



Striving Styles

Who are you *meant* to be?

The Adventurer



Striving Styles™ Personality System
SSPS™ Level I Assessment Report

The Adventurer

FOR

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Your Report Contains:

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Striving Styles™ Personality System
Level I Assessment Report
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Part 1

Congratulations! You have just taken the first step towards achieving your potential and becoming who you are meant to be.

Introduction

What Is the Striving Styles™ Personality System?

The Striving Styles Personality System (SSPS™) is a revolutionary approach to helping you achieve your potential. It is a complete system incorporating Psychological Type, Emotional Intelligence, Needs Theory and Brain Development theories. It shows you how your brain is organized, how your needs and emotions influence your behavior, and how to strengthen your authentic self to become the person you are meant to be.

The SSPS is based on the assertion that each of us is born with a predominant need and pattern of energy (Striving Style) that determines how we will behave in order to get that need met. Now that you have taken the SSPS Assessment, you can learn all about your predominant need, your Striving Style, your Striving Style Squad and what you can do to maximize your potential.



Everyone has an unconscious awareness of what their potential is...

Who Are You Meant To Be™?

Knowing who you are meant to be starts with knowing what you are born as. Too often, people try to figure out what they are meant to do without having any idea about who they really are. This disconnect causes them to look outside of themselves for answers to questions that can only be answered from within. It also causes people to strive to be what others expect of them; to give up on themselves and instead try to live up to an “ideal,” or to be the person they think they should be, rather than being who they authentically are.

Everyone has an unconscious awareness of what their potential is along with the knowledge of who they are meant to be – their authentic self. For most, the authentic self takes a lot of trial and error to discover because it is unconscious. It is like looking for buried treasure without a map. The SSPS includes a comprehensive Developmental Framework based on your own brain's organization. This provides you with a roadmap for growth based on understanding the more dynamic aspects of your brain, emotions, behavior, and personality. It also shows how your unmet needs cause shifts in your behavior that get in the way of achieving your goals and, most importantly, what you can do about it.

Part 2

A Needs-based Approach

Like most, you probably hold the belief that your rational brain dictates your behavior. If that were true, you would be doing everything you think you should be doing!

Your Personality Is Organized Around Your Needs

In fact, you are driven by powerful, instinctual needs – and have been since birth. You try to satisfy these needs in a variety of ways based on your Striving Style. Your needs are the source of motivation for your behavior and social interaction. They influence how you behave and how you feel about yourself. If the conditions are right, and your predominant need is met, you are poised for growth and development.

When your needs are not met, you will feel threatened, frightened or anxious, which leads to self-protective or survival behaviors. Fear and anxiety override rational thought and profoundly influence your behavior - often without your awareness. If you are unaware of what your needs are, you are at the mercy of your unconscious impulses, emotions and habits of mind. This leads to non-productive behavior, increased emotionality, and an inability to focus on your goals.

The Striving Styles goes to the heart of the human experience – **what need must I satisfy in order to feel secure and psychologically stable?** From this place, what other elements of my personality do I need to attend to, or, in other words, which other needs must I meet in order to grow and develop? What are the consequences if I don't? Do I try too hard to be who

others want me to be? The Striving Styles does not provide a laundry list of strengths and weaknesses; rather, it takes into account the complexity of your brain's functioning and its impact on your personality.

How the SSPS Works

The Striving Styles Personality System fast tracks the process of becoming conscious, bringing the self, the mechanics of your mind and your predominant need into awareness. There are eight Striving Styles and each has its own predominant need that must be met, and a set of behaviors that it likes to use. Through the SSPS, you are able to see how your predominant need influences your behavior and how you are most likely to behave, both when you are self-actualizing and when you are simply trying to survive. Knowing your Striving Style allows you to direct your behavior toward your desired outcomes rather than reacting to what is going on.

This assessment is simply your first step. Through knowing your Striving Style, you can consciously and enthusiastically engage in the activities required to help you self-actualize. By using the SSPS, you will become more aware of when you are behaving in a way that is self-protective, and you will learn to consciously shift to self-actualizing behaviors, negotiate to get your needs met, and become who you are meant to be.



Part 3

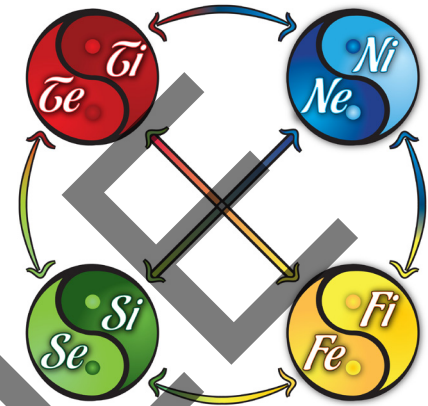
Four Quadrant Model of the Brain

The Striving Styles is a neuro-psychological approach to understanding the mechanics of your mind. It integrates the theories and models of many leading authors into a comprehensive system for achieving potential.

The following sets out a few of the key theories that serve as the foundation of the SSPS. For more information on the research behind the Striving Styles, refer to the last page of your report or WhoAreYouMeantToBe.com.

Carl Jung's Theory of Psychological Type

The SSPS is an evolution of Carl Jung's theory of Psychological Type, popularized by such assessments as the Myers-Briggs Type Indicator® (MBTI®), True Colors®, DiSC®, Jung's Typology Test™, and other psychometric instruments. All of these assessment methods provide us with an understanding of certain behavioral preferences. However, the Striving Styles is the first to integrate an understanding of how the brain, our needs and our emotions work together to influence the functioning of our personality.



In 1921, Carl Jung wrote his book "Psychological Type" in which he categorized people into primary types of psychological function. His theory states that we have four mental functions, consisting of two pairs of opposites:

- Two functions for taking in information (Perceiving), which he called Sensing and Intuition, and
- Two functions for making decisions (Judging) which he called Thinking and Feeling.



Through knowing your Striving Style, you can consciously and enthusiastically engage in the activities required to help you self-actualize.

He also theorized that we use the mental functions in either an inner (introverted) attitude or outer (extraverted) attitude. Combining the functions and attitudes gives us eight distinct psychological types. Jung believed that we prefer one function and attitude type over the others and that if we were not able to use the preferred function, it would lead to psychological and physical illness. He called this “Falsification of Type.”

In the Striving Styles Personality System, eight archetypes or symbolic figures with their own icon represent Jung’s eight functions. Each Striving Style has been named based on their predominant need, behavioral preferences, and role in the personality. The SSPS makes each of Jung’s functions come alive as it uses these easily recognizable characters instead of functional names (e.g. extraverted feeling), color (e.g. red), or four- letter code (e.g. INTJ). Their names make it easy for you to grasp the meaning and the role of each of the Styles.

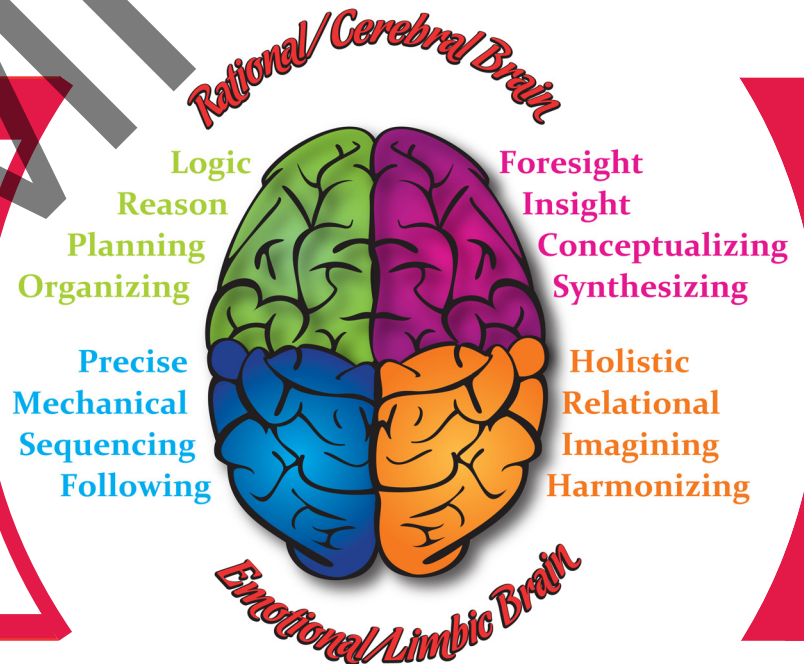
Whole Brain & Thinking Styles

The Striving Styles Personality System also draws on the work of Ned Herrmann and Katherine Benziger (Thinking Styles) who, like Jung, used a four-quadrant model of the human brain. Their theory states that your brain has four sections, each of which performs specific functions efficiently and with minimum effort. You are born hard-wired to use or favor one section of the brain over the other three. The energy of this section will be significantly more efficient (up to 100x more) and easier to use than the other sections. It also has more neural networks established, making it easier to use and communicate with other areas of the brain. The other sections require more conscious awareness to use them and take more energy to keep them going for long periods of time.

The four functional areas are:

- Defining (upper left)
- Understanding (upper right)
- Experiencing (lower left)
- Relating (lower right)

Each functional area is associated with two of the Striving Styles. One of the Styles has an external focus, interacting with the outer world when performing its role. The other Style has an internal focus, interacting with the inner world when performing its role.



When you incorporate the unique abilities and talents of your whole brain in your life, a powerful new way of experiencing yourself will open up for you.

About the Striving Style Squad

The SSPS takes the work in this field a step further, incorporating needs and archetypal characters to make the theories more useful and understandable. Therefore, just as you have four quadrants in your brain, you also have access to the striving energies of four “people.” This group of four is called your Striving Style Squad. One of these

four is the “alpha,” and dominates the others as your Predominant Striving Style.

The other three – your Associate Styles – have different talents and abilities and all play distinct roles in your personality based on where they are situated in the brain. It is your Predominant Style that determines your Associate Styles based on Jung’s theory.

The chart below introduces the eight Striving Styles including where they are situated in the quadrants of the brain, the role they play in our lives and the need they seek to meet.



The four other Styles that are not on your Striving Style Squad are “Auxiliary Styles” - needs that are less acute and therefore unconscious. Using their energies and abilities are difficult without a lot of conscious attention. It is more important for you to integrate the members of your Squad before you tackle bringing on other members for development. However, it is important to know who is not on your Squad and what this means to your capabilities in general.

Leveraging Your Brain with the SSPS

In order to self-actualize and to achieve your potential, you must use your brain as a whole, with each section and its corresponding Striving Style from your Squad contributing to your overall functioning. The four Styles that make up your Striving Style Squad are designed to be used together. It is through using all four Striving energies found in your Striving Style Squad that you emerge as a stronger, more capable human being.

The challenge that you face is to not over-identify with your Striving Style and think of it as your personality. Because the brain continues to form new connections, you are able to create links between members of your Squad, increasing your ability to use reason, emotion, and instincts together. Knowing how your brain is structured and organized will help you to understand where your striving energies and needs come from and how to use them to become who you are meant to be.

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Part 4

Your Behavior is Influenced by Your Emotions

For hundreds of years, we have believed the key to our happiness was our ability to use our rational brain while ignoring and controlling our emotions. We now know that our ability to self-actualize lies in our ability to experience and use our emotions.

Security vs. Threat: Love vs. Fear

The human brain has evolved so that if we work at it, we can be self-aware. This is largely due to our ability to use our rational brains. However, the instinctual and emotional brains still have a far greater influence upon our behavior than the rational brain does. This makes it easy for emotions to dominate and to control thinking. Although our thoughts can easily trigger emotions, we are not very effective at turning emotions off once they have been activated.

As the brain is evolutionary in nature, it is wired to receive messages first from the emotional brain before it moves to the rational brain where thinking and planning occur. New brain science has demonstrated that our emotional brain plays the central role in learning, behavior, decision making and development. In order to develop, we have to build strong neural pathways between these two brains so that our emotions don't hijack us when we least expect it.

Humans have two separate emotional systems in the brain, each with patterned, innate responses to stimuli. This means that the emotions you experience

when you feel threatened (fear based emotions such as anxiety, frustration and envy) cause chemical reactions in the body that are very different from the chemicals released when you feel confident and secure (pleasure-based emotions such as happiness, love, contentment, excitement, and inspiration).

Two sets of emotions -- love and fear -- drive two distinct systems of responses in the brain: the Self-Actualizing System™ and the Self-Protective System™.

When we are using our Self-Actualizing System, we are thinking objectively and managing behavior, urges, emotions, and thought rather than just acting on emotions and impulses. This allows us to be in the driver's seat, directing our behavior and our lives. However, the behaviors of our Self-Protective System are often mystifyingly self-destructive because our predominant need is going unmet. We may find ourselves over-eating, drinking or working; shopping compulsively; or sabotaging our relationships instead of putting our energy into meeting our need.

> **The Self-Actualizing System** involves the emotional and rational brains. It seeks pleasurable and self-promoting experiences that are fuelled by love and other pleasurable emotions. It makes people curious about their world and promotes goal-directed behavior toward a variety of pleasurable outcomes or objects (including physical and psychological needs). It is a positively-valanced, energizing system that moves people out into their environment to explore and experience.

> **The Self-Protective System** involves the emotional and instinctual brains. It seeks to protect the self from real or perceived threats to survival and is fuelled by fear and other associated emotions. This system responds to both external and internal threats, either real or imagined. Its reactions are automatic in nature and it gives rise to freezing, withdrawal, avoidance, or flight reactions to ensure self-preservation when activated. It doesn't seek to understand or question, only survive.

These systems operate outside our conscious awareness. The self-protective patterns that we develop in childhood, which ensure our survival but inhibit our growth and development, continue to be used, relied upon and replicated into adulthood, causing us to keep bringing the past into the present despite our efforts to change and grow.

When we feel confident and self-assured, our emotions cause us to expand, share, and grow, while survival or fear-based emotions cause us to fight, withdraw and protect ourselves. Security causes us to seek connection with life; fear seeks protection from life.

When we don't know what we are feeling, or when we don't allow ourselves to express our emotions, it is difficult to know whether we are motivated by love or by fear. We don't know if we are striving or just surviving.



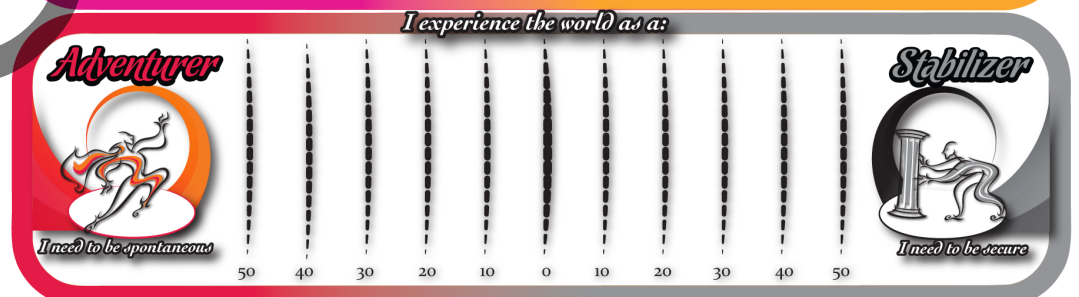
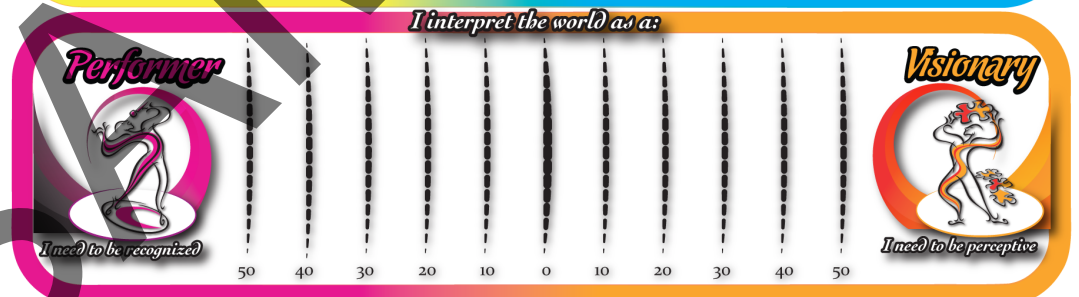
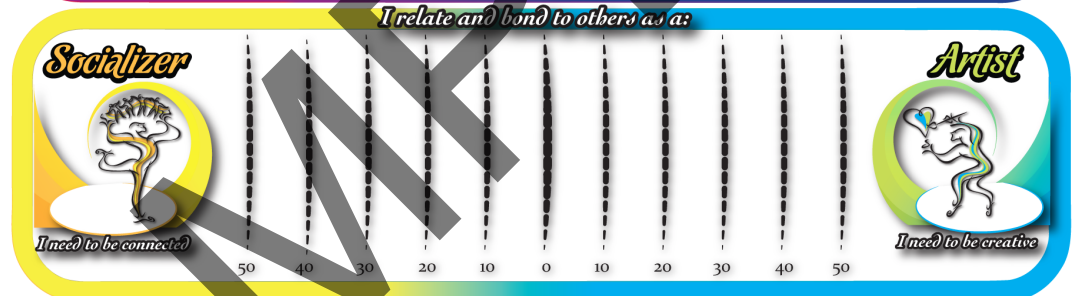
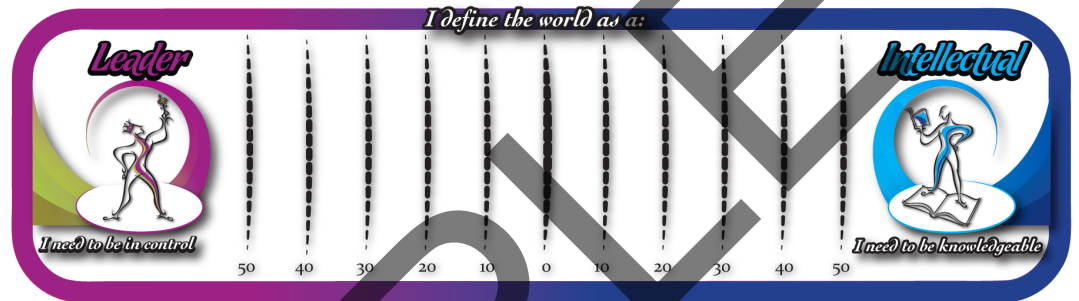
Part 5

your Striving Styles results have been calculated based on your responses to the assessment questions.

Your results include your Predominant Style and the Associate Styles that make up your Striving Style Squad. As the SSPS is based on Jung's Psychological Type theory, it also reports your Jungian preferences and your equivalent MBTI® four-letter code, for your information.

Your Striving Style Results

Adventurer Striving to Be Spontaneous



Your Jungian Preferences are: Extraverted Sensing with Feeling
Your Type is ESFP: Extraverted, Feeling, Thinking and Perceiving

Interpreting Your Results

Your results indicate your **Predominant Striving Style** and how often you perceive yourself to be using your **Associate Styles**.

- A longer bar suggests that you may be relying extensively on the Style perhaps to the exclusion of others;
- A shorter bar suggests you are using the Style corresponding to this part of your brain less frequently or not at all.

Your results may not seem to fit with how you think of yourself. If this is the case, there may have been factors present that influenced how you responded to the assessment. Take a few moments to reflect back and ask yourself the following questions to see if you can figure out what may have affected the outcome.

When you were answering the questions, did you...

- Respond based on how you have to behave at work?
- How you are expected to behave because of your role in your family?
- Answer thinking about what you are trying to be like, or did you answer based on what you currently are?

Think about how you were feeling or what you were thinking when you answered the questions.

- Did you give the questions a lot of thought prior to responding, or did you respond according to your first impulse?

- Did you answer based on what comes most naturally, or what you actually do in practice?

Another possibility is that your results may not reflect who you think you should be or similarly, they may not reflect the attributes you place a higher value on. Reflect upon how you are thinking about your results.

- Are you interpreting the results in terms of what is desirable versus undesirable, good or bad, or right or wrong?
- Were you thinking about what answers would be most desirable to others, or how others might perceive your results?
- What would have been your desired results? Which Style(s) do you think describes you better?
- Are the attributes of your desired results part of your Striving Style Squad, or completely different?

If you have any questions or concerns about your results or you would like to know how you could work best with this information, book an interpretation session with a Striving Styles Practitioner.

You will gain a fuller understanding of your Predominant Style by reading the General Report for your Style. You can learn more about your Squad by reading the Squad Report and participating in the webinar, *Leveraging Your Squad*. These resources and more are available through WhoAreYouMeantToBe.com.



Understanding and accepting one's Striving Style is the first step on the path to self-actualization. While your Level I Assessment Report provides you with a brief explanation of your Predominant Striving Style, it's only the first step.

Part 6

The following section provides a brief description of the attributes of your *Predominant Striving Style* and the expression of your predominant need.

Your Predominant Striving Style

The Adventurer Striving Style

Striving to Be Spontaneous

The Adventurer's predominant need is to Be **Spontaneous**. We know when we are in the presence of an Adventurer because the energy in the room goes up a notch and the fun begins. Their enthusiasm and excitement is contagious and their entertaining conversation is peppered with story after amusing story. These action-oriented people make things happen for themselves and the people around them. They have an attractive, friendly style and a talent for making even the most mundane events seem exciting. They live for the enjoyment of the moment and work hard to ensure that moment is never boring.

It is through "Being in the World" that Adventurers enliven the lives of others and bring fun and enjoyment to all that they do. Tolerant, unprejudiced, and open to new experiences, they seek the freedom to approach each new day as if it is an adventure. They inspire others to live their lives in the present moment with optimism and enthusiasm.

Highlights of the Adventurer Style

Need to be spontaneous

Open-minded & tolerant

Seek new experiences & stimulation

Action-oriented & risk-taking

Highly sociable & confident

Lives in the moment

Led by impulses & senses

Who Am I Meant To Be?

Adventurers are lively, fun-loving optimists who approach each new day with a sense of adventure. They enjoy people at both work and play. Their carefree approach to everything they do makes them great fun to be with. They love to laugh and their high spirits turn the most ordinary situations into events. Entertaining, adaptive and spontaneous, Adventurers are comfortable with whatever group of people they are with.

- **RISK-TAKING AND ACTION-ORIENTED**

Adventurers enjoy taking risks. They often seem fearless and tread where others don't dare to go. They pride themselves on their boldness, physical endurance and sense of timing. Their ability to respond to the moment seems to draw many opportunities to them and those around them. They have a quality of restlessness about them, and they like to "fly by the seat of their pants," often stirring the pot just to keep things stimulating.

- **THINKING ON THEIR FEET**

Adventurers approach most situations with open minds, never doubting that they will be able to figure things out as they go along. They believe a solution is inherent in every problem, and that by taking the first step, they will soon find the facts to help them come up with the right solution. This is true of Adventurers even when they do not know what they are doing. They rarely stand around talking about what they think should be done. They quickly find the underlying cause of a problem and immediately implement an effective solution.

- **ACT, THEN THINK**

Adventurers don't like to make plans, preferring to live in the moment and for the moment. This leaves them at the mercy of their need for instant gratification, and they have difficulty not responding to their impulses. This is particularly true where there is the promise of fun and excitement. They have a tendency to follow their impulses wherever these might lead, whether it is into the next big adventure, or directly into trouble.

The Need to Be Spontaneous in Leisure

Adventurers love their leisure time. They participate in a variety of outdoor activities and make the most of their recreational time either as a participant or as a spectator. They are often fanatical about sports and will leave no doubt in people's minds about which team they are cheering for because of their spirited, lively and often entertaining comments and actions.

Adventurers tend to be extremely active during their leisure time. They fill their leisure hours with such things as exercise classes, crafts, sports and dance. They also find relational activities such as parties, movies or dinner with friends to be appealing. They enjoy playing games of any kind that offer social interaction. For Adventurers, even watching television is a participative event because they become so involved with the characters on the screen.



The interests of Adventurers are diverse and many. You will find them reading magazines, articles or factual books such as statistics on sports teams, or car models. They like to be actively involved in the things they read and enjoy discussing the information as they go along. Their intellect is just as lively as their physical bodies. If they enjoy eating out, they will know the names, locations and types of food available at all the restaurants that are worth frequenting.

The Need to Be Spontaneous at Work

Adventurers need freedom and new challenges in their work. Action-oriented, curious and often technically gifted, they have strong entrepreneurial leanings and are not afraid to take risks. They prefer work environments that will be flexible enough to accept the way they work. They will change jobs simply because the environment is too structured or routine. They may have a series of jobs, and then settle in a field with constant change and freedom from routine.

Adventurers enjoy achieving and they like to be recognized for their work, both as part of a team and independently. They like it when people notice them, taking pleasure in being observed. In fact, Adventurers perform much better at work when they are able to socialize and they place a high value on being able to interact with other people while working. They enjoy their relationships with co-workers.

Adventurers tend to attract opportunities to work in crisis or change management. Their natural spontaneity and flexibility permits them to make a niche for themselves. They have an affinity for working with groups, interacting well with all types of

people, regardless of age or background. Adventurers will enliven any group they belong to, contributing their own special touch to social or work events. They have a flair for creating a mood of excitement and merriment wherever they go.

The Need to Be Spontaneous in Relationships

Friends are extremely important to Adventurers and they will do anything for them. They give freely of themselves to others, injecting fun, laughter and unpredictability into the lives of everyone around them. Laughter follows Adventurers, as they have an endless supply of amusing anecdotes.

Although they are acquainted with many people and are generally very popular, Adventurers do not always have deep, committed relationships. They usually tend to be seen around people because they do not like being alone for very long. They have so many people in their lives that they enjoy being around that often they don't know the difference between friends and acquaintances.

Intimate relationships can be very difficult for Adventurers. On the one hand, they love to be with people; however, they have great difficulty when others try to curb their activities or expect them to conform to social norms. Extroverted and impulsive, Adventurers will ignore routines and upset the plans of their families and friends in order to fulfill their need for spontaneity.

The Need to Be Spontaneous in Communication

The Adventurer's "social butterfly" nature is reflected in their playful, stimulating communication style. They touch lightly on topics, very quickly moving on if the discussion becomes too serious or deep.

Fast-talking Adventurers are excellent at convincing others to do what they want them to do. People often get so caught up in their excitement that they can end up doing something they really don't want to do. Warm, charming and witty, Adventurers want to make an impact on others -- to evoke their enjoyment and to stimulate them. Seeking to excite and please their "audience," they are masters at entertaining, showmanship, and negotiations. They thrive on social interaction, the pursuit of pleasure and joyful living.


Adventurers talk more than they listen and are more comfortable talking about things they have done than disclosing personal information about themselves. People often feel at a loss as to how to get below the surface to get to know them better. They will redirect the conversation should things become too personal or if the subject does not interest them. They will also use humor and levity to move the conversation to a different place. For Adventurers, no topic is off limits to joke about or is seen as too sacred not to be ridiculed.


Self-Actualizing (Striving) vs. Self-Protective (Surviving) Behaviors of the Adventurer

Being able to invest in satisfying your own needs helps you become the person you are meant to be. Self-gratification, approval, recognition, curiosity, self-determination, and individual ambition are a few of the elements of motivation needed to achieve our potential.

Although it is normal for people to adapt and be self-protective at times, when it happens with regularity you can come to believe it's normal, cutting yourself off from your ability to self-actualize. Acting from your Self-Protective System causes survival behaviors to emerge that are different from your striving behaviors. These behaviors tend to be more instinctual and emotionally charged, and at times, destructive rather than productive.

The unconscious motivation to take action and self-actualize is based on inner drives that are called striving energies. Many people lose the full capacity to use their predominant striving energies during their early conditioning. They don't know the difference between when they are self-actualizing or simply surviving.

 Whenever you consistently meet your predominant need, you are building self-esteem and confidence: you are self-actualizing. At these times, the Adventurer's core need to be spontaneous is fulfilled, and this Striving Style is thriving.



The following are behavioral patterns of both the Self-Actualizing System and the Self-Protective System of the Adventurer. Being able to identify your self-protective behaviors allows you to refocus your energies and step out of survival mode to seek more productive and meaningful solutions.

SELF-ACTUALIZING BEHAVIORS

- Plan for the future and develop solid foundations in their work, relationships and home lives
- Confront difficult situations; learn to tolerate conflict and get to the issues that cause it
- Find solutions that work for everyone; voice opposition to ideas so that they can be discussed
- See the consequences of their impulsive actions and manage impulses
- Learn to manage their energy and impulse to keep working
- No longer negatively label others who don't share their optimism; seek to understand others' positions
- Consider how their behavior affects others; accept responsibility; think about consequences before acting

SELF-PROTECTIVE BEHAVIORS

- Refuse to plan, and create uncertainty and instability in their work, relationships and home lives
- Avoid difficult situations; don't tolerate interpersonal conflict or tension; don't address issues at their root
- Act rebelliously; appear to be in agreement by not saying anything, then act on their own ideas
- Are impulsive; refuse to see how their behavior may be affecting others
- Don't know when to stop; can work themselves into exhaustion
- Dismiss others who question their approach; label others' concerns as negativity
- Take excessive risks without considering their impact on others; are irresponsible; seek to avoid consequence

1 If we understand the brain, particularly our own brain, we can direct and influence how it functions and how we feel.

Part 7

Your Striving Style Squad

Your ultimate goal is to be able to coordinate activities between the four quadrants of the brain, fully leveraging your Squad, in order to maximize your capabilities and become who you are meant to be.

Based on your responses to the Striving Styles Assessment, here is your Striving Style Squad. Each Style has a specific need that must be met, and each plays a different role given its location in the brain and its innate talents. Refer to your Striving Styles Results chart in Part 5 for more information about the extent to which you are using each of these Styles on your Squad, including your Predominant Striving Style. The next page provides additional information on how each member of your Squad can be leveraged to help you to achieve your potential.



The following chart describes the approach each Style on your Squad will take when performing their role for their specific function.

As a Leader, I achieve control through understanding and deciding what has to be done; who has to do it; how and when they should do it. I focus externally. I use reason and logic to make decisions. I plan so that things are done according to what I believe is important. I maintain control over people and activities. I direct and oversee others to ensure they do things right.



As a Visionary, I produce awareness by perceiving how things will be, how they connect and what they mean. I foresee implications. I have images of the future and intuitive knowledge of what to do next. I focus internally – on my concept of a whole plan, a theory, and/or a pattern. I demand action. I have insight into people and their potential. I gather and synthesize information.



As an Adventurer, I achieve spontaneity by producing and reproducing new experiences. I seek any variation of experience that will intensely excite my senses. I observe, notice, and live what is real and immediate. I discriminate against the quality of experiences. I focus externally. I experience in the now, and am at one with that experience. I follow the natural order by adapting to the experience.



As an Artist, I produce relationships by creating a perfect, deep meaningful bond with another person. I seek authentic expression of myself in life, work and relationships. I destroy relationships that fail to meet their perfect image. I idealize others. I focus internally. I value myself by comparing and contrasting myself with others. My expression is self-focused; I think my feelings.



Putting Your Squad to Work

The Striving Styles Personality System accelerates the process of becoming conscious by helping you understand the mechanics of your mind. Self-awareness begins when you realize that you have an authentic self that defines, understands, relates, and experiences. This self has the potential for growth, happiness, fulfilling relationships, realization of talents, etc. Knowing that you – your self – are different from your Predominant Style and Associate Styles puts you in the “driver’s seat” and allows you to develop the capacity to lead and manage all of the members of your Striving Style Squad.

When you incorporate the unique abilities and talents of your whole brain in your life, a powerful new way of experiencing yourself will open up for you. A self that is creative, versatile, resilient, and multifaceted. You will likely discover new talents within you that you never knew existed. This process starts by understanding how to use all four of the Striving Styles on your Squad and not limiting yourself to using only a portion of your capacity.

› **DON'T OVERUSE YOUR PREDOMINANT STRIVING STYLE**

Your Predominant Striving Style is easier to use because it has more neural networks in place and is easily activated to use a set of prescribed behaviors. Like everyone else, you have a tendency to use the behaviors that make you feel strongest and most confident – those of your Predominant Style. If you do this, you will only be successful in the situations where that type of behavior is effective. Each of the Striving Styles has a role that they are programmed to play in your personality, with their own set of abilities and talents, which you can use to your advantage or overuse to your detriment.

When Associates are not used and are left underdeveloped, it leaves the behavioral pattern of the Predominant Style to take care of performing roles and tasks it is not intended to do. This significantly limits our capacities for development and growth, and can create inflexibility in our ability to respond to our relationships, to our environment and to new experiences that life brings us.



If you think of these archetypes as people, it makes it easy to relate to the role that they play in your personality

› **MANAGE YOUR SQUAD EFFECTIVELY**

Your brain is designed so that your Squad is able to work together. However, your Predominant Striving Style can still overrule your Associate Styles if you are not in the driver's seat. While you may not feel quite as comfortable with these three Associate Styles, you still need to access support from them when you need them. Otherwise, they will remain underdeveloped and are likely to be ineffective, awkward or undermining when we attempt to use them.

Alternatively, you may already be conditioned into using an Associate Style instead of your Predominant Style because of what is socially and culturally acceptable. This leads to instinctive, emotional Self-Protective behaviors that can undermine your effectiveness at home, at work and in your relationships.

It is up to you to learn how to manage and direct the activity of each member of your Squad to your advantage. It takes time to get comfortable using the Associates initially as it requires conscious attention to do so. Leveraging your Associate Styles ultimately allows you to see things from a different perspective, be creative in problem solving, and practice self-care and care of others as you go about living your life.

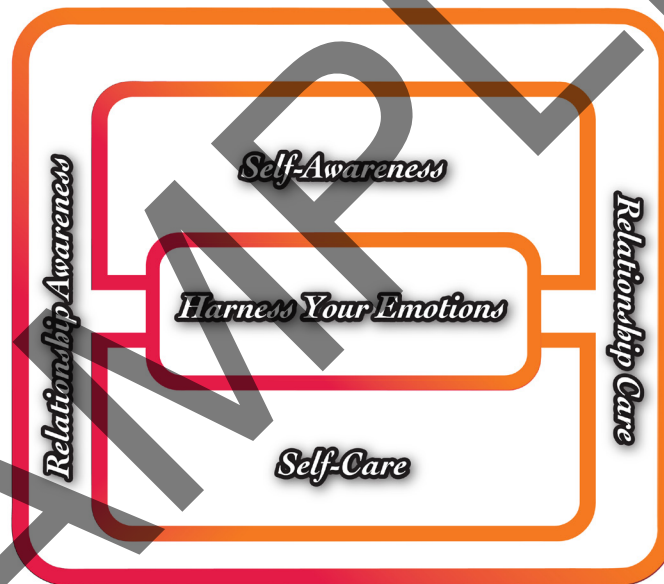
Part 8


Development of the personality and changing behavior is possible but it's not as easy as swallowing a pill or having an "A-ha" moment.

SSPS Developmental Framework

Knowing your Striving Style and your predominant need is only the first step. This alone won't change the reflexive emotional part of the brain when pre-existing neural pathways determine the way your brain naturally responds.

Your brain is capable of changing from emotionally driven automatic behaviors, to creating new patterns of behavior and new pathways in the brain. Rather than just a list of tips and things to do, the SSPS Developmental Framework focuses on brain development and emotional maturation.



 We need interactions with others to change the way our brain functions. Healthy relationships help us to reshape our brain's neural pathways and rewire dysfunctional patterns caused by the wounds of childhood. A Striving Styles Practitioner can facilitate your development and the changing of your relationship patterns.

5 Building Blocks to Achieving Your Potential

BLOCK
1

Build Self-Awareness:

Self-awareness is the ability to observe oneself and to recognize feelings as they occur. Learn to acknowledge and accept your feelings, especially those that are difficult. Build awareness about yourself and your needs by being curious rather than judgmental. Strengthen your self-esteem and self-confidence by noticing and eliminating negative self-talk.

BLOCK
2

Master Self-Care:

Self-care is the ability to be aware of your physical, mental and emotional needs and to attend to them in a consistent fashion. Learn to maintain an appropriate sense of your value and what you do to devalue yourself. Learn to consider the impact that giving to and doing things for others has on your energy. Maintain realistic expectations for yourself without needing to inflate or deflate them.

BLOCK
3

Harness Your Emotions:

Harnessing your emotions involves knowing what you are feeling and using your rational brain to decide how to use those feelings. Develop the ability to tolerate and direct your emotional energy so that your feelings are expressed constructively. Learn to recognize when you are rationalizing feelings or keeping them to yourself because you are afraid of what might happen when you share them.

BLOCK
4

Build Relationship Awareness:

Relationship awareness is the ability to observe others and to recognize how they are feeling and how their feelings are affecting you. Learn to acknowledge and accept the feelings of others, especially those that are difficult. Build relationship awareness by recognizing when you are being judgmental of others rather than curious. Strengthen your relationships by attending to and empathizing with their feelings.

BLOCK
5

Master Relationship Care:

Relationship care is the ability to see your relationships with others as a system that you are a part of and responsible for. Build tolerance to having your needs frustrated and to asking for what you need. Learn how your emotions affect others and how to manage them in relationship to other Styles. Develop social and relationship skills including conflict management and negotiation skills. Approach your relationships with the intention of satisfying the needs of others as well as your own.



More detailed information about the SSPS Developmental Framework is included in the General Report for your Striving Style as well as in the SSPS Developmental Framework Webinar.

Your Striving Styles Developmental Roadmap

Taking the Striving Styles Personality Assessment is only the first step towards becoming the person you are meant to be. The Level I Assessment Report gives you a taste of your Style and the other members of your Squad.

DON'T STOP HERE.

To deepen your understanding of your Style, you need to learn about your Self-Actualizing and Self-Protective behaviors, the needs and behaviors of your Associate Styles, as well as development strategies to support your capacity for self-awareness and self-care.



6 The Striving Styles Personality System is more than just an assessment. It is a comprehensive program for self-development that provides a step-by-step process that will move you away from self-protection towards self-actualization and becoming who you are meant to be.

STEP ONE: GET TO KNOW YOUR BRAIN

Take the Striving Styles Assessment. Read the General Report on your Predominant Style – essentially a ‘user manual’ for you. See the Interpretation Webinar for your Style or have an Interpretation Session with a SSPS Practitioner. Take the Leveraging Your Squad Webinar and read the report for your Squad. Read the General Reports for all members of your Squad.

STEP TWO: CHART A COURSE FOR DEVELOPMENT (SET YOUR GOALS)

See the SSPS Developmental Framework Webinar and download your complimentary SSPS Developmental Roadmap Workbook. Using your Workbook, set your weekly goals and activities. Speak with a SSPS Practitioner if you want more support to create your Roadmap.

STEP THREE: BUILD YOUR FOUNDATION

Take the Mindfulness Webinar and learn how to develop new neural pathways. Take the Self-Awareness Webinar to help you to develop: self-awareness, self-acceptance, tolerance for your feelings, and the ability to separate feelings from situations. Explore other webinars that let you focus on building skills based on your Roadmap.

Read the reports or take the webinars for any specific applications in your life where you want to focus, e.g., Parenting, Relationships, Career, Work or Leadership. Take the SSPS Qualifying Program designed for anyone interested in learning more about the Striving Styles and how to use it in everyday life, in business and/or with clients.



All SSPS resources and tools necessary to help you to achieve your potential and become who you are meant to be are available at WhoAreYouMeantToBe.com

Get others in your life – spouses, children, friends, colleagues - to complete the SSPS Assessment, so you can better understand their needs and drives, as well as how your Styles relate to each other. Read Style Comparison Reports to learn how to improve the quality of your relationships with them.

STEP FOUR: MOVE TO ACTION

Identify people in your life who will support you to complete your activities and achieve your goals. Identify potential barriers and strategies for overcoming them. Identify a SSPS Practitioner - coach, psychotherapist, consultant, counselor – who can help guide your process.

STEP FIVE: REPEAT STEPS THREE AND FOUR

Your Developmental Roadmap has a monthly plan that you set up. At the end of each month, review what you have achieved and celebrate your successes! Complete your Developmental Roadmap for the next month, resetting your goals and identifying barriers to achieving them. Follow Step Three and Step Four based on your revised Roadmap for the month.



Part 9

The Creation of the Striving Styles

The Striving Styles Personality System is a neuro-psychological approach to understanding built-in, predominant needs that must be met in each of us so that we can grow and develop into the person we are meant to be.

The theories and authors incorporated into the creation of the Striving Styles all shed light on the mechanics of the mind and what we can do to help us achieve our potential as human beings.

If we understand the brain, particularly our own brain, we can direct and influence how it functions and how we feel.

The Striving Styles integrates these theories and provides individuals and practitioners with a way to easily understand and leverage brain functioning. It provides people with the specific tools to recast their motivations and re-pattern their brains, consciously influencing how they behave to live happy, successful and fulfilled lives. It helps people to stop adapting and allows them to begin to pursue their own path to becoming who they are meant to be.

Take what you have learned by reading your Level I Assessment Report and have a personal interpretation session. It will help you identify whether you are self-actualizing or self-protecting out of your Predominant Striving Style and give you insight into the habits of mind that are preventing your development.

Theories & Authors behind the SSPS

FOUR QUADRANTS OF THE BRAIN

Psychological Type – Jung
Brain Lateralization,
Dominance & Specializations –
Sperry, Hermann, Benziger

DRIVERS OF HUMAN BEHAVIOR

Needs – Maslow, Murray,
Herzberg
Evolutionary Brain & Its Systems
– McLean, Panksepp

DEVELOPMENT

Neuroplasticity of the Brain –
Doidge, Swartz
Affective Neuroscience, Emotional
& Social Brain Development –
Goleman, Siegel
Mindfulness – Kabat-Zinn
Cognitive Behavior Therapy –
Beck, Maultsby, Burns
Attachment - Bowlby, Ainsworth

SAMPLE



Striving Styles

Who are you *meant* to be?

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