

# I S/A PERSONALITY PROFILE



THE COACHING MASTERS

# I S/A PERSONALITY PROFILE

Circle or mark the alternative (I, C, O, A) that corresponds to you. DO NOT SCRATCH IT.

## 1 - I AM:

- I - Idealist, creative and visionary
- C - Fun, spiritual and beneficial
- O - Reliable, thorough and predictable
- A - Focused, determined and persistent

## 2 - I LIKE:

- A - Being a pilot
- C - Talk to passengers
- O - Plan the trip
- I - Explore new routes

## 3 - WHO WANTS TO GET GOOD WITH ME

- I - Give me freedom
- O - Let me know your expectations
- A - Lead, follow, or get out the way
- C - Be friendly, caring and understanding

## 4 - FOR GOOD RESULTS YOU NEED:

- I - Having uncertainties
- O - Control the essentials
- C - Fun and Celebration
- A - Plan and get results

## 5 - I HAVE FUN WHEN

- A - I am exercising
- I - I have news
- C - I'm with the others
- O - I set the rules

## 6 - I THINK THAT:

- C - United we will win, divided we will lose
- A - Offense is better than defense
- I - It is good to be meek, but have a club
- O - A man forewarned is worth two

## 7 - MY CONCERN IS:

- I - Generate the global idea
- C - Make people like it
- O - Make it work
- A - Do the task

## 8 - I PREFER:

- I - Asking rather than answering
- O - Have all the details
- A - Have advantages in my favor
- C - That everyone has a chance to be heard

## 9 - I LIKE:

- A - Making progress
- C - Build memories
- O - Make sense
- I - Making people comfortable

## 10 - I LIKE TO ARRIVE:

- A - In front
- C - Together
- O - On time
- I - Elsewhere

## 11 - A GREAT DAY FOR ME IS WHEN:

- A - I can do many things
- C - I have fun with my friends
- O - Everything goes as planned
- I - I enjoy new and exciting things

## 12 - I SEE DEATH AS:

- I - A great mysterious adventure
- C - Opportunity to see loved ones again
- O - A way to receive rewards
- A - Something that always comes too early

## 13 - MY LIFE

### PHILOSOPHY IS

- A - I am a winner. But there are losers.
- C - For me to win, no one needs to lose
- O - To win you have to follow rules
- I - To win it is necessary to invent new rules

## 14 - I ALWAYS LIKED:

- I - Explore new ideas
- O - Avoid surprises
- A - Focus on the goal
- C - Take a natural approach

## 15 - I LIKE CHANGES IF:

- A - Give me a competitive edge
- C - It's fun and can be shared
- I - Give me more freedom and variety
- O - Improve or give me more control

## 16 - THERE IS NOTHING WRONG WITH:

- A - Put yourself in front
- C - Put others first
- I - Change your mind
- O - Be consistent

## 17 - I SEEK ADVICE FROM:

- A - Successful people
- C - Elders and counselors
- O - Authorities on the subject
- I - Other places, the strangest

## 18 - MY MOTTO IS:

- I - Do what needs to be done
- O - Do it well
- C - Do it together with the group
- A - Simply do

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## 19 - I LIKE:

- I - Complexity, even if confused
- O - Order and systematization
- C - Human warmth and animation
- A - Clear and simple things

## 20 - TIME FOR ME IS:

- A - Something I hate to waste
- C - A long period
- O - An arrow that leads to the inevitable
- I - Irrelevant

## 21 - IF I WERE A BILLIONAIRE:

- C - I would make donations to many entities
- O - Would create substantial savings
- I - I would do whatever came into my head.
- A - Would show off a lot with some people

## 22 - I BELIEVE THAT:

- A - The destination is more important than the walk
- C - The journey is more important than the destination
- O - A penny saved is a penny earned
- I - A ship and a star are enough to sail

## 23 - I ALSO BELIEVE THAT:

- A - He who hesitates is lost
- O - From grain to grain the hen fills the crop
- C - What goes around comes around
- I - The blind person does not differentiate between smile and grimace

## 24 - I ALSO BELIEVE THAT:

- O - Prudence is better than regret
- I - Authority must be challenged
- A - Winning is key
- C - The collective is more important than the individual

## 25 - I THINK THAT:

- I - It's not easy to be cornered
- O - It is better to look before jumping
- C - Two heads are better than one
- A - If you don't know how to compete, stay home

**Second step:** Add up the quantity of each letter and multiply by 4.

$$I (\text{ }) \times 4 = \text{ }$$

$$C (\text{ }) \times 4 = \text{ }$$

$$O (\text{ }) \times 4 = \text{ }$$

$$A (\text{ }) \times 4 = \text{ }$$

# I S/A PERSONALITY PROFILE

## Eagle (I) \_\_\_\_\_ x 4 = \_\_\_\_\_

MOTTO: DO DIFFERENT  
BEHAVIOR

- CREATIVE, INTUITIVE, TRENDS,
- DISTRACTED, CURIOUS, INFORMAL/CASUAL,
- FLEXIBLE;
- STRONG POINTS
- CAUSES RADICAL CHANGES;
- ANTICIPATING THE FUTURE;
- CREATIVITY;
- IMPROVEMENT POINTS
- LACK OF ATTENTION TO THE HERE AND NOW;
- IMPATIENCE AND REBELLION;
- DEFEND THE NEW FOR THE NEW;
- MOTIVATIONS
- FREEDOM OF EXPRESSION;
- ABSENCE OF RIGID CONTROLS;
- DECENTRALIZED WORK ENVIRONMENT;
- FREEDOM TO MAKE EXCEPTIONS;
- OPPORTUNITY TO DELETE TASKS AND DETAILS;

## Wolf (O) \_\_\_\_\_ x 4 = \_\_\_\_\_

MOTTO: DO IT RIGHT  
BEHAVIOR

- DETAILED AND ORGANIZED, STRATEGIST,
- KNOWLEDGE SEARCH, PUNCTUAL, CONSERVATIVE
- PREDICTABLE
- STRONG POINTS
- PAST, PRESENT AND FUTURE
- AWARENESS, COMPLIANCE AND QUALITY
- LOYALTY AND SECURITY
- RULES AND RESPONSIBILITIES
- IMPROVEMENT POINTS
- DIFFICULTIES IN ADAPTING TO CHANGES
- CAN STOP PROGRESS
- DETAILED AND TOO SYSTEMATIZED
- MOTIVATIONS
- SURE, EXACT UNDERSTANDING WHAT THE RULES ARE
- JOB SPECIFIC KNOWLEDGE
- NO RISK AND ERRORS
- SEE THE FINISHED PRODUCT – BEGINNING, MIDDLE AND END.

## Cat (C) \_\_\_\_\_ x 4 = \_\_\_\_\_

MOTTO: DO IT TOGETHER  
BEHAVIOR

- SENSITIVE, RELATIONSHIPS, TEAM,
- TRADITIONALIST, CONTRIBUTION, SEARCH HARMONY,
- DELEGATES AUTHORITY;
- STRONG POINTS
- MAINTAIN HARMONIOUS COMMUNICATION;
- DEVELOP AND MAINTAIN BUSINESS CULTURE;
- OPEN COMMUNICATION;
- IMPROVEMENT POINTS
- HIDE CONFLICTS;
- HAPPINESS ABOVE RESULTS;
- MANIPULATION THROUGH FEELINGS
- MOTIVATIONS
- SECURITY AND SOCIAL ACCEPTANCE;
- BUILD CONSENSUS;
- TEAM RECOGNITION;
- COMPREHENSIVE SUPERVISION;
- HARMONIC ENVIRONMENT;
- GROUP WORK;

## Shark (A) \_\_\_\_\_ x 4 = \_\_\_\_\_

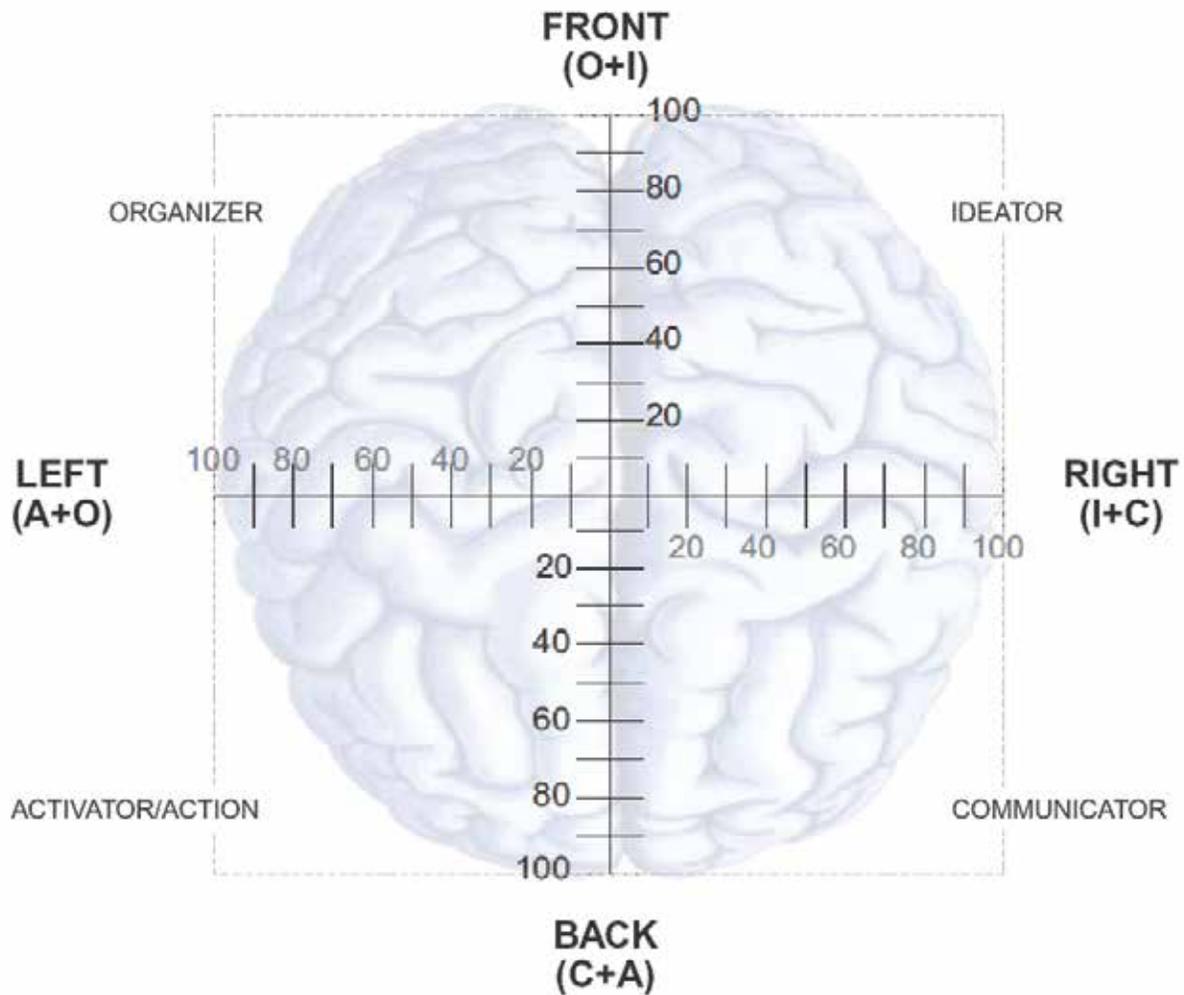
MOTTO: DO IT FAST  
BEHAVIOR

- SENSE OF URGENCY, ACTION, INITIATIVE, IMPULSIVE, PRACTICAL,
- OVERCOMING CHALLENGES, HERE AND NOW, SELF-SUFFICIENT,
- DON'T LIKE TO DELETE POWER
- STRONG POINTS
- MAKE IT HAPPEN
- STOP BUREAUCRACY
- MOTIVATION
- IMPROVEMENT POINTS
- SOCIALLY A DISASTER
- DO IT EASIER
- COMPLICATED RELATIONSHIP
- MOTIVATIONS
- FREEDOM TO ACT INDIVIDUALLY
- CONTROL OF OWN ACTIVITIES
- SOLVE PROBLEMS YOUR WAY
- INDIVIDUAL COMPETITION
- VARIETY OF ACTIVITIES
- DO NOT HAVE TO REPEAT TASK

# I S/A PERSONALITY PROFILE

RIGHT (I+C)   
+  
LEFT (A+O)   
=100

FRONT (O+I)   
+  
BACK (C+A)   
=100



# I S/A PERSONALITY PROFILE

## THE HUMAN BRAIN

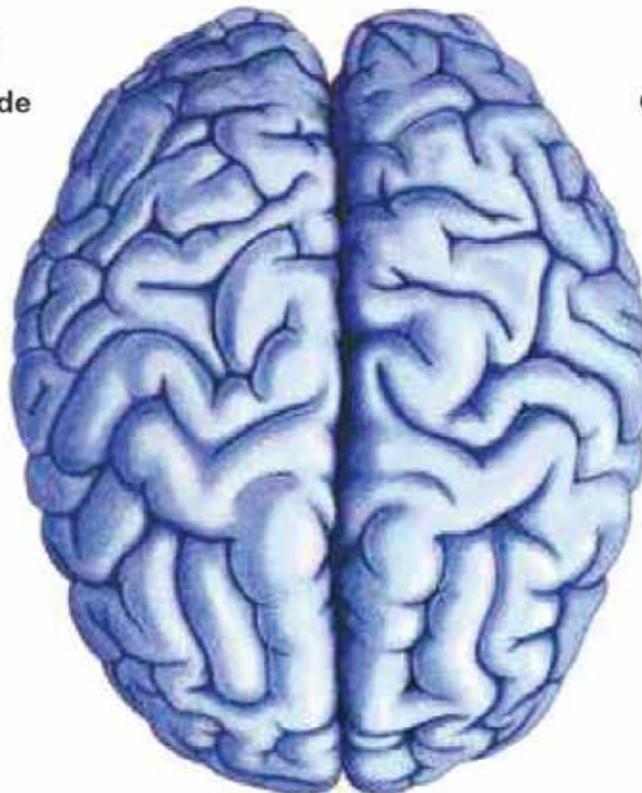
In 1962, Roger Sperry won the Nobel Prize for proving that the two hemispheres of the cerebral cortex are responsible for different intellectual functions. Advances in technology now allow us to see how the brain operates, although our understanding of how it works is still insufficient. We know that the right hemisphere, the creative part, controls the left side of the body, and the left hemisphere controls logic, reason, speech, and the right side of the body. Language and vocabulary are located on the left, especially in humans, while on the right is the storage and control of visual information.

In left-handers, the right hemisphere of the brain, which is the creative side, predominates. This is due to the large number of genius artists who are left-handed, among them Albert Einstein, Leonardo da Vinci, Picasso, Lewis Carroll, Greta Garbo, Robert De Niro and Paul McCartney. Among left-handers, there are more women than men, and 90 percent of human beings are right-handed.

### LEFT HEMISPHERE

**Controls the right side  
of the body**

Mathematical Skills  
Verbal Expression  
Logic  
Facts  
Deduction  
Analysis  
Practicality  
Order  
Attention To Detail



### RIGHT HEMISPHERE

**Controls the left side  
of the body**

Creativity  
Talent For Arts  
Visual Skills  
Intuition  
Ideas  
Imagination  
Melodies  
Big-picture Thinking  
Spatial Orientation