

- **Lion-** This personality likes to lead. The lion is good at making decisions and is very goal-oriented. They enjoy challenges, difficult assignments, and opportunity for advancement. Because lions are thinking of the goal, they can step on people to reach it. Lions can be very [aggressive](#) and competitive. Lions must learn not to be too bossy or to take charge in other's affairs.

Strength: Goal-oriented, strong, direct
 Weakness: Argumentative, too dictatorial
 Limitation: Doesn't understand that directness can hurt others, hard time expressing grace
- **Otter-** Otters are very social creature. Otter personalities love people. They enjoys being popular and influencing and motivating others. Otter can sometimes be hurt when people do not like them. Otter personalities usually have lots of friends, but not deep relationships. They love to goof-off. (They are notorious for messy rooms.) Otters like to hurry and finish jobs. (Jobs are not often done well.) The otter personality is like Tigger in Winnie The Pooh.

Strength: People person, open, positive
 Weakness: Talks too much, too permissive
 Limitation: Remembering past commitments, follow through with discipline
- **Golden Retriever-** Good at making friends. Very loyal. Retriever personalities do not like big changes. They look for security. Can be very sensitive. Very caring. Has deep relationships, but usually only a couple of close friends. Wants to be loved by everyone. Looks for appreciation. Works best in a limited situation with a steady work pattern.

Strength: Accommodating, calm, affirming
 Weakness: Indecisive, indifferent, unable to express emotional, too soft on other people
 Limitation: Seeing the need to be more [assertive](#), holding others [accountable](#)
- **Beaver-** [Organized](#). Beavers think that there is a right way to do everything and they want to do it exact that way. Beaver personalities are very creative. They desire to solve everything. Desire to take their time and do it right. Beavers do not like sudden changes. They need reassurance.

Strength: High standards, order, respect
 Weakness: Unrealistic expectations of self & others, too perfect.
 Limitation: Seeing the optimistic side of things, expressing flexibility

Lion- The lion personality likes to lead. The lion is good at making decisions and is very goal-oriented. They enjoy challenges, difficult assignments, and opportunity for advancement.

Otter- Otters are very social creatures. Otter personalities love people. They enjoy being popular while influencing and motivating others.

Golden Retriever- Golden retrievers are good at making friends and are very loyal. Retriever personalities look for security and do not like big changes. They are very caring and sensitive.

Beaver- Beavers are organized and think there is a right way to do things and want to do it exactly that way. Beaver personalities are creative. They desire to take their time and do it right.

Lions

Wants You to Be: efficient and to the point

Provide Them With: options, information on what it does and by when, freedom to act, immediate action

General Strategies: be efficient and competent, support their goals and objectives, if you disagree – argue facts and not personal feelings, be precise, time disciplined, well organized, focus on the results or bottom-line, do not waste their time, let them make the decision

Otters

Wants You to Be: stimulating and interesting

Provide Them With: quality, information on how it will enhance their status, increased talent, originality, uniqueness

General Strategies: be interested in them, support their dreams, feelings and opinions, be sociable, do not hurry the discussion – give them a chance to verbalize, try not to argue, don't deal with details – put it all in writing, do not be shy, agree on the specifics of any arrangement



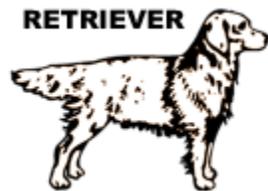
OTTER

Golden Retrievers

Wants You to Be: cooperative and pleasant

Provide Them With: assurances, information on how it will affect their circumstances, popular ideas, risk sharing, reliability, assistance in presenting to others

General Strategies: be non-threatening and sincere, show personal interest and support their feelings, don't push, move along in a slow manner, show that you are listening, be easy-going, assure them that you stand behind any decisions



RETRIEVER

Beavers (C)

Wants You to Be: accurate and precise

Provide Them With: evidence, information on how they can logically justify, systematic plans, progress reviews

General Strategies: be thorough and well planned, support their thoughtful approach, demonstrate through action rather than words, be exact, organized, and prepared, give them time to verify your words, don't rush decision making, avoid gimmicks, provide evidence that what you say is true and accurate



BEAVER

Lion (*Choleric/Dominance*)

Strengths— Visionary, practical, productive, strong-willed, independent, decisive, leader

Weaknesses— Cold, domineering, unemotional self-sufficient, unforgiving, sarcastic, cruel



Otter (*Sanguine/Influence*)

Strengths— Outgoing, responsive, warm, friendly, talkative, enthusiastic, compassionate

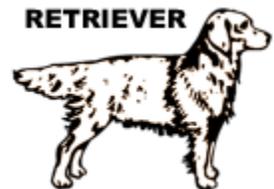
Weaknesses— Undisciplined, unproductive, exaggerates, egocentric, unstable



Golden Retriever (*Phlegmatic/Steadiness*)

Strengths— Calm, easy-going, dependable, quiet, objective, diplomatic, humorous

Weaknesses— Selfish, stingy, procrastinator, unmotivated, indecisive, fearful, worrier



Beaver (*Melancholy/Compliance*)

Strengths— Analytical, self-disciplined, industrious, organized, aesthetic, sacrificing

Weaknesses— Moody, self-centered, touchy, negative, unsociable, critical, revengeful

