

**How do Ted and Lynn Use Their Personality Strengths to Increase Profits to Sell the Business?
Read 1.-10.**

Personality Strength	Ted's Rank in Population	Lynn's Rank Population	Dif-fer-	Observations
1. Autonomy	98%	90%	10%	Each can do a job alone. He designs projects and leases equipment. She handles HR and oversees Accounts Receivable. This discourages employees who might want to embezzle company money.
2. Economic Value	97%	77%	30%	Both want to cost costs and increase the profit margin. Lean Engineering does this. Both want to increase sales. Their Sales Management Strategy does this.
Activity/Energy Level	95%	45%	50%	_____
3. Dominance	95%	90%	5%	To avoid fights about who is in charge: Lynn works in the company but reports to a VP, not Ted.
Change	80%	30%	50%	_____
4. Optimism	80%	95%	15%	Both expect the best results.
Order	80%	15%	65%	_____
5. Traditional Male/Female View	80%	10%	70%	Since Lynn is not very traditional she works and manages the HR functions and company money
Ability to Ask for Help	75%	45%	30%	_____
Objectivity	75%	55%	20%	_____
6. Restraint/Seriousness	75%	35%	40%	Lynn helps Ted play. Sometimes he gets really wrapped up in his work.
7. Theoretical Value	75%	85%	10%	Both examine all options. Then select the best option and carry it out.
Endurance	65%	35%	30%	_____
Political Value	65%	30%	35%	_____
Social Boldness	65%	75%	10%	_____
Exhibition	55%	55%	----	_____

Aggression	50%	25%	25%	_____
Deference	50%	16%	34%	_____
Friendliness/Agreeableness	40%	95%	55%	_____
Thoughtfulness/Reflectiveness	40%	40%	-----	_____
Aesthetic Value	35%	20%	15%	_____
Cooperativeness	30%	30%	-----	_____
8. Religious Value	20%	75%	55%	Lynn needs to do something that makes a difference in people's lives. Running HR fulfills this need. And she does volunteer work at their church.
Social Interest	20%	70%	50%	_____
9. Tendency to Assess Feelings	20%	75%	55%	Lynn can help Ted here. These are big decisions. Both may have strong feelings about them.
10. Affiliation	16%	50%	34%	She spends time with girlfriends.
11. Nurturance	10%	65%	55%	She takes care of Ted and the children. She begins telling Ted that she needs more nurturing from him. And makes a list of what he could do to surprise her at different times to nurture her. He is receptive to this. She is glad that she did that.
Social Value	9%	15%	6%	_____
Feelings of Guilt	2%	35%	33%	_____
Feelings of Inferiority	2%	35%	33%	_____
Heterosexuality	1%	65%	64%	_____

Blue = Coping Strengths

Green = Temperament Strengths

Red = Values

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