

## **JAMES R. DAVID, Ph.D.**

CORPORATE PEOPLEMAP™ TRAINING, PERSONAL & BUSINESS COACHING,  
INDIVIDUAL & COUPLES PSYCHOTHERAPY

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## **PERSONALITY TYPES** **PEOPLEMAP™**

1. Personality is our habitual, instinctive characteristic way of responding to life events.
2. Many different conceptual models of personality type. (e.g. MBPI – 4 type model goes back to ancient Greeks.)
3. Peoplemap™ - Identify yourself
  - a. Four personality types
    - Leader – See big picture, assertive, goal oriented, decisive, motivated
    - People – Value people, sensitive, generous, empathetic, nurturing
    - Free Spirit – March to the beat of their own drum, fun-loving, risk taker, independent, easily bored, adventurous
    - Task – Hard workers of the world, organized, responsible, like details
  - b. Weaknesses of personality types
    - Leader – Lack soft people skills, ignore feelings of others, quick to criticize & slow to praise, drive themselves & others too hard
    - People – Don't like conflict, bury feelings & then over-react
    - Free Spirit – Lack discipline, start many projects & complete few, don't like authority, procrastination
    - Task – Resist change, avoid & deny conflict, workaholics
  - c. Must overcome inherent or intrinsic weaknesses to become golden like the Greeks.
  - d. Bottom Line is.
    - Do not **judge** the other person (your spouse) as deficient or delinquent. Understand their personality type.
    - Don't take it personally. Your spouse is just being who they are in their personality type.
    - Work out win-win resolutions; meet in the middle.

N.B. For more information regarding the Peoplemap™, contact Dr. David or visit the Peoplemap™ website at [www.peoplemapsystems.com](http://www.peoplemapsystems.com).