



Harry's Take

December 16, 2020

A Gift for Your Kids or Grandkids for Christmas: Their Personal Brand!

I have always been an advocate of teachers and parents spending more time to help their kids find out what they are best at and naturally suited to do, rather than just teaching every kid all the same things everyone learns at school. Everyone needs basic knowledge, but focusing on what you are already meant to be and honing those skills is the most effective path to success....

In other words, education should be more customized earlier in the process, just like with other products and services in this information age, rather than just in the second half of college. And that starts with figuring out your kid's natural talents, personality, and role, I would say optimally between high school and college.

That's why I am introducing to you here what I consider a most valuable gift, which also is very affordable. You could tell your kid it costs more and he or she would likely believe you, but then they would instantly Google it and find out otherwise.

I had no idea what I wanted to do in life until I got interested in business as a junior in college after I met my first father-in-law. I thought then that I wanted to be a corporate manager... but I was not even close! The tests I describe here would have told me otherwise long before I finally figured it out fully when I was 35.

A number of personality tests now are available that are very easy to take and very insightful. The first one I took was out of Ned Herrmann's book, *The Creative Brain*. I answered about 25 questions and got a rating on my

brain dominance in its four quadrants. Here is the simplest summary of my career type according to his research: **financial forecaster, research and development**. I took this test just before formally becoming a financial forecaster in 1988.

The results reflected simply that I am upper-right-brain dominant and upper-left-brain secondarily dominant. Could you have described my profession without knowing me more accurately or guessed my firm's former name, Dent Research? You'll be able to find Herrmann's book if you look hard enough, but you can no longer get your personal reading directly. Herrmann's daughter sold his system to corporate America for training programs.

Myers-Briggs is one of the longest standing aptitude/personality testing firms. You can now get a free report from them by filling out a simple questionnaire found at this website:

<https://www.16personalities.com/free-personality-test>.

The system lays out 16 personality types. I came out as the Advocate. My wife is the Protagonist—and we are much alike, with only one of four traits different. But both of us are very outspoken and opinionated, and, hence, argue a bit more than most couples.

My partner Rodney Johnson has a rare even split between the Commander and the Architect. It's no surprise that he is the CEO and planner of our firm. Like my wife, my other partner Harry Cornelius is also the Protagonist, and his role is promoting me and my research to other firms we can partner with.

But **my favorite personality testing system by far is Sally Hogshead's Fascinate Test, found at howtofascinate.com**. She also wrote a bestselling book, *Fascinate*. Her system is far more focused than others, with 49 personality archetypes. It is not about your job description, but instead is about your **role in society**... or as she says... **how the world sees you!** Sally spoke at one of our conferences several years ago and was the main topic of conversation for the remainder of the conference.

Her matrix chart of 49 Personal Brands has seven Primary Advantages down the left side and the same seven traits as Secondary Advantages

across the top, so 7 X 7 traits = 49 types, vs. 4 X 4 traits = 16 types with Myers-Briggs.

Sally Hogshead's 49 Personal Brands: How The World Sees You

THE PERSONAL BRAND ARCHETYPES DISCOVERED BY SALLY HOGSHEAD HOWTOFASCINATE.COM

		SECONDARY ADVANTAGE						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY ADVANTAGE	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Quirky	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Inventive Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adroit Contemporary	THE QUICK-START Profitic • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensative	THE PEOPLE'S CHAMPION Dynamic • Inclusive Empowering	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Secure	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Unconditional Self-Propelled	THE RINGLEADER Motivating • Spirited Conciliating	THE AGGRESSOR Dominant • Overbearing Opportunistic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Protective • Cautious Security-Minded
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nastily • Unassuming Innocent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mildly	THE VEILED STRENGTH Reactive • Intentional To-the-Point	THE ROYAL GUARD Elegant • Adroit Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Intimidated Conceited	THE ARCHER On-Target • Reserved Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fair-Tailed Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Fearless Fearless	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

..... DOTTED STROKE = DOUBLE TROUBLE WANT TO BUILD A HIGH-PERFORMING TEAM? CONTACT OUR FRIENDLY STAFF AT HELLO@HOWTOFASCINATE.COM ©2015 SALLY HOGSHEAD

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This simple, 28-question test pegged me the best: The Maverick Leader. The Advocate type from Myers-Briggs wasn't wrong, but the Maverick label under Sally's system gives more information, indicating a person who is more radical, irreverent and innovative. For my Personal Brand, my Primary Advantage is Innovation (Maverick) and my Secondary Advantage is Power (Leader).

To me, the best benefit was not just seeing my own role, as it was pretty obvious once revealed; I would have gotten a greater payoff from knowing this when I was younger and it was not so clear. How I really benefited was by getting a better understanding of the personality types and roles of people I know and work with so I that can relate to them better—it'll be the same for you and the kids!

My wife is a Catalyst. Not only is she just way more social than I am, she's someone who inspires people to think differently, as her Primary Advantage is Passion and her Secondary Advantage is Innovation. She's the same type as Sally, whose key word is "fascinate" —are you feeling the passion? I told my wife that if her two traits were just reversed so that she was Innovation Primary, she would be a Rock Star! It's good for me that they aren't, as I wouldn't have had a shot at her. We connect at Innovation—and my third most dominant Advantage is surely Passion.

Rodney is The Anchor, and that is precisely his role in our company. He complements my more radical and experimental nature. Look at the description of his Primary Advantage, Trust: "builds loyalty through trust and consistency." And Harry Cornelius is the Maestro.... do you see how that better describes his role of putting together opportune and creative deals than the Protagonist label from Myers-Briggs? Could I work with just any good protagonist? As controversial as I am, I need a Maestro!

So, if you want to give your kids or grandkids (and family, friends, and business associates) something really different and something that could be priceless both to them and to you, I recommend Sally's test. To get the discounted price Sally is exclusively offering our readers, \$38 instead of the normal \$59, click [this link](#).

If you want to test this process out first, have your kids or grandkids take the Myers-Briggs for free and see if it fascinates them. Then, give them the real "How to Fascinate" test.

Harry

P.S. Forward this article to anyone you think should take advantage of this unique offer. The price drops to \$26 per Fascinate Test report if you order more than one.

For more about HS Dent and to sign up for our free e-letter, visit www.HarryDent.com. Got a question or comment? You can reach us at info@hsdent.com.