

How do Ted and Lynn do business succession planning? Read 1.–12.

Personality Strength	Ted's Rank in the US Population	Lynn's Rank in the US Population	Difference	Observations
1. Autonomy	98%	90%	8%	Each can do a job alone. They select younger people who can do this, too and train them. Do any of the children show an Interest in buying and running the business?
2. Economic Value	97%	77%	30%	Both understand the value of money. They can teach younger people who also value money how to make money and keep it. Which children who work in the business show talent for making money?
Activity/Energy Level	95%	45%	50%	_____
3. Dominance	95%	90%	5%	They learn how to decide <u>which one</u> of them makes the decision for each situation. They teach the younger people how they do this. Do any of the children show leadership qualities – and want to buy the business?
Change	80%	30%	50%	_____
4. Optimism	80%	95%	15%	Both expect the best results – and they get them. They hire employees who are optimistic and promote them. Do any of the children show a talent for motivating employees??
Order	80%	15%	65%	_____
5. Traditional Male/Female View	80%	10%	70%	Since Lynn is not very traditional, she kept working. She can train other non-traditional women employees to do the work she now knows how to do.
Ability to Ask for Help	75%	45%	30%	_____
Objectivity	75%	55%	20%	_____
6. Restraint/Seriousness	75%	35%	40%	Lynn helps Ted play. She encourages him to play golf and

				tennis. And buys a beach house.
7. Theoretical Value	75%	85%	10%	They watch to see which employees examine all options and, select the best one, and carefully execute them. And promote these employees.
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%	
8. Friendliness/Agreeableness	40%	95%	55%	Can Lynn's friendliness help employees feel comfortable discussing what job they would like to get more credentials to be promoted into?
Thoughtfulness/Reflectiveness	40%	40%	----	
Aesthetic Value (Harmony)	35%	20%	15%	
Cooperativeness	30%	30%	----	
9. Religious Value	20%	75%	55%	Doing business succession planning makes a huge difference in many people's lives. Lynn enjoys making a difference.
Social Interest	20%	70%	50%	
10. Tendency to Assess Feelings	20%	75%	55%	Lynn can help Ted make the important business succession decisions. She can identify the strong feelings they both have about them.
11. Affiliation	16%	50%	34%	In retirement she can spend more time with friends.
12. Nurturance	10%	65%	55%	She nurtures the employees as they plan their futures at the company.
Social Value	9%	15%	6%	
Feelings of Guilt	2%	35%	33%	
Feelings of Inferiority	2%	35%	33%	
Sexuality	1%	65%	64%	

Blue = Coping Strengths      Green = Temperament Strengths      Red = Values

Return to the Case Study: [Business Succession Planning](#)  
Return to the Index of [Case Studies](#).