



THIS DOCUMENT IS AN ABRIDGED SAMPLE VERSION
OF THE TEMPERAMENT AND CAREERS REPORT. THIS
SAMPLE IS MEANT TO HELP YOU GET AN IDEA OF
THE DESIGN AESTHETIC AND AN OVERVIEW OF THE
KIND OF CONTENT INCLUDED.

JANE SAMPLE

Artisan Promoter ESTP

TEMPERAMENT & CAREERS

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This report has been
prepared exclusively for

Jane Sample

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"There is much to be gained by appreciating differences, and much to be lost by ignoring them or condemning them. But the first step toward seeing others as distinct from yourself is to become better acquainted with your own traits of character."

- David Keirsey

Contents

This report is designed to help you understand yourself and how your temperament shapes your career.

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Typical Jobs for Your Artisan Promoter Personality

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Famous Artisan Promoters



Understanding Your Career

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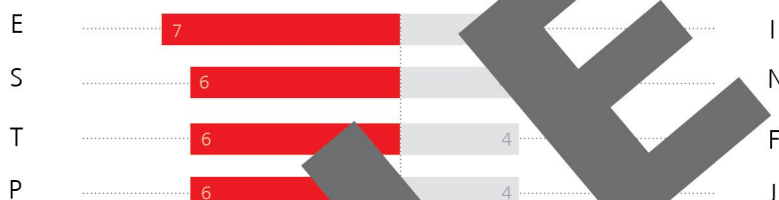
ABOUT YOUR TEMPERAMENT

→ Artisan Promoter ESTP

Jane Sample

Artisan Promoter ESTP

JNR32252



Your particular personality type, the **Artisan Promoter (ESTP)**, makes up to 7-8% of the total population. It's a lucky thing for the rest of us, because Artisans are the beauty, grace, fun, and excitement of the world.

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30-35%

There are four types of **Artisan Promoters**. These four per-

and
tics.



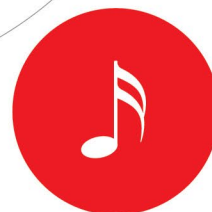
Promoter
ESTP



Crafter
ISTP



Performer
ESFP



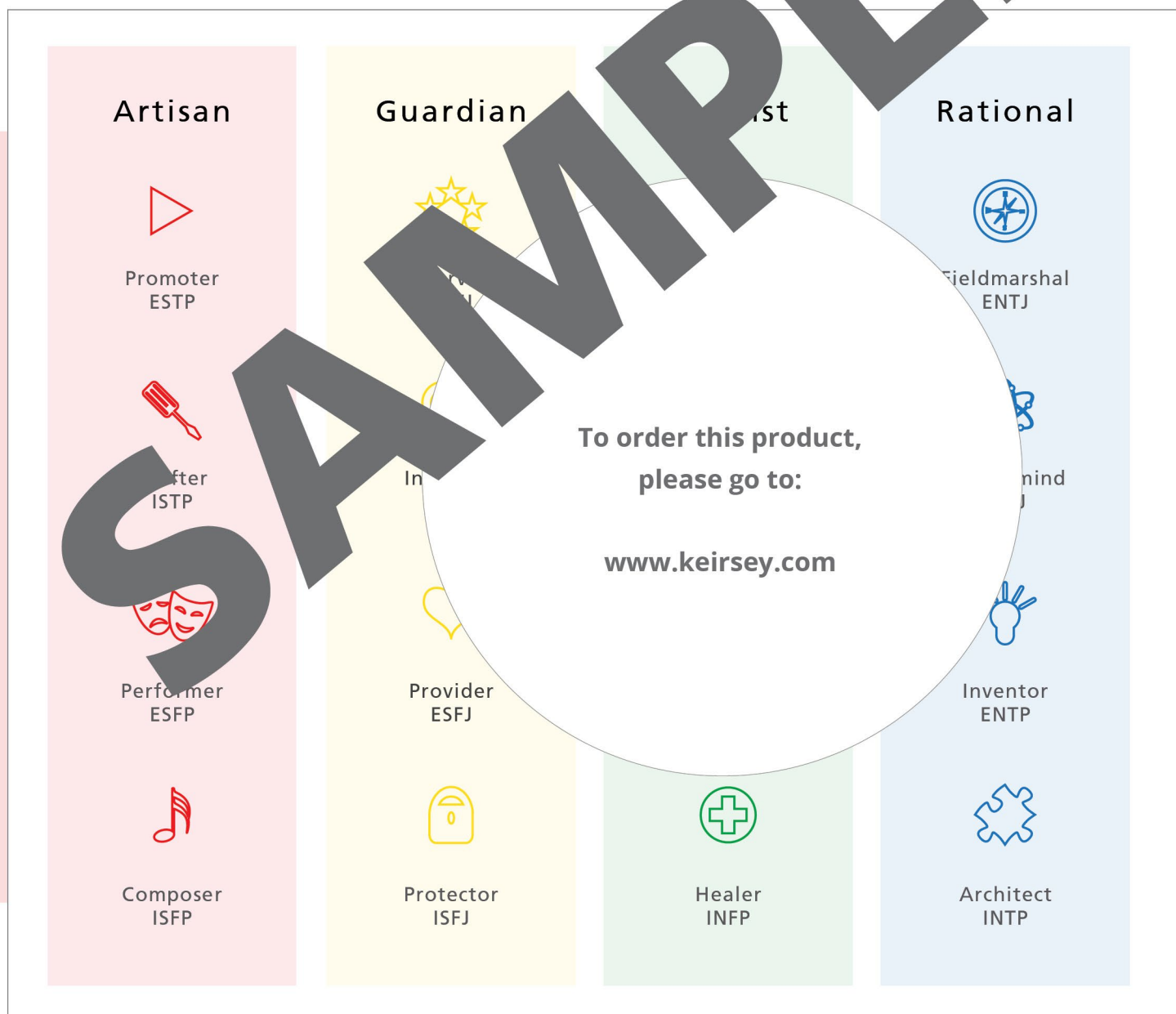
Composer
ISFP

OBJECTIVE

→ Temperament and Careers

In a world filled with unique individuals, when it comes to personality there are only four different temperaments and sixteen types of people. Understanding these personality types and mastering your own can be the keys to achieving your goals.

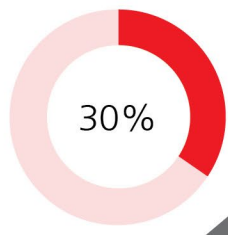
This report is designed to help you understand how the needs and preferences of your temperament shape your career development process. It includes a list of occupations that match the typical work style shared by people of your temperament.



AN OVERVIEW

→ Temperament and Careers

ARTISAN



Artisans

are fun loving, optimistic people now. Artisans are typically bold, who trust their impulses and them for adventures. Members of this group don't to go through the world; they want to make a splash. Artisans are typically playful people. Excitable and often unconventional, they seek out the stimulation of new experiences more than others do. They want to try—and even master—the variety of activities that life has to offer. In their personal lives, upbeat, curious natures can make Artisans playful mates and creative parents. Professionally, their combination of realism and risk-taking can make these individuals troubleshooting leaders. Overall, Artisans prize the kind of freedom that allows them to live for the moment and seize the day.

Artisans share the following core characteristics

be fun-loving, energetic, and focused on the now.

They rely on bold, bold, and

playful parents, and troubleshooting leaders.

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Artisans are excitable, trust their impulses, want to make a splash, seek stimulation, prize freedom, and dream of mastering action skills.

AN OVERVIEW

→ Temperament and Careers

OTHER TEMPERAMENTS

The Four Temperaments



Artisan

Artisan
Daring
Adaptable
Excited
Impulsive
Enticing
Playful
Tactical



Guardian
Facilitator
Cautious
Respectful
Dependable
Law-Abiding
Concerned
Steady
Logistical



Idealist
Kindhearted
Empathetic
Diplomatic
Independent
Pragmatic
Strategic

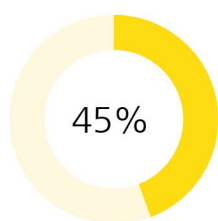
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AN OVERVIEW

→ Temperament and Careers

OTHER TEMPERAMENTS



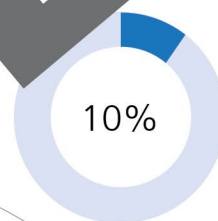
GUARDIAN

are the cornerstone of society. They are the temperaments given to us for serving and preserving the social institutions of our world. Guardians have a natural talent in managing things and people. They are the most reliable and responsible—and they use all their skills to keep things running smoothly in their families, communities, schools, churches, hospitals, and businesses.



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temperament, they have to do with the systems that we live in. Ratio- nals are in organic systems and animals, in social systems such as railroads and companies and gov- ernment systems fire their temperaments. Professionals will analyze them and understand how they work, so they can then figure out how to make them work better.

and im- porters n- are nat- people, and counseling, in soc- nel work, in journalism or the media, they are gifted at helping others find their way in life, often inspiring them to grow as individuals and fulfill their potentials.

AN OVERVIEW

→ Temperament and Talent Relationship

What is the Relationship Between Temperament and Talent?

The four temperament styles match up consistently with four general types of intelligent roles: **Tactical**, **Logistical**, **Diplomatic**, and **Strategic**. The connections between temperament and intelligent roles are as follows:

Relative Strength of Intelligent Roles of Artisans



Temperament and Intelligent Roles



Artisan

TACTICAL



Guardian

LOGISTICAL



Naturalist

DIPLOMATIC

STRATEGIC

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degree of
leaders
achieve higher
results by using and developing
the natural talents of their members. The best
policy for a leader of any temperament is to look for
the best intelligence and talent match and put it to
work where it is most effective.

AN OVERVIEW

→ Temperament and Talent Relationship



Artisan TACTICAL

Artisans are best when they can use their tactical skills that enable them to look at resources available in the moment and make the most of them. They are unusually skilled in reacting and react quickly in emergencies. Artisans are most comfortable working in the moment without an excess of constraints or red tape. Tacticians are valuable since they can quickly react to changing circumstances.



Guardian LOGISTICAL

Guardians are at their best when they can ensure that the proper equipment is in the proper place at the proper time. They are skilled when following step-by-step procedures and their organizational skills are valuable since if these procedures are not followed, any company can suffer.



Idealist DIPLOMAT

Idealists do their best work when they are particularly suited in helping others. They are best applied within a company where they encourage all to learn and grow together and efficiently together.

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Rational STRATEGIC

Rationals use their strategic skills in envisioning and setting long-term goals and milestones for meeting objectives. For Rationals, everything is part of a system. Making things work is a matter of understanding the strategic impact of each part of the system and manipulating them accordingly. The rarest of all gifts, the ability to think in the long-term and create new possibilities is particularly valuable in business.

Artisan

How Your Artisan Shapes Your Life

As an Artisan, you thrive in your play, such as the thrill of competition in environments that are exciting and fast-paced. You deal with the stress of the

Your skill at adaptation, love of risk, and ability to follow an unpredictable track in any of several organizations or at more established companies. You may choose a physical career over a higher status one, despite the fact that you may change jobs or careers often, perhaps moving on from one to another as they leave their quick-growth phase.

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THE ARTISAN ROLE AT WORK

Artisan

Aptitudes

People who share a temperament often share aptitudes: those things that a person can do well without much training, enjoys doing, and will usually volunteer to do when the opportunity arises.

talent for adaptation

ability to respond artfully

can easily get gears when the situation demands it

tactical planning

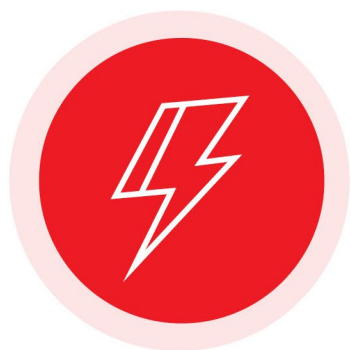
in the present moment

Adaptability

Artisans report that their favorite contribution among the work place. Artisans take pleasure in variety and are better than other temperaments at shifting gears when the situation demands it.

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Learn About Temperature

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→ About You

Of all the Artisans, Promoters are known for being the most persuasive and winning. As a result, you're likely the kind of individual who is able to dream up a venture or scheme and then talk perfect strangers into going along with it. In a sense, Promoters like you handle people with much the same skill as a craftsman handles his tools.

takes to be an outstanding entrepreneur. Promoters like you are often able to swing deals and start companies in a way no one else can.

Life is never dull around a Promoter like you. By large, you're a person of action. As a result, when you're around, things usually begin to happen. When the lights are on, the music plays, the games begin.

of a *bon vivant*, you must have a hearty appetite for the pleasures of life. Whether this means appreciating the best food and wine, expensive cars, or fashionable clothes, you have more discerning tastes than many do. You are a person that can be extremely sophisticated and can impress a great many people by what you have to say to most of them. You are a person who has your trademarks.

Often clever and full of fun, you make your life with a theatrical flourish that most of the time seems to be going—although maybe you probably don't want to spend time

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bly described promoters are far from close to a steady supply of stock, and both operators and investors. Although excitement and probably a rare You can have a commitment. You're are expected to understand the one." However, give, you're not of boldness and others.

In work and in play you're apt to almost constantly seek out new activities and challenges. You can be bold and daring at heart, the type of person who is ever optimistic that things will go your way. As a result, you may be willing to take tremendous risks to get what you want. You can even feel exhilarated walking on the edge of situations most people would consider disasters. Because of this courage you can make a great administrator or negotiator in difficult situations. You also have what it

toe and most Promoters seem to understand the maxim, "He who travels fastest, travels alone." However, as one who is so outgoing and persuasive, you're not likely to be lonely for long. Your sense of boldness and adventure makes you highly attractive to others.

BEING A PROMOTER

→ 7 Things About You



ARTISAN PROMOTER FACTS

Artisan Promoters are Apt to be Aware of 7 Things to Be Aware of:

- 1 Pride yourself on being able to respond to emergencies.
 - 2 Be able to solve problems at hand and make decisions.
 - 3 Don't let people communicate with you and quickly.
 - 4 Sometimes your communication is seen as blunt or lack of tact.
 - 5 Like grabbing new opportunities and having a lot of variety in your job.
 - 6 Want to have an impact on co-workers, projects, and the company.
 - 7 Be skilled in promotion and negotiating.
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- 6 Making evaluations and value judgments can be difficult for you.
 - 7 You may neglect to develop supportive friendships in your field or workplace.

BEING A PROMOTER

→ 7 Things About You

7 Things You're Good At

1 You can be extraordinarily resourceful; you pull in the people and things you need to get what you want.

2 You read people's agendas well; you aren't distracted by their expressions of intent.

3 You are a superb matchmaker.

4 You have extreme confidence; you don't agonize over choices.

5 You can predict people's future actions from their past and current behavior.

6 You enjoy initiating and promoting projects.

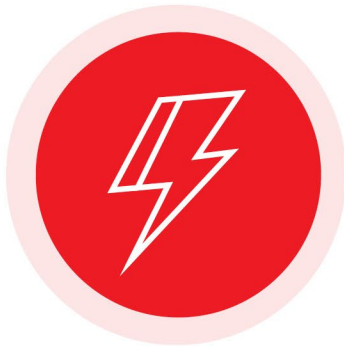
7 You adapt well to change and emergencies.

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...s well
of

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Choosing the
Best Option

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BEING A PROMOTER



Promoters

and Choosing the Best Occupation

Promoters are stressed by workplace environments where creativity is stifled by a job that acts like a cage, where their solutions and systems are ignored, and where cumbersome plans and procedures replace the camaraderie they love. Lacking

Promoters live fully in the present of the moment, with extraordinary memories of facts and details for future observation. Ideally, they maintain their vast databanks of information. Promoters are excited by the possibility of new information, on opportunities that others don't perceive, and on information that present or emergent challenges. They don't have much motivation for pursuing intangible goals and visions, except as those goals present themselves as events to which they can respond now.

Like other Artisans, Promoters are wired to seize freedom and spontaneity. They hunger for the liberty to act on their impulses, to play, and to create. Artisans thrive in "action" occupations—those that involve precision, endurance, strength, boldness, and timing.

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BEING A PROMOTER

→ Choosing the Best Occupation

Your Ideal Work Environment

1 Contains a lot of action and lets you respond to your impulses and hunger.

2 Brings excitement and energy to your life.

3 Lets you work in a team.

4 Allows you to compete based on your skills.

5 Lets you fix problems on the spot.

6 Lets you use your keen powers of observation and memory.

7 Offers a lot of unplanned situations.

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wired
and
hunger
act on
play,

BEING A **PROMOTER**

→ Choosing the Best Occupation

3 Tips to Help You Find the Right Workplace

1

Seek out an active, informal environment where you are judged by what you contribute, not your role.

You will probably be stressed by a job description that acts like a checklist, or a workplace where the people are judged by a job description that acts like a checklist, or a workplace where the people are judged by a job description that acts like a checklist.

2

Success

You might keep some of your old ideas, or you might keep some of your old ideas, or you might keep some of your old ideas.

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3

Don't underestimate the value of the experience you picked up beyond the parameters of formal schooling or paid work.

An ability to stay centered in the moment, the joy you take in risky situations, and your willingness to act without hesitation when the moment is right give rise to what others may perceive as your weakness—an attitude of expediency. Consider creating your own job by working for yourself or by promoting yourself to organizations as a unique package who can expand the usefulness or enhance the value of their product or service.

BEING A PROMOTER

→ Choosing the Best Occupation

Provided below is a non-exhaustive list of occupations you may wish to consider. While all personality types are represented across the spectrum of careers, particular types of work tend to attract particular types of people. Your personality type influences:

- Whether or not you are suited for the inherent demands of the work.
- Whether or not you and your colleagues are likely to be on a similar wavelength.
- Whether or not you enjoy the culture and lifestyle that goes along with the career.

If you are embarking on your first career or considering a career transition, start with this. You will see the career/job title, a brief description taken from the O-NET (Occupational Information Network) database sponsored by the U.S. Department of Labor, and a link for more information (if available) from the O-NET website. Here you can explore many aspects of the job, including related job interests, values, activities, and skills.

After reading the career/job descriptions, you might find it useful to browse some actual job listings at CareerBuilder.com. While some of the careers listed below require more education and experience than others, viewing the job listings provides an indication of the current market demand for these positions.

Investment Advisor

Advise clients on financial plans utilizing knowledge of tax and investment strategies, securities, insurance, pension plans, and real estate. Duties include assessing clients' assets, cash flow, insurance coverage, and financial objectives to recommend investment strategies.



O-NET
Job Description

Career Builder
Job Listing

Sales Representative

Sell goods to wholesalers or manufacturers.



O-NET
Job Description



Career Builder
Job Listing

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Management Consultant

Conduct organizational evaluations, develop procedures, and measure operations and processes to assist management in operating efficiently and effectively. Includes program analysts and management consultants.



O-NET
Job Description



Career Builder
Job Listing



O-NET
Job Description



Career Builder
Job Listing

BEING A PROMOTER

→ Navigating the Job Market

While your Keirsey Career Temperament Report does contain a list of careers often selected by people of your personality type, these lists are not exhaustive. Personality is not the only factor in career choice. To identify your best options, consider the big picture—how your job fits into your whole life.

1. What will my lifestyle be like if I choose this position or this occupation?

Where do you want to live? (What country or region? Do you have a preference for the city over the country or the suburbs? Do you want to live on a boat or in a log cabin?)

How much money do you need to make?

How long a commute are you willing to endure?

How will you structure your career to accommodate study,

travel, children, early retirement, or other goals?

How many hours per week are you willing to spend?

What community or creative work can you devote to your job?

3. Will I be doing work that matters to me?

What classes fascinated you in high school or college?

What would you do if money were no object?

What do you naturally do well?

What societal, or world issues concern you?

What are your most influences?

What do you have

2. Will I be comfortable with the surroundings this job or occupation entails?

Identify your highest values and how you will be working with them. Do you respect your colleagues? Do you respect your superiors? Do you respect your subordinates?

- ☐ Achievement - mastering goals
- ☐ Aesthetics - working with beautiful things, beauty
- ☐ Affiliation - working with people like you
- ☐ Authority - managing or directing other people's work
- ☐ Creativity - ability to innovate, to try new approaches
- ☐ Ethics/Morals - being free to work in congruence with your own judgments
- ☐ High Pay - commanding a large salary
- ☐ Independence - being free from other people's direction and control
- ☐ Recognition - becoming known for your expertise
- ☐ Status - having a high prestige job

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→ Frequently Asked Questions

WHAT IS TEMPERAMENT? WHAT DOES IT HAVE TO DO WITH MY CAREER?

Temperament theory describes distinct patterns of approaching the world. Just as young children show a preference for using the right or left hand from a very early age, people seem to display one of the four temperaments: Artisan, Guardian, Rational, or Idealist. Unless you are blocked or deflected from doing so, you develop a unique personality that expresses that temperament.

You will be most satisfied with work if you choose an occupation that permits you to be yourself. The encouragement and rewards of a natural preference are the most powerful.

As an example, most people of the Rational temperament like to work in a self-directed career. They prefer taking orders only from people who have earned their authority having demonstrated their own expertise. People of the Guardian temperament, by contrast, are comfortable nestled within a hierarchy, where they have a named role between their superiors and subordinates.

Can My Temperament Tell Me What Career to Pursue or Whether or Not I Should Take a Particular Job?

Temperament alone cannot determine your career choice.

First, temperament is more likely to influence your choice of role and function within a career field than to dictate the path itself. For example, a person who chooses a career in the business world is more likely to be an engineer than a stockbroker. However, a person reared in a family with a long tradition of work in the stock market may draw to one in that career.

Some people's status or need money and may sacrifice their temperament's preferences to acquire it. For example, Jane Sample is an avid amateur cyclist. She chose not to go to college, although she did very well on standardized tests and in school; she saw no need for it. At age 35, her work history has consisted of a series of seasonal jobs built around a rigorous schedule of working and racing. Recently, her mother diagnosed with cancer. To help with the disease, Jane put her career in high gear. She researched, researched, researched indications in the literature, and asks questions. Jane is actually enjoys the nerds in high gear.

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more socially acceptable. He urges his son to pursue a more socially acceptable, secure Guardian career path. However, he struck a deal with his employers: during windsurfing season, he leaves work every day at 1 pm to play outside then finishes out his hours at home.

TEMPERAMENT TIPS

- Your temperament is fundamental to your optimal ways of learning and working.
- Trying to force yourself to become what you're not is likely to lead to dissatisfaction in your career and possibly to poor performance as well.

→ Frequently Asked Questions

What Motivates People of Different Temperament?

		
Artisans Artisans (SPs) are wired to seek freedom and challenge. They thrive on the liberty of play, and to create. Artisans thrive in “action” occupations—those that involve precision, endurance, strength, boldness, and timing.	Guardians (SJ) are wired to seek to stabilize relationships, group or community, and institutions. They are responsible, conservative, and traditional. They thrive as conservators who establish, nurture, and maintain social structures.	Idealists (NF) are wired to seek to improve the world and to help others. They strive to create a better, more just, and more harmonious environment. They thrive in intellectually stimulating, innovative work environments where they are recognized for their expertise.

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Famous Leaders

Artisan Promoter

The Enterprising Leader

<p>MADONNA CICCONE</p> <p>1958-Present</p> <p>"If at first you don't succeed, you're obviously not me."</p>	<p>ANNA WINTOUR</p> <p>1949-Present</p> <p>"People respond well to people who are sure of what they want."</p>	<p>BILLIE JEAN KING</p> <p>1943-Present</p> <p>"I like entrepreneurial people; I like people who take risks."</p>	<p>HELEN GURLEY BROWN</p> <p>1922-2012</p> <p>"You know it, we're out there on the edge."</p>	<p>EVA PERON</p> <p>1919-1955</p> <p>"I want what you must desire."</p>
<p>DONALD TRUMP</p> <p>1946-Present</p> <p>"If you can't think big, you won't think big."</p>	<p>MADONNA CICCONE</p> <p>1958-Present</p> <p>"If at first you don't succeed, you're obviously not me."</p>	<p>To order this product, please go to:</p> <p>www.keirsey.com</p>		<p>WINSTON CHURCHILL</p> <p>1874-1965</p> <p>"An optimist sees the opportunity in every difficulty."</p>