

Your greatest potential for success lies in discovering your natural skills and abilities, developing them within the context of your business, and delegating the rest.

You can bury yourself under an avalanche of work with your business that saps your natural energy and creativity, or you can build your business – and your brand – around who you really are.

Your Talent Advantage[®]

The Entrepreneur's
Secret Weapon!

Lynda-Ross Vega and Gary M. Jordan, Ph.D.

The logo for 'Your Talent Advantage' features the word 'Your' in blue, 'Talent' in orange, and 'Advantage' in blue. A large, 3D-style orange arrow points upwards and to the right, overlapping the 'Talent' and 'Advantage' words.

**Your
Talent Advantage**

Your Talent Advantage

The Entrepreneur's Secret Weapon

We all know that people are different. But just *how* different is an important question.

After all, those differences impact every area of your business—from the way you communicate with your clients to the way your team works—from the way you judge risks and evaluate opportunities to the way you prioritize your day.

Modern psychological research has revealed that different entrepreneurs do and see things differently, based on their innate and characteristic way of perceiving the world or [Perceptual Style™](#).

Understanding how this works can offer significant returns in building a business – first, by helping you make the most of your own natural skills and abilities, and second, by giving you the tools to communicate effectively with people who see the world differently than you do.

Who sees the world differently than you do?

- **Your clients** – a service or product with wide appeal is money in the bank – but to succeed, you'll have to communicate the value of your brand in different ways to different people.
- **Your team** – a successful team is one that combines members with different Perceptual Styles – but it also means communicating effectively with people who see the world (and use language) differently than you do.

Your Perceptual Style acts as a filter between what you experience and what you understand. This is why two people can have the same experience and understand it in two completely different ways.

Your Perceptual Style is at the core of who you are. It impacts your values, your beliefs, your feelings, and your psychology, shaping the way you make decisions with your business.

All six *Perceptual Styles* are normal and healthy ways of perceiving the world. None is better than or more accurate in its perception than any other. They each have unique strengths and specific blind spots. They all shine in some situations and struggle in others. It's part of being human.

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HISTORY

Starting in 1921 with Carl Jung's publication of *Psychological Types*, psychological style theories have been influential in the development of the modern understanding of human psychology.

Gary Jordan knew that those theories as well as the character analytic theory of Wilhelm Reich, and radical constructivism, as developed by Paul Watzlawick, Ph.D., fascinated him through his years in college, but it wasn't until he was working on his Ph.D. in clinical psychology that he realized these systems fit together in a way that was revolutionary.

Gary knew it was a powerful breakthrough, but he didn't realize *how* powerful it was until he met corporate executive Lynda-Ross Vega, who recognized the 6 innate Perceptual Styles of the Perceptual Styles Theory™ from her work in business coaching.

Together, Gary and Lynda-Ross developed an assessment that accurately assesses an individual's Perceptual Style. Over the next 30 years of business coaching, they would put their assessments to work and refine them in the context of the business world, helping companies increase productivity, improve company culture, and reach more clients.

Along the way, they developed another breakthrough process—one that determines the degree to which a person is currently *using* their natural gifts and abilities.

POTENTIAL vs. ACTUAL

Each of the six innate human Perceptual Styles comes with a vast repertoire of natural skills and abilities. Everyone has developed some of those skills and abilities over the course of their lifetimes, but everyone also has a treasure trove of talents they're unaware of, just waiting to be discovered.

One of the important ways that the **Perceptual Style Theory** (PST) is different from other psychological style assessments is that it measures the *potential versus the actual*, providing a roadmap for personal development in the context of your business.

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By understanding the things you're good at that you know about, and areas you have not yet explored, you'll get a handle on how to build your business around you.

You'll also get a handle on what your team members do best, and where they're most likely to excel, accelerating your business success.

All six Perceptual Styles are evenly distributed in the world, and research confirms that there is no difference in regard to culture, race, gender, or age. All six styles have unique skills, abilities, and challenges.

Let's take an in-depth look at each Perceptual Style.

ACTIVITY

Oliver's Perceptual Style is **Activity**. Oliver is a very active person, he's always doing something. His friends comment that watching him is like watching a pinball machine as he bounces from topic to topic.

To Oliver the world is a dynamic and exciting place full of experience, connections, and relationships. Because the patterns and connections are constantly changing, Oliver knows that he cannot absorb the richness of the experience unless he is engaged and participating in it. He finds observation and analysis dull and lifeless, and there is too much to do, see, and experience to waste his time with them.

Oliver's personal life is multi-faceted as he surrounds himself with people whom he connects and re-connects in shifting networks and groups. He has a gift for connecting quickly with others, and he makes friends rapidly and effortlessly, transforming impersonal contact into personal connection. Oliver makes his life an open book to his friends, and he expects the same in return. He is often surprised by their lack of reciprocity and is puzzled when others pull back from this intense connection in order to create breathing room.

Oliver's world is a complex one in which nothing is static. The pieces are always reconnecting into new patterns and relationships, and this shifting complexity and his passionate personal involvement makes discovering and holding onto a consistent core perspective a challenge.

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He has an intense fascination with things that captivate his imagination, but he is just as intensely fascinated by the next thing that comes along and grabs his interest. Because of this he has been accused of skimming the surface and being unable to commit to one thing. From his perspective he has remained consistently focused on the shifting context around him. Not to shift with it would be to disconnect from life.

Oliver finds it hard to communicate bare facts and data as such communication strips the context of his world of its texture and richness. Data without context makes no sense to him because it implies an immobile reality that is quantifiable and static. When asked for disconnected or isolated information he often asks "Why?" in order to build a personal and contextual picture from which to answer. This demand for context may irritate or challenge those for whom it is unnecessary, but without understanding how things fit together he doesn't know how to present the information in a helpful way. (Note – the Oliver's of this world might insist on giving you the "back story" regardless if you want it or not.)

Oliver loves to tell stories and anecdotes, sometimes to make a point, but many times just to share the excitement of his experience with others whom he is sure will gain as much from the story as he did from the experience. However, his anecdotal style can confuse and irritate others because of his need to set the stage and establish a context from which the point of his story can be understood. Because of this, he sometimes communicates more than others want, need, or can assimilate.

Oliver's ability to see and create connections is not limited to his relationships with people. He draws on knowledge and previous experience from seemingly unrelated sources to create original and distinctive approaches and results. This gift for sensing patterns and relationships is as effective in the world of events, machinery, work designs, ideas, and artistic expression as it is with his friends and family.

The networks and groups that Oliver is constantly creating, refining, and cross-connecting serve as sources of validation for him. He thrives on positive feedback from those around him and actively seeks to be at the center of things where he can perform for an audience. He is sensitive to how people are reacting and responding to his behavior and uses direct and non-verbal feedback as a guide for his actions as well as to check that others see things as he does and that what he is doing correctly fits the current situation.

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Oliver brings energy and vitality to what he does and is often instrumental in getting things started. In social situations he works to make sure that everyone is involved, and he will often be the one to "get things going." He is always ready to jump into something new but will quickly lose interest in activities that do not deliver attention-grabbing results. His ability to see how things fit together makes him capable of implementing new projects and bringing plans to life.

While he is a great task starter, Oliver wants to have fun as well as be productive. When tasks require attention to details and analysis or become repetitive and routine, he gets bored. Oliver will abandon anything that bores him as quickly as he starts it. When this happens, others will suddenly discover that he has wandered off in search of activities that are more interesting and energizing.

The Activity Entrepreneur

Does the Activity profile sound familiar? If you fit this style, working with Perceptual Style Theory can help you:

- Learn how to maintain focus when your energies flag.
- Put your social connections to work for your business.
- Build a team that frees you up from the tasks that sap your motivation.
- Craft a marketing message that communicates effectively with other Perceptual Styles.
- Incorporate your natural flair for innovation into your business.
- Make the most of your skills as a hands-on leader.
- Discover your hidden skills and abilities.
- And more!

ADJUSTMENTS

Nora's Perceptual Style is [Adjustments](#). She sees the world as a complex system of objective processes and systems that function smoothly without interference or action from her. She is a keen and thoughtful observer of the world and believes the complexity she perceives can only be known if she is

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given the time to gather complete information about its details and intricacies.

In the face of her experience, Nora is driven to acquire comprehensive information about life's processes and to gather the knowledge that comes with understanding it. She knows that such understanding comes only with patient study of the complexity and details of the objective world around her.

In all aspects of her life Nora has experienced that hasty action is thoughtless action and it causes irreparable damage, chaos, and disorder. As a result, she makes sure that her actions are both deliberate and careful. She believes that when she fully understands a situation that the inherent order will reveal itself and if it is required, the correct action will become obvious. Too many times she has seen that most people act with only part of the picture because they do not have the patience and faith to wait for the complete picture to emerge.

Nora knows that preparation and practice are the keys behind proper behavior. She reviews and rehearses the correct response to the myriad of possible situations she might encounter so that when the time comes, she is ready and knows precisely what is required of her. She is uncomfortable in ad-hoc or chaotic environments because of their inherent confusion and uncertainty, but she can move quickly and confidently when responding to situations for which she has prepared in advance. Mental rehearsal is part of her preparation, and as she mentally walks through possible scenarios, she gathers information that she collates, analyzes, and stores in intricate systems for easy retrieval when she is in a situation that requires her resources.

Because she is often quiet in social settings and responds to many questions briefly, those around her often mistakenly believe that Nora has little to say. The truth is that Nora experiences the world in an extraordinarily rich and complex manner and has much to offer when others are willing to listen and give her the time to speak. She has discovered that most people don't have the patience to hear the thoroughness and complexity of her understanding. She finds quick back-and-forth exchanges challenging to follow and is often content to track that type of discussion and take in what is being said rather than actively participating.

Nora gets great satisfaction being an information resource for others as well as herself but relies on others to draw her into conversation. In this resource role she prefers to be utilized as an authority who has access to important

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knowledge rather than as someone with whom to generate ideas through dialogue and debate. Her meticulous and well-prepared information makes her good at explaining and describing intricate, detailed, or technical information, and it is in this role as an expert that she really shines. Because it takes complex ideas, words, and verbal constructions to communicate her experience, she has discovered that she can easily overwhelm or lose her audience.

Nora is thorough and patient with repetitive tasks, and this, along with her desire for perfection, allows her to spot where information is missing or fuzzy. As her Perceptual Style name implies, Nora actively refines and hones her knowledge, systems, and processes to increase their elegance and accuracy. She constantly reworks, rethinks, and redrafts communications and fine-tunes actions, projects, and responsibilities in an attempt to deliver perfection. Such precision takes time, and she is at her best when given the time to do things carefully and systematically.

Nora is a skillful diplomat whose complete and thorough grasp of situations gives her the ability to see issues from all sides. She is gifted at building agreements by making everyone that feel their point of view is understood and respected.

Time pressure, competition, and a drive for the bottom-line all violate Nora's view of the world. Experience has shown her that these conditions lead to a false sense of urgency and impulsive actions that are based on incomplete understanding. The options and choices in any situation are not immediately clear or sharp, and external distractions, pressures, and deadlines don't allow her the time and calm she needs to gather complete information and refine properly.

Nora is intrigued by the exploration of ideas when the exploration is characterized by careful and comprehensive analysis that leads to measured evolutionary change. But change for the sake of novelty is an appalling breach of prudent behavior. She knows that an effective environment is a complex system that requires only incremental alterations and additions rather than wholesale rework to keep it functioning, and she therefore modifies and corrects existing processes judiciously.

The Adjustments Entrepreneur

If you fit the [Adjustments](#) style, working with Perceptual Style Theory can help you:

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- Learn how to monetize your expertise more effectively.
- Build a brand around your areas of complex knowledge.
- Build a team that frees you up from time-pressure and other forms of stress that sap your energy.
- Craft a marketing message that communicates effectively with other Perceptual Styles.
- Make the most of your skills as an analytical leader.
- Discover your hidden skills and abilities.
- And more!

FLOW

Ben's Perceptual Style is [Flow](#). He perceives a world in which every piece is connected to every other piece, a richly textured world where the parts fit together and support and nourish each other.

He trusts in the natural process of experience and believes what is important and necessary will emerge as a matter of course as it reflects the underlying harmony and cooperation inherent in the world. He knows the connections he sees are not always obvious, especially to others, and that they reveal themselves only through his patient, careful attention.

Ben creates and sustains powerful but subtle relationships that form the glue of a community (a group of people with common interests). He maintains the balance between the myriad elements of his world through constant attention and tending. His attention, while caring and supportive, is subtle and not readily apparent to those around him as he acts indirectly, behind the scenes, and outside the spotlight. Belonging is critical to him but being the center of attention is not his preference.

Moving smoothly and easily between daily events as his awareness emerges and recedes, Ben attends, in proper proportion, to events and people where connection and relationships require his attention. He builds connections steadily and patiently because he knows that relationships require time. He avoids pushing, demanding, or abrupt action because he trusts that what needs to be done will be done in its proper time.

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Ben facilitates the development of an environment that is comfortable, one that fosters and encourages people. When his environment shifts away from cooperation, team building, and community, he quietly influences its realignment, putting his own personal needs aside if necessary. Ben has learned that taking care of himself is best done by taking care of the communities that are part of his personal and work life. While this is done with great care, it is not passive, as he skillfully weaves a web of connections that binds others closely to him.

Ben welcomes new events that support his traditions and values and will adapt smoothly to change that he experiences as connected to his personal history. While he deeply distrusts arbitrary change, others often seek him out during times of upheaval because his skills are invaluable to restoring stability, coherence, and identity.

Ben uses his circles of family, friends, and acquaintances to gather and transmit informal information, after he has intuited what to pass on and what to withhold. He makes this determination through his understanding of what will most effectively build alliances, promote participation, and instill commitment. His information sharing is so careful that others experience the connection but are often unaware of his contribution to building it.

Ben often acts as a listening post without the need to give advice, pass judgment, or provide opinions. He will offer aid and assistance when asked, but it takes the form of empathy and support rather than strategy and action plans. He encourages development and growth and empathizes with those who are struggling. People respond to his personal engagement with them and the warmth and concern he shows them. Ben is rarely in a rush and always has time to interact with those who are troubled or just want to talk.

For Ben, the world is not a series of unrelated facts but a single whole full of patterns, impressions, and connections. He communicates his experience in stories that provide others with the necessary context but may leave out factual points he sees as irrelevant. His stories are a way to build personal connection and find common ground with others rather than a means to convey data and facts.

Ben is at his best smoothing the sharp edges of chaotic environments and erratic relationships. He builds a sense of cohesion within groups and creates a sense of group identity to which others willingly commit. He secures commitment by thinking of others, making contact, doing favors, and staying in touch. It is important to him that outsiders accurately perceive

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community values, so he attends carefully to the image that his group projects and makes sure that it is consistent and appropriate.

His activities are ultimately focused on support and maintenance of his communities. He is a keeper of history and tradition. He knows that understanding the past holds the key to providing continuity between the past, present, and future. Ben is the one who remembers everyone's birthday, special occasions, and personal interests and accomplishments. He finds ways to stay in touch and often gives small, meaningful gifts for no apparent special reason.

The Flow Entrepreneur

If you fit the **Flow** style, working with Perceptual Style Theory can help you:

- Use your web of social connections to build a thriving business.
- Apply your intuition in identifying opportunities and partnerships.
- Build a team that frees you up from having to stand in the spotlight all the time.
- Craft a marketing message that communicates effectively with other Perceptual Styles.
- Make the most of your skills as a collaborative leader.
- Discover your hidden skills and abilities!
- And more!

GOALS

Lillian's Perceptual Style is **Goals**. She perceives the world as a series of tasks that must be completed. She thrives on challenges and opportunities posed by immediate problems that need solving and she believes that there is one right way to solve them.

She sees a world of clear, simple options, with little ambiguity and little gray. She knows that the right way is the simplest and most direct one. When the central issues have been addressed the problem is solved; the details are unimportant and will take care of themselves.

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Lillian distrusts complexity, subtlety, and solutions that evolve slowly over time. The world is difficult but not complex, and she is puzzled and irritated when people talk about shading and nuance. She believes that such talk obscures what is important, and she likes to keep things simple so she can focus on what really matters. She knows that if a problem needs a solution, there is no time like the present to solve it and no reason to worry about politics and irrelevant distractions. Even when the available choices are not appealing, problems must be dealt with quickly and resolutely.

Lillian sees a world in which possibilities combine with facts to create goals to achieve and opportunities to seize. She approaches the world with intense energy and has a high level of endurance that allows her to push herself long after others have given up.

She takes action with personal intensity and urgency and is always eager to get on to the next task even before the current one is complete. What needs to be done next is obvious to her, and she does not understand why others around her do not see and act on it. Lillian's single-mindedness creates enormous momentum as she moves forward and can become difficult to stop or divert.

As the Perceptual Style name implies, Lillian is very outcome oriented and prefers to focus on the accomplishment of goals where she can see immediate progress. She uses her sharp focus to attack problems and difficulties, map a path to follow, and unhesitatingly follow it. However, she has no loyalty to current processes or methods and will abandon them quickly if progress towards a solution is slowing down or stagnating.

She makes high achievement demands on others, but never more than she demands from herself. Lillian sees challenges, opportunities, resources, and obstacles all around her. Each presents an objective that she is determined to win. Life is a competition, and if she can find no other worthy competitor, she will compete with herself to see how far she can push her speed, quantity, and endurance.

She knows her first responsibility is to spot the dangers, obstacles, and problems that lie in between her and her goal. She is prepared for any challenge because she knows that life is risky and only the strong and prepared succeed.

Lillian sets short-term goals for herself in both her personal and work life and cannot imagine that others do not focus on goals as intensely as she

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does. Goals are markers against which she can measure her progress in life. Situations without goals make her uncomfortable because they have no clear direction and she doesn't know what to do or how to evaluate progress. While she looks to the future, it is the practical short-term objective that grabs her attention rather than vague, grandiose visions because they are difficult to evaluate.

Lilliam is an excellent active listener, and it is her favorite way to gather information. Listening allows her to ask questions, summarize, and provide immediate reaction. She listens for content and information relevant to the immediate task at hand. She wants the facts from a conversation not the personal or social context, and she has little patience with rambling and pointless discussion.

She gathers data to support her opinions and conclusions which she forms quickly. She abandons her opinions slowly and only when the data is overwhelmingly contrary. While she will change her mind, she requires tough convincing as she focuses on data that supports her view and dismisses data that challenge it.

Lilliam doesn't like wasting time on social pleasantries or personal discussions. She wants interactions to be direct, uncomplicated, task-centered, and frank. She feels bored in unstructured social situations and other unfocused interactions. Much of her lack of interest in social situations is due to her inability to read hidden agendas, deeper layers of meaning, or subtle hints. She approaches others directly and bluntly and wants the same in return.

People readily follow Lillian because she is decisive in crises and adept at bringing structure out of chaotic situations while radiating focus, certainty, and calm authority. Her single-minded focus allows her to see the fundamental issues in problem situations, to determine the most important task, and to prioritize the steps necessary to accomplish her goal. People look to her when they feel unsure, and her willingness to act and to take responsibility gives her influence and generates respect.

The Goals Entrepreneur

If you fit the **Goals** style, working with Perceptual Style Theory can help you:

- Use your natural focus, carry-through, and endurance to aggressively grow your business.

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- Build a brand around your natural authority.
- Build a team that frees you up from having to deal with a lot of the “touchy feely” stuff.
- Craft a marketing message that communicates effectively with other Perceptual Styles.
- Make the most of your skills as a directive leader.
- Discover your hidden skills and abilities.
- And more!

METHODS

Alex's Perceptual Style is **Methods**. He perceives the world in a rational, matter-of-fact manner and sees a world that is sensible, logical, and factual. Things are what they are.

His great strength is determining objectives and establishing a course of action that systematically leads to the desired result. He sees a world of things to be done, projects to be carried out, responsibilities to master, and tasks to perform, all of which require solid, well-structured plans.

Alex creates and follows an ordered set of steps that, when performed in a repeatable, logical sequence, inevitably end with the achievement of his objectives. He knows that even the most complex task can always be broken down into a sequence of simple steps. Each step leads to the next one, one step at a time, until the job is done.

For Alex, there is a correct method by which each problem, undertaking, or objective can be best handled. Acting any other way just makes things harder than they need to be. Discovering and applying this method is what drives him. The satisfaction lies in identifying the steps and planning the correct sequence.

When given the time to prepare and thoroughly gather new information and new perspectives, Alex is open to change that is logically and rationally implemented. But he doesn't care for surprises because the unexpected requires new planning and analysis rather than quick reactions and spontaneity, and good planning and analysis take time.

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When people need to get something done, Alex is the one they turn to because of his expertise and because he cares deeply that things are done well. He finishes what he starts, persevering because he knows that good plans produce results if the plan is followed to the end.

Alex is plan rather than goal oriented. Once the desired result has been determined he does not question it. Instead, he seeks to find the steps that will produce the desired outcome with the most efficient use of time, money, and energy. He succeeds by following a plan and applying the proper rules for the situation at hand, and he always knows what the rules are because knowing them allows him to act skillfully. Rules and roles are tools for behaving properly and proper behavior is the key to executing a plan. He believes that failure of a solution is due to human error in the application of a correctly designed course of action.

Alex believes that the facts, when properly presented, will speak for themselves. He uses a rational application of facts to make decisions and solve problems, and he is confident that through this method he will arrive at the correct conclusion. He strives to be objective and fair, to act as an expert who understands and presents the facts and logic of a situation.

Alex uses language to describe rather than to embellish. He describes what he sees simply, logically, and clearly. He is a good listener who hears what people say accurately, but he doesn't read subtle cues that could tell him how people are feeling about what they are saying or read between the lines for hidden meaning. He observes people carefully, arranges his observations logically, plans, and then acts deliberately and skillfully on his conclusions. He takes people at face value. He says what he means, means what he says, and expects others to do the same. He knows that emotions get in the way of logic and rationality, so he doesn't talk much about his feelings nor does he show them strongly. He avoids becoming overly involved with people outside of his closest friends or family on a personal or emotional level and views both as distractions from the objectivity necessary to function effectively.

Alex loves situations that demand thoroughness, follow through, and completion. Taking on a task, organizing it, implementing it, and bringing it to completion bring him great satisfaction. He prefers settings where he understands his role, where he can act on clear and structured expectations, and where he knows what he's doing and what the rules are. He believes the world to be straight-forward and uncomplicated. Those aspects of the world that appear complex or mysterious are merely unanalyzed.

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Alex's ability to see structure and impose order allows him to help others function in the face of chaos and uncertainty, and he is matter-of-fact and consistent in high-pressure environments. He doesn't get involved in political maneuvering or intrigues, and others rely on him to move debate and discussion away from personal or political directions and towards concrete issues and agreement on the facts. His respect for facts and logic gives him integrity and expertise in the eyes of others.

The Methods Entrepreneur

If you fit the **Methods** style, working with Perceptual Style Theory can help you:

- Use your natural focus on creating reliable, repeatable plans to build a successful business.
- Build a brand around the robust methodologies you've developed.
- Build a team that frees you up from having to deal with personal politics and ambiguous situations that can sap your energy.
- Craft a marketing message that communicates effectively with other Perceptual Styles.
- Make the most of your skills as an administrative leader.
- Discover your hidden skills and abilities
- And more!

VISION

Sophie's Perceptual Style is **Vision**. She perceives the world as a place of infinite possibilities, full of options and opportunities. She is an explorer and adventurer who is not thrown by surprises or the unexpected.

Sophie sees life as a constant challenge to which she must react quickly and instinctively. What moves her most is the opportunity to have impact, make a difference, and leave her mark. In a world of possibilities, she is excited about turning them into realities.

Sophie faces the realities of a situation with serious intent and with an optimistic perspective that a solution will be found and confidence that if one

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is not, there are always other alternatives to explore. For her, mistakes are an inevitable part of life from which to learn. Life is an exciting, chaotic, and fast-moving adventure that requires improvisation and rapid ad-hoc decision-making to take advantage of all the possibilities and directions available.

Sophie intuitively sees new directions that others do not and makes the most of this advantage by moving decisively. This ability to intuit new, useful directions and to take swift advantage of opportunities as they arise gives her a strategic edge over others. She knows that the world has shape and coherence not because of what it is but because of what it is becoming. As such, Sophie knows that plans are important but also knows that they will have to be changed as new possibilities and opportunities present themselves. She sees where she wants to be and is frustrated by those who want to focus on the details between here and there.

Sophie is unafraid of taking risks and accepts that the possibility of high rewards carries with it an equal possibility of failure. She sees her failures not as an ending but as a way of learning and discovering new opportunities. She takes risks and improvises because it is the only way to respond to a world that she knows is not routine or predictable. She loves to play with, explore, and develop new ideas, and she examines all aspects, possible outcomes, and consequences, without preconception or judgment.

Sophie readily changes direction when progress towards her vision is slow or blocked, and as she moves forward she constantly tinkers, experiments, and improvises in order to increase the likelihood of success. She is strongly committed to achieving her vision but is extremely flexible about the path taken to get there. She changes plans quickly and drops approaches that are not working. She does not accept the limits and constraints imposed by impersonal and objective facts because in her world anything is possible. She moves in new directions not through logical choice but by *seeing* the available paths and moving down the one that is most expedient at that moment.

Sophie thinks non-linearly about problems, uses her intuition, and tries multiple possible solutions as she troubleshoots. She gathers information by skimming rapidly, dipping down into the detail when she discovers something that intrigues her or feels important. She works well with incomplete and partial information and does not need all the details to set a course and engage in action.

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She prefers to communicate in bold, simple images and creates slogans, brief summaries, or bullet points to capture and express her understanding. She interacts energetically with others, listening just long enough to get a sense of what they are saying, and then responding decisively. She discovers meanings through dialogue, active discussion, and quick, bantering exchanges.

Sophie is highly persuasive and easily convinces others that the current topic is what is most important. She enlists others to join her with equal excitement and commitment. She speaks confidently and influentially, and her enthusiasm and passion draw others to her vision. She is captivated by the energy of the moment and uses impromptu, improvised, ad-hoc communications rather than planned, rehearsed, or canned material to convince and sway her audience.

Sophie sees multiple possible successful scenarios, and she coordinates complex information and activities so that all efforts lead towards success. She dives into work intensely and is often impatient with the slower paces of other people.

When focused on an issue Sophie works it to the exclusion of all else, often until she is exhausted. Ultimately, she knows that she must set her own course and choose her own direction as she maneuvers through the myriad of possibilities that life presents.

The Vision Entrepreneur

If you fit the [Vision](#) style, working with Perceptual Style Theory can help you:

- Put your improvisational skills to work in quickly building and growing a business.
- Create a compelling and persuasive brand.
- Build a team that frees you up from having to deal with a lot of the "busywork" that can sap your energy.
- Craft a marketing message that communicates effectively with other Perceptual Styles.
- Make the most of your skills as a visionary leader
- Discover your hidden skills and abilities
- And more!

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SUCCESS with PERCEPTUAL STYLES

As you can see from our examples, there are different attitudes and approaches towards life. It is important to note that Perceptual Style is gender neutral – there are just as many Frankies as there are Franks, just as many Billie Jeans as Bills, etc.

The differences between people are often seen as the result of a lack of knowledge, bias, or stubbornness when in truth they are simply a matter of unchangeable biology. Instead of taking a stance that there is a right and wrong way to view things, its best to acknowledge that variations in opinion are due to biologically based perceptual differences.

People literally perceive the world differently, and this differing perception leads to different conclusions about what is important, how things should be done, and what is the “truth” of any situation.

PERCEPTUAL STYLES and YOUR BUSINESS

Building a business around the innate differences in human psychology makes sense in terms of the bottom line.

Why? Because no matter who you are or what you do, people are what make your business tick.

No matter what your Perceptual Style, your greatest potential for success lies in discovering your natural skills and abilities, developing them within the context of your business, and delegating the rest.

You can bury yourself under an avalanche of work with your business that saps your natural energy and creativity, or you can build your business – and your brand – around who you really are.

Ready to get started? Visit us today at www.YourTalentAdvantage.com!