

Institute of Self-Worth®
Teaching Notes

Personality Profiles

“A wise man knows others better than they know themselves and he will know himself better than others know him.”

Once a person understands the four different personality types, they will begin to understand why people do the things they do and why they react the way they do.

Psalm 139:14 “we are fearfully and wonderfully made.” In creating man, God, in his wisdom, chose four different personality types to cause the world to function. When someone knows and understands the makeup of their own personality they will be more understanding of the makeup of other peoples’ personalities. This knowledge enables us to approach each personality type wisely.

Personality Profiles:

D	3%	Leaders
I	11%	People Person
S	69%	Stability
C	17%	Compliance

D personality (Choleric): This person is a visionary, a decision maker, someone who is not afraid to start new projects. They are direct, aggressive, right to the point, and goal oriented. They like to make decisions and will make them for everyone around. Only 3% of the population has the D personality. The D’s greatest strength is the ability to lead and make decisions. Their greatest weakness is the fear of being taken advantage of.

I Personality (Sanguine): This group makes up 11% of the population. They are the talkers, great salesmen, people persons. They’ve never met a stranger. This group generally has high phone bills, are the life to party, and don’t want to be alone. The I’s greatest strength is the ability to communicate. Their greatest weakness is the fear of rejection.

S Personality (Phlegmatic): This group wants security and stability. They want to know if you’ll be there tomorrow. They are peacemakers. This group is the glue that holds the world together. Without the S’s there would be no stability. In order for a company to stay in business, they must have repeat business. If a company can win this group of 69% of the population, they will have continued success. Their greatest fear is the loss of security. Their greatest strength is their long-term stability.

C Personality (Melancholy): This group likes to read the instructions and the fine print, follow the rules, and gather more information. They are detailed, creative, goal-oriented, often perfectionists and tend to procrastinate. They don’t like to make decisions, but can

obtain all the information needed for someone else to use in making a decision. Their greatest strength is compliance. Their greatest fear is being told they didn't do it right.

We Need Each Other

Each one of us is one or a blend of more than one of these personality types. Often individuals believe their personality type is the only one that is right. God made each of us unique and different so we would have to depend on each other to make this world successful. We need the D's in order to have jobs. We need the I's to sell the ideas. We need the S's to maintain peace and stability. We need the C's for their creativity and to make sure things are done right.

An Example

Several years ago, Lee Iacoca was the CEO of Chrysler. At the time Chrysler needed to borrow one billion dollars from the government to stay in operation. Chrysler paid that note before it was due. The marketing method they employed was the profile system.

He built the "K car" and told the public if they would buy this car he would give them \$500.00. The D personalities decided quickly this was a good deal and bought the car, but they only comprise 3% of the population. This gave him immediate cash flow. However, he needed to appeal to more than 3% of the people. So he pursued the S personalities, which represent 69% of the population. Remember, this group wants security and stability. They want something that lasts. He offered not only the \$500.00 rebate but also a 50,000-mile warranty. They liked the security of knowing if something happened to their car within 50,000 miles Chrysler would take care of it. By offering security to this group he sold the "K car" and won their repeat business.

Key: Every smart businessman will know the personalities and how to market to each.

The Profile

A profile can be taken in 7-8 minutes and the results are graphed and discussed. The system is 95-98% accurate. There is no right or wrong, good or bad result. The profile reveals a person's strengths and weaknesses. It reveals how others see you, how you respond to pressure, and how you see your self. Everyone needs to know who he or she is. You will learn how to communicate with team members and develop a successful team. The personality profile is available by mail from Vic Porter Ministries. The cost is \$30.00 per profile.

Charting your profile Results:	Graph I	Mask, Public Self
	Graph II	Core, Private Self
	Graph III	Mirror, Perceived Self

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Exam

Personality Profiles

1. How many personality types are there?
2. Name the personality types.
3. What percentage of the population does each personality type represent?
4. Which personality type likes to read the fine print?
5. Which personality type likes to talk?
6. Which personality type likes to develop relationships?
7. Which personality type is a visionary?
8. Which personality type is the target of “repeat” business?
9. Generally speaking, should you hire your weaknesses or your strengths?
10. Generally speaking, should you try to correct your weaknesses or develop your strengths?

Name: _____

Date: _____

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Answer Sheet

Personality Profiles

1. Four
2. D, I, S, C
3. D -3%, I -11%, S -69%, C-17%
4. C
5. I
6. S
7. D
8. S
9. Weakness
10. Develop your strengths