP | ISFJs nurturing, planning traits are balanced nicely by these extrovert personalities |
| INFJ | ENFP, ENTP, INTJ, INFJ | Compatible with a range of personalities as they are good, instinctive listeners |
| ISTP | ESFJ & ESTJ | ISTPs live in the present, whilst the extrovert types enjoy planning which makes for a balanced relationship |
| ISFP | ESTJ & ESFJ | The ISFP benefits from the structure that the ESTJ or ESFJ can bring to their lives |
| INFP | ENFJ & ENTJ | INFPs are led by feelings, which these extrovert types can intuitively understand |
| INTP | ENTJ & ENFJ | The INTP needs space, and these extrovert types know when to step back and let them breathe |

***Extrovert Compatibility***

|  |  |  |
| --- | --- | --- |
| **TYPE** | **Compatible Types** | **Reason** |
| ESTP | ISTJ & ISFJ | ESTPs can help the introvert to enjoy new experiences with them, and both types are not swayed by their emotions |
| ESFP | ISTJ & ISFJ | ESFPs will take the ISTJ & ISFP’s introversion as a challenge, creating a fun relationship or companionship |
| ENFP | INFJ & INFJ | These introverts can balance out the impulsiveness of the ENFP |
| ENTP | INTJ & INFJ | Both the ENTP and the introvert types here have a passion and appreciation of knowledge |
| ESTJ | ISTP & ISFP | These types are not overly emotional, but the ESTJ’s need for structure balances the introverts laid back ways |
| ESFJ | ISFP & ISTP | Driven by emotion, the ESFJ needs the logic of the ISFP or ISTP to create a well-rounded dynamic |
| ENFJ | INFP & INTP | The ENFJ and these introverts are equally intuitive, so can easily cater to each other’s needs within a relationship |
| ENTJ | INTP & INFP | ENTJs aren’t comfortable discussing emotional topics, which these introverts understand |

Here are some quick facts about personality type compatibility[[iv]](https://www.ncchomelearning.co.uk/blog/myers-briggs-personality-types/" \l "_edn4):

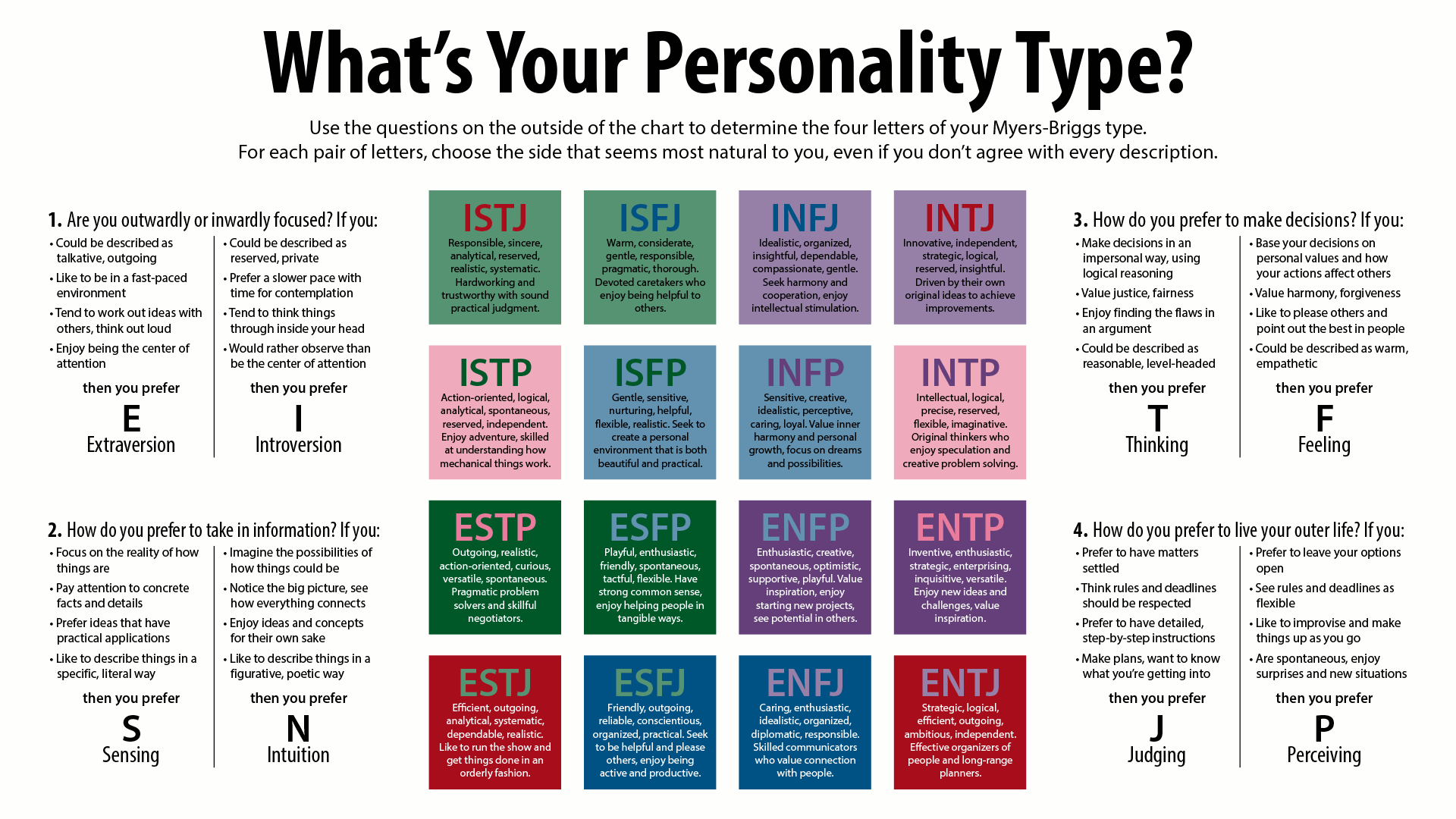
* Some personality types are more likely to work out when paired with similar types. According to research, Sensing Judgers (ISTJ, ISFJ, ESTJ & ESFJ) are 79% satisfied when paired with other SJ’s. This is the same with Intuitive Feelers (INFJ, INFP, ENFP, ENFJ) who reported a 73% satisfaction rate when paired together. These types are naturally emotionally driven and spend time nurturing relationships.
* On the contrary, some personality types aren’t compatible when paired with similar types. Sensing, Thinking and Perceiving types only reported 33% satisfaction when with other STPs. These personality types care the least about maintaining healthy relationships.
* Couples with the Feeling preference in common are more likely to get on.
* Often, pairings of Introverts and Extroverts work best.

We’ve found a handy chart that helps to better illustrate compatibility – you can find this [here](https://www.dreamsaroundtheworld.com/wp-content/uploads/2017/01/Myers_Briggs_Type_Compatibility_Chart.pdf).

[What your Myers & Briggs' Personality Type says about you - Latest News (ncchomelearning.co.uk)](https://www.ncchomelearning.co.uk/blog/myers-briggs-personality-types/#_edn3)

Chart

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Graphical user interface, application, table, Excel

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Table 4 is such a personality compatibility table for the MBTI personality types. The rows and columns are the 16 MBTI personality types. Each entry in the table is the probability of a link forming in a social network between two nodes if the nodes’ associated personality types are those of the entry’s row and column. Note that the table is symmetric.

Homophily and heterophily can be modeled as likelihoods of link formation among personality types. In Table 4, values on the diagonal of the table represent a level of homophily because cells on the diagonal are the intersections of rows and columns identifying the same personality type. Values in the cells other than the diagonal represent some level of heterophily because those cells are at the intersections of rows and columns that identify different personality types.

## How was this table constructed?

The process had these steps:

1. Identify a set of environmental factors that are important in determining personality compatibility; for this work eight such factors were identified.

2. Interpret the personality model to determine each personality type’s opinion regarding each of the environmental factors.

3. Perform pair-wise comparisons of 16 MBTI personality types to determine the number of shared or consistent opinions regarding the environmental factors between each pair of personality types.

4. Scale the counts of common opinions into probabilities of link formation for the compatibility table. In the first step, environmental factors important in determining personality compatibility were identified by examining the sources describing the personality model.

The environmental factors important in determining personality compatibility were identified by examining the sources describing the personality model. Within a work place environment, the factors that may determine compatibility of colleagues include:

1. Authority; a tendency to respect or work with the chain of command.
2. Communication; a tendency to value accurate and specific vernacular.
3. Consideration; a tendency to respect or incorporate other people’s opinions.
4. Empathy; a tendency to recognize or synchronize with other people’s feelings.
5. Harmony; a tendency to tolerate or relieve interpersonal tensions.
6. Loyalty; tendency to value relationships and defend alliances.
7. Productivity; a tendency to value efficient processes or creating something.
8. Rules; a tendency to follow and defend documented procedures.

The following quotations from (Keirsey 1998) illustrate the source content from which the environmental factors could be identified and the various personality types’ likely opinions of them were determined. Environmental factors noted after each quotation indicate that the associated MBTI may have positive or negative attitude about those factors.

* Promoters (ESTP) “[have a] low tolerance for anxiety and are apt to leave relationships that are filled with interpersonal tensions.” (Harmony, Loyalty)
* Composers (ISFP) “will put up with a lot more interpersonal tensions than other Artisans” (Harmony, Loyalty).
* Crafters (ISTP) “can be fiercely insubordinate, seeing hierarchy and authority as unnecessary and even irksome.” (Authority, Rules)
* Performers (ESFP) “tolerance for anxiety is the lowest of all the types, and they will avoid worries and troubles by ignoring the unhappiness of a situation as long as possible.” (Harmony, Productivity)
* Supervisors (ESTJ) “may not always be responsive to points of view and emotions of others and have a tendency to jump to conclusions too quickly.” (Authority, Productivity)
* Providers (ESFJ) “tend to listen to acknowledged authorities on abstract matters, and often rely on officially sanctioned views as the source of their opinions and attitudes.” (Authority, Rules)
* Inspectors (ISTJ) “Because of [being adamant about rule compliance,] they are often misjudged as having ice in their veins, for people fail to see their good intentions and their vulnerability to criticism.” (Authority, Rules)
* Protectors (ISFJ) “know the value of a dollar and abhor the squandering or misuse of resources.” (Productivity)
* Teachers (ENFJ) “When [they] find that their position or beliefs were not comprehended or accepted, they are surprised, puzzled, and sometimes hurt.” (Communications, Harmony, Consideration)
* Counselors (INFJ) “value staff harmony and want an organization to run smoothly and pleasantly, making every effort themselves to contribute to that end.” (Harmony, Consideration, Productivity)
* Champions (ENFP) “Sometimes [they] get impatient with their superiors; and they will occasionally side with detractors of their organization, who find in them a sympathetic ear and a natural rescuer.” (Authority, Communication, Empathy)
* Healers (INFP) “have difficulty thinking in conditional ‘if-then’ terms; they tend to see things as either black or white, and can be impatient with contingency.” (Communication, Empathy, Consideration)
* Fieldmarshals (ENTJ) “For the [Fieldmarshall], there must always be a reason for doing anything, and peoples’ feelings usually are not sufficient reason.” (Authority, Rules, Productivity)
* Masterminds (INTJ) “Colleagues may describe [Masterminds] as unemotional and, at times, cold and dispassionate, when in truth they are merely taking the goals of an institution seriously, and continually striving to achieve those goals.” (Productivity, Rules)
* Inventors (ENTP) “If an [Inventor’s] job becomes dull and repetitive, they tend to lose interest and fail to follow through -- often to the discomfort of colleagues.” (Productivity)
* Architect (INTP) “It is difficult for an [Architect] to listen to nonsense, even in a casual conversation, without pointing out the speaker’s error, and this makes communication with them an uncomfortable experience for many.” (Communication, Consideration)

Based on these quotes and other similar descriptions of the personality types, their likely opinions regarding the environmental factors were determined. Table 8 shows the result. The Keirsey temperaments scheme groups the 16 possible MBTI personality types into four categories, referred to as Artisans, Guardians, Idealists, and Rationals (Keirsey, 1998); the table is organized by those categories. In the table, a 0 indicates that people of the personality type are likely to hold a low or negative opinion of the environmental factor, whereas a 1 indicates a relatively high or positive opinion.

Text, letter

Description automatically generatedOther methods of determining the compatibility table values are possible, of course. The synthetic social network generation algorithm will operate with any reasonable and internally consistent compatibility table

Table

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# Interests

**The Social Graph**

In its [minimal form](http://bradfitz.com/social-graph-problem/) the Social Graph only contains [people (nodes) and the relationships between them (edges)](http://www.readwriteweb.com/archives/social_graph_concepts_and_issues.php). Usually the relationship between nodes is symmetric: both have to agree on being linked to each other. The by far largest social graph existing today is Facebook’s Open Graph, which also includes virtual objects people shared (photos, videos, links, wall entries …) and the relationship with these objects (posted, commented, liked, disliked, read …).

When using the Social Graph as a filter a node will be presented with content other nodes have entered into the graph. Quantitative measures can be used such as how close a node entering the content is and how many other nodes related to the reader also shared the content.

**The Social Interest Graph**

While relationships in the Social Graph are symmetric and emerge out of a bi-directional conversation the [Social Interest Graph](http://techcrunch.com/2010/10/16/why-twitter-is-massively-undervalued-compared-to-facebook/) is asymmetric and initiated by one person starting to follow another one. Usually this asymmetric relationship is based on common interests whereby the follower expects to learn relevant content from the person she follows.

Using the Social Interest Graph as a filter delivers more relevant results than the Social Graph as the scope of content is more focused on the follower’s interests (provided the followed person maintains this scope).

**The Interest Graph**

We define the [Interest Graph](http://www.bazaarvoice.com/blog/2011/05/10/shared-fascinations-the-future-of-the-interest-graph-and-interest-mining/) as the set of relationships one person has to a number of terms she is interested in. These terms can relate to real-world items (*car*) as well as virtual items (*quality*) and it’s meaning entirely depends on the person’s individual perception (a person interested in *SUV* will perceive *quality* different than a person interested in *sports cars*). As such the Interest Graph resides within the person itself and is highly individual.

When using the Interest Graph as a filter only content relevant to the individual reader’s interest at that point in time is delivered – independently of the popularity of the content within the Social Graph.

**How to Measure Interest**

To measure interest we need to give it a price tag. The most precious currency today is [attention](http://www.readwriteweb.com/archives/attention_economy_overview.php) and therefor the attention a person spends on a term can be used as the measure of relevance. So to identify the terms of interest we need to analyze the content the person has paid attention to.

There are three ways content is analyzed for personalization purposes:

1. **Human Tagging and Categorizing:** The writer, an editor or a curator categorizes content and assigns tags based on a set of rules.
2. **Algorithmic Tagging:** An algorithm analyzes the content and generates a list of tags. Usually this is based on statistical methods.
3. **Semantic Analysis:**[An algorithm analyzes the content](http://relevancer.tumblr.com/post/8552324680/the-basics-3-content-analysis), detects relationships between terms and uses an ontology to generate a semantic profile of the content.

[The Interest Graph and What Marketers Should Know About It - Business 2 Community](https://www.business2community.com/marketing/the-interest-graph-and-what-marketers-should-know-about-it-0105459)

[How to Create an Interest Graph (livechat.com)](https://www.livechat.com/success/how-to-create-an-interest-graph/)

3.2.1 An Overview of Concept Taxonomy Item taxonomic information is based on a set of categories or topics that can be used to classify and describe items in a hierarchical structure, from coarse-grained classes to fine-grained classes. Item taxonomy is often described in product descriptions, which are provided by domain experts [46, 67] and designed to help users find their preferred items or products easily and quickly. One of the main advantages of taxonomy is that category correlations within item taxonomies represent the hierarchical relationship between categories. There are also other advantages, including implicit feedback data, standard vocabularies and the fact that it is not vague [67]. In addition, a taxonomy’s hierarchical structure can also reflect users’ topics of interests, from general topics of interest at the root nodes to specific topics of interest at the leaf nodes [52]. This enables user interest in items to be linked with the taxonomic information of those items. In short, information on a user and his or her preferences can be learned from an item’s taxonomic information.

Figure 3.1 illustrates an example of concept taxonomy. There are two users who gave ratings to the items. Each item can be described or classified with multiple descriptors, each containing a set of categories (or concepts) that form a path in the concept taxonomy (see the right side of Figure 3.1). In general, product categories can be naturally organised into hierarchies, where the root category of a hierarchy (e.g., a tree) is the most general and the categories become more specific towards the leaves. In a tree structure, one branch tree may have the category name computer technology as the concept and the child categories of programming, database and web application 3.2. NOTATIONS AND BACKGROUND 51 as sub-concept, and another branch may have the concept name business and the subconcepts of marketing and management. To clearly show the proposed concept hierarchy approach, we assume that item represents a product and each concept represents a category. Additionally, the nodes in the concept taxonomy represent concepts (or product categories). The concepts start generally at the root node of the hierarchy and become more specific towards the leaves. Therefore, it is possible that the affinity of user preferences to one item can be linked by concept taxonomy to some of that item’s connections.

Diagram

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Figure 3.2 shows an example of concept correlations within an item taxonomy that represent the hierarchical relationship between concepts. Supposing that the book b2 in Figure 3.2 is associated with the three item taxonomic descriptors: d1 = {c0, c1, c2, c4}, d2 = {c0, c1, c3, c5}, d3 = {c0, c1, c3, c6, c7}, the item b2 can be described or classified by eight taxonomic concept c0, c1, c2, c3, c4, c5, c6 and c7. Within the item taxonomy tree, the taxonomic concepts correlations of the given item b2, which can be described as book, is a root category or concept; also, book is a super-concept of Computers&Technology. The one sub-concept of the leaf nodes is Java, which is the most specific concept in the item taxonomy tree.

[Wanvimol\_Nadee\_Thesis.pdf](file:///C:\Users\Anton\Downloads\Documents\Wanvimol_Nadee_Thesis.pdf) (section 3)

Up till now we have two options:

1. Build trees for the different users, and calculate the similarity between the trees. The trees would have their interests.
   1. In this case, we are encoding the information through hierarchy. The more hierarchy we have, the better the comparison would be. For isntance, under books, action books and sci-fi books might be more related than action and romcom. So to capture this relationship, you need to have them under two separate parents
   2. You can use the amazon dataset to highlight relationships between different things (for instance, if people buy scifi and action books together frequently then they probably are more similar than other book combinations).
2. Have one big general tree, and for every interest that the user puts, get the path to this interest. Then encode this path somehow two generate a feature vector, on which you use k-NN.