THIS DOCUMENT IS AN ABRIDGED SAMPLE VERSION OF THE TEMPERAMENT AND CAREERS REPORT. THIS SAMPLE IS MEANT TO HELP YOU GET AN IDEA OF THE DESIGN AESTHETIC AND AN OVERVIEW OF THE KIND OF CONTENT INCLUDED.
JANE SAMPLE
Artisan Promoter ESTP
TEMPERAMENT & CAREERS

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“There is much to be gained by appreciating differences, and much to be lost by ignoring them or condemning them. But the first step toward seeing others as distinct from yourself is to become better acquainted with your own traits of character.”

- David Keirsey
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This report is designed to help you understand yourself and how your temperament shapes your career.

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Understand Your Career

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Jane Sample
Artisan Promoter ESTP
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Your particular personality type, the Artisan Promoter (ESTP), makes up to 7-8% of the total population. It’s a lucky thing for the rest of us, because Artisans bring the beauty, grace, fun, and excitement into our lives.

30-35%
There are four types of Artisans. These four types are the Promoters, Crafters, Performers, and Composers. These four people types all share the same characteristics.

Promoter
ESTP

Crafter
ISTP

Performer
ESFP

Composer
ISFP

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OBJECTIVE

→ Temperament and Careers

In a world filled with unique individuals, when it comes to personality there are only four different temperaments and sixteen types of people. Understanding these personality types and mastering your own can be the keys to achieving your goals.

This report is designed to help you understand how the needs and preferences of your temperament shape your career development process. It includes a list of occupations that match the typical work style shared by people of your temperament.

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Artisans are fun-loving, optimistic people who live for the moment. Artisans are typically out of the ordinary and often unconventional. Members of this group don’t want to sit around and do nothing; they want to try new things and experience as much as possible. Artisans are typically playful people. Excitable and often unconventional, they seek out the stimulation of new experiences more than most others do. They want to try—and even master—the variety of activities that life has to offer. In their personal lives, upbeat, curious natures can make Artisans playful mates and creative parents. Professionally, their combination of realism and risk-taking can make these individuals troubleshooting leaders. Overall, Artisans prize the kind of freedom that allows them to live for the moment and seize the day.

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AN OVERVIEW

→ Temperament and Careers

OTHER TEMPERAMENTS

The Four Temperaments

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GUARDIANS are the cornerstones of society, for they are the temperaments that give order, give service, and preserving order. They are the social institutions. Guardians have a natural talent in managing goods and people. A Guardian’s superiors to them are authority and order—and they use all their skills to keep things running smoothly, in their families, communities, schools, churches, hospitals, and businesses.

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What is the Relationship Between Temperament and Talent?

The four temperament styles match up consistently with four general types of intelligent roles: Tactical, Logistic, Diplomatic, and Strategic. The connections between temperament and intelligent roles are as follows:

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AN OVERVIEW

→ Temperament and Talent Relationship

Artisan TACTICAL

Artisans are best when they can use their tactical skills that enable them to look for resources available in the moment and make the most of them. They are unusually skilled in reacting quickly in emergencies. Artisans are most comfortable working in the moment with an excess of constraints or red tape. Tacticians are valuable since they can quickly react to situations in circumstances.

Guardian LOGISTICAL

Guardians are at their best when they can use their logistical skills to ensure that the proper equipment is in the proper place at the proper time. Guardians are at their best when following step-by-step procedures and ensuring that their logistical skills are valuable since if procedures are not followed, any company can face disaster.

Idealist DIPLOMATIC

Idealists do their best work when they are influential in how projects get done. Idealists are best supplied within a company's activities for people; they encourage all to live in harmony and efficiency together.

Rational STRATEGIC

Rationals use their strategic skills in envisioning and setting long-term goals and milestones for meeting objectives. For Rationals, everything is part of a system. Making things work is a matter of understanding the strategic impact of each part of the system and manipulating them accordingly. The rarest of all gifts, the ability to think in the long-term and create new possibilities is particularly valuable in business.

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Artisan

How Your Type Shapes Your Career

As an Artisan, you're driven by your passion for what you do. You thrive in environments that offer excitement and challenge, rather than the more measured, business-as-usual approaches. Your skill at innovation, love of risk, and ability to see possibilities in situations that others may overlook contribute to your success in fast-paced, unpredictable environments.

Your career path is likely to be less linear than that of other types. You may not follow a predictable track in any of several possible career paths. You may choose to start your own business, join a startup organization, or work in an established company that values innovation. You may pursue a physical career over a higher status one, despite a lack of external recognition. You may change jobs or careers often, perhaps moving on from one company to another as they leave their quick-growth phase.

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Artisan

Aptitudes

People who share a temperament often share aptitudes: those things that a person can do well without much training, enjoys doing, and will usually volunteer to do when the opportunity arises.

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Learn About Temperament Intelligence

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BEING A PROMOTER

→ About You

TACTICAL

Of all the Artisans, Promoters are known for being the most persuasive and winning. As a result, you’re likely the kind of individual who is able to dream up a venture or scheme and then talk perfect strangers into going along with it. In a sense, Promoters like you handle people with much the same skill as a craftsman handles his tools.

PROACTIVE

Life is never dull around a Promoter like you. By large, you’re a person of action. As a result, when you’re around, things usually begin to happen. Once the music plays, the games begin.

PRESENT

Often clever and full of life, you can make your life into a theater of excitement. What is most often seen as a dream begins taking shape—although you probably don’t want to spend the time it takes to be an outstanding entertainer. Promoters like you are often able to swing deals and dostart enterprises in a way no one else can.

RISK-TAKING

In work and in play you’re apt to almost constantly pursue new activities and challenges. You can be bold and daring at heart, the type of person who is ever optimistic that things will go your way. As a result, you may be willing to take tremendous risks to get what you want. You can even feel exhilarated walking on the edge of situations most people would consider disasters. Because of this courage you can make a great administrator or negotiator in difficult situations. You also have what it takes to be an outstanding entertainer. Promoters like you can make a great administrator or negotiator in difficult situations. You also have what it takes to be an outstanding entertainer.
BEING A PROMOTER

→ 7 Things About You

ARTISAN PROMOTER FACTS

Artisan Promoters are Apt to Be Aware of:

1. Pride yourself on being instrumental and willing to respond to emergencies.
2. Be able to see problems at hand and make difficult decisions.
3. At people who are communicative and quick.
4. Use your communication skills as a person is blunt or lack
5. Like grabbing new opportunities and having a lot of variety in your job.
6. Want to have an impact on co-workers, projects, and the company.
7. Be skilled in promotion and negotiating.

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BEING A PROMOTER

7 Things You’re Good At

1. You can be extraordinarily resourceful; you pull in the people and things you need to get what you want.

2. You read people’s agendas without being distracted by their expressed intent.

3. You are a superb spokesperson.

4. You have extreme confidence in meeting deadlines and don’t agonize over choices.

5. You can predict people’s future actions from their past and current behavior.

6. You enjoy initiating and promoting projects.

7. You adapt well to change and emergencies.

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Choosing the Best Option

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Promoters
and Choosing the Best Occupation

Promoters are stressed by workplaces where creativity is stifled by a job that acts like a prison cell where their solutions to problems are ignored by a cumbersome, poorly designed process. Their camaraderie they look for is lacking.

Promoters thrive fully in the tension of the extraordinary memory of facts and the ordinary memory of observation. Ideally, they are the custodians of their vast databanks of information. Promoters are energized by the possibility of opportunity that others don’t perceive, and they have much motivation for pursuing intangible visions, except as those goals present themselves as events to which they can respond.

Like other Artisans, Promoters are wired to seize freedom and spontaneity. They hunger for the liberty to act on their impulses, to play, and to create. Artisans thrive in “action” occupations—those that involve precision, endurance, strength, boldness, and timing.

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BEING A PROMOTER

Choosing the Best Occupation

Your Ideal Work Environment

1. Contains a lot of action and lets you respond to your impulses and hunger.

2. Brings excitement and energy to your life.

3. Lets you have an active, hands-on role.

4. Allows you to compete based on your skills and abilities.

5. Lets you come up with new ideas and fix problems on the spot.

6. Lets you use your keen powers of observation and memory.

7. Offers a lot of unplanned situations.

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BEING A PROMOTER

Choosing the Best Occupation

3 Tips to Help You Find the Right Workplace

1. Seek out an active, informal environment where you are judged by what you contribute to your role.

You will probably be stressed by work that is rigidly defined by a job description that acts like a straitjacket—work that is measured in favor of cumbersome standards and codes of conduct, where the people are faceless.

2. Success will come from being good at your job.

You might keep score by counting the number of new clients you get or being satisfied with the number of new ideas you come up with, but in a culture of innovation, rebuilding a successful career means being known as a developer of healthy ideas that pull the organization into the future. Instead of counting standards and codes of conduct, count the number of new ideas you come up with that have a positive impact on the world.

3. Don’t underestimate the value of experience you picked up beyond the parameters of formal schooling or paid work.

An ability to stay centered in the moment, the joy you take in risky situations, and your willingness to act without hesitation when the moment is right give rise to what others may perceive as your weakness—an attitude of expediency. Consider creating your own job by working for yourself or by promoting yourself to organizations as a unique package who can expand the usefulness or enhance the value of their product or service.

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BEING A PROMOTER

Choosing the Best Occupation

Provided below is a non-exhaustive list of occupations you may wish to consider. While all personality types are represented across the spectrum of careers, particular types of work tend to attract particular types of people. Your personality type influences:

- Whether or not you are suited for the inherent demands of the work.
- Whether or not you and your colleagues are likely to be on a similar wavelength.
- Whether or not you enjoy the culture and lifestyle that goes along with the career.

If you are embarking on your first career or considering a career transition, start with this list. You will see the career/job title, a brief description taken from the O-NET (Occupational Information Network) database sponsored by the U.S. Department of Labor, and a link for more information (if available) from the O-NET website. Here you can explore many aspects of the job, including related jobs, interests, values, activities, and skills.

After reading the career/job descriptions, you might also useful to browse some actual job listings at CareerBuilder.com. While some of the careers listed below require more education and experience than others, viewing the job listings provides an indication of the current market demand for these positions.

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**Investment Advisor**

Advise clients on financial plans utilizing knowledge of tax and investment strategies, securities, insurance, pension plans, and real estate. Duties include assessing clients' assets, income, or expenses, and financial objectives, and developing investment strategies.

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**Sales Representative**

Sell goods, merchandise, or services to wholesalers or manufacturers.

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**Computer Systems Analyst**

Conduct research to determine which computer systems and software programs will best meet an organization's needs. Develop or evaluate systems and procedures. May assist management in operating systems more efficiently and effectively. Includes program analysts and management consultants.

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BEING A PROMOTER

Navigating the Job Market

While your Keirsey Career Temperament Report does contain a list of careers often selected by people of your personality type, these lists are not exhaustive. Personality is not the only factor in career choice. To identify your best options, consider the big picture—how your job fits into your whole life.

1. What will my lifestyle be like if I choose this position or this occupation?

Where do you want to live? (What country or region? Do you have a preference for the city over the country or the suburbs? Do you want to live on a boat or in a log cabin?)

How much money do you need to make?
How long a commute are you willing to endure?
How will you structure your career to accommodate family, study, travel, children, early retirement, or other goals?
How many hours per week are you willing to spend on work?
What community or creative work are you able to devote to your job?

2. Will I be comfortable with surroundings this type of work?

Identify your highest personal values and if selecting any career not that will be highly respected by colleagues, superiors, or people whom you respect. Some career examples starting with:

☐ Achievement - mastering goals
☐ Artistry - working with beautiful things, beauty
☐ Affiliation - working with people like you
☐ Authority - managing or directing other people's work
☐ Creativity - ability to innovate, to try new approaches
☐ Ethics/Morals - being free to work in congruence with your own judgments
☐ High Pay - commanding a large salary
☐ Independence - being free from other people's direction and control
☐ Recognition - becoming known for your expertise
☐ Status - having a high prestige job

3. Will the work that makes it into my life?

What classes fascinated you in high school or college?
What would you do if money were no object?
What do you naturally do well?
What social, societal, or world problems do you want to solve?
What are your most significant experiences?

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WHAT IS TEMPERAMENT?
WHAT DOES IT HAVE TO DO WITH MY CAREER?

Temperament theory describes distinct patterns of approaching the world. Just as young children show a preference for using the right or left hand from a very early age, people seem to display one of the four temperaments: Artistic, Guardian, Rational, or Idealist. Unless you are blocked or deflected from doing so, you develop a unique personality that expresses that temperament.

You will be most satisfied with your work if you choose an occupation that is permitted to be your nature that encourages and rewards your natural proclivities.

As an example, most people of the Rational temperament like to work in a self-directed career. They prefer taking orders only from people who have earned their authority having demonstrated their own expertise. People of the Guardian temperament, by contrast, are comfortable nestled within a hierarchy, where they have a named role between their superiors and subordinates.

Can My Temperament Tell Me What Career to Pursue or Whether or Not I Should Take a Particular Job?

Temperament alone cannot determine your career choice.

First, temperament is more about how you experience and influence your choice of role and the extent you need money and prestige to acquire their within a career field than dictate what a temperament’s preferences to acquire path itself. For example, a Rational will be more likely to choose a career in the business world, whereas an Artistic person is more likely to work in engineering or a stockbroker. However, there are people reared in a family that a long tradition of work in the car business who one in a million found a career in medicine. The key is that one is in a career that is aligned with their temperament.

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TEMPERAMENT TIPS

- Your temperament is fundamental to your optimal ways of learning and working.
- Trying to force yourself to become what you’re not is likely to lead to dissatisfaction in your career and possibly to poor performance as well.
What Motivates People of Different Temperament?

Artsains

Artsains (SP) are wired for the "creative" and "artistic" mind. They value the liberty to let their impulses play, and to create. Artsains thrive in "face" occupations—those that involve precision, endurance, strength, boldness, and timing.

Guardians

Guardians (NP) are wired to seek the group or the team. They stabilize relationships, and require responsible, consistent, and traditional behavior. They thrive as caregivers who establish, nurture, and maintain social structures.

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