



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

# TEMPERAMENT AND ROLES

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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

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Artisan Promoter

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# Artisan Promoter

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Jan

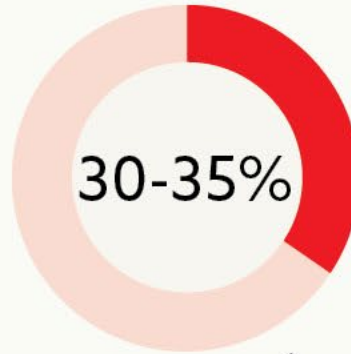


# Intro

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.

Your temperament is the **Artisan (SP)**. There are many Artisans, perhaps 30 to 35 percent of the population. This is a lucky thing for the rest of us, because Artisans create much of the beauty, grace, fun, and excitement in life. Your particular personality type is the **Promoter (ESTP)**, which makes up 7 percent of the total population.

This research is designed to help you understand how your preferences of your temperament shape who you are and how you behave. Based on more than 50 years of research by Dr. David W. Keirsey, the Keirsey Temperament Sorter-II has been completed by millions of people worldwide.



30-35% of the total population are Artisans

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## Artisan Promoters ESTP

ARTISAN

GUARDIAN

IDEALIST

RATIONAL



Promoter  
ESTP

Supervisor  
ESTJ

Teacher  
ENFJ

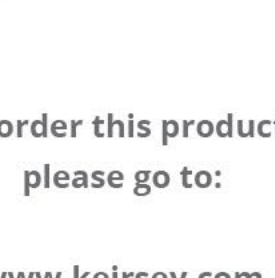
Commander  
ENTJ



Crafter  
ISTP

Investigator  
INTP

Mastermind  
INTJ



Performer  
ESFP

Provider  
ESFJ

Inventor  
ENTP



Composer  
ISFP

Protector  
ISFJ

Healer  
INFP

Architect  
INTP

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Artisan Promoter  
ESTP



Artisan Crafter  
ISTP



Artisan Performer  
ESFP



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Artisan Composer  
ISFP

# About Your Artisan Temperament

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There are four types of Artisans (SPs): Professionals, Crafters, Performers, and Composers. These four personality types share several core characteristics. Firstly, Artisans are fun loving, optimistic people focused on the here and now.

Artisans are typically bold, spontaneous individuals who trust their impulses to lead them forward into life's adventures. Members of this group don't simply want to walk through the world. They want to make a real splash. As a result, Artisans are typically pretty memorable. 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.

# ALL ARTISANS SHARE THE FOLLOWING CORE CHARACTERISTICS



Artisans tend to be fun-loving, optimistic, realistic, and focused on here and now.



Artisans prefer being spontaneous.



Artisans prefer

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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.

SAMPLE



### Artisan

Artisans are the temperament with a natural ability to excel in any of the arts—not only the fine arts such as painting and sculpting, or the performing arts such as music, theater, and dance, but also the athletic, military, political, mechanical, and industrial arts, as well as the “art of the deal” in business.



### Guardian

Guardians are the cornerstones of society. They are the temperament given to serving and preserving our most important social institutions. Guardians have natural talents for doing good and services—from supervision to maintenance and support—and they use their skills to keep things running smoothly in their families, communities, schools, churches, hospitals, and businesses.



### Idealist

Idealists are the temperament with a natural ability to help others grow and flourish. They are the temperament that is most concerned with personal growth and how they can help others grow. They are the temperament that is most concerned with personal growth and how they can help others grow. They are the temperament that is most concerned with personal growth and how they can help others grow.



### Rational

Rationals are the problem solvers. They are the temperament particularly if the problem has to do with the many complex systems that make up the world around us. Rationals might tackle problems in organic systems such as plants and animals, in mechanical systems such as railroads and computers, or in social systems such as families, companies and governments. Whatever systems fire their curiosity, Rationals will analyze them to understand how they work, so they can then figure out how to make them work better.



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# Being an Artisan Promoter



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.

Life is never dull around a Promoter like you. By and large, you're a person of action. As a result, wherever you go, things usually seem to happen: the lights come on, the music plays, the games begin. Once you're around and full of fun, you're the kind of person who lives your life to the hilt and nourish that makes even the most routine

events seem exciting. Although as a Promoter, you probably don't like to spend much of your time in routine events.

In work and in life, you're constantly looking for new ideas and opportunities.

So wherever you go, you'll be the person who will get things started. You'll be the one who will get the lights on, the music playing, and the games beginning. Once you're around and full of fun, you're the kind of person who lives your life to the hilt and nourish that makes even the most routine events seem exciting. Although as a Promoter, you probably don't like to spend much of your time in routine events.



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# Love & Relationships

When it comes to attracting a mate, your appeal can be alluring. Not only do you have a charming and even commanding presence, you've carefully collected an impressive array of interesting possessions and a few of your friends' attention.

The types of individuals likely to catch your eye are those who embody a certain sweetness, rather than a flashier brand of appeal. Generally, you like people and are good at socializing.

once you've established a connection can so awkward and affection. times when retaining a connection can seem like work to you.

This is especially true when you've made an effort to invest yourself in someone without seeing much of an immediate reward.

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# About You

SAMPLE

You tend to be bigger than life. You are among the best of the types at providing romantic gestures and are prone to extravagant demonstrations of love. You are more likely than others to show jealousy loudly and with passion. Your romantic life can be quite showy. You are a shrewd judge of character and want a partner who will invest at least as much as you do in the relationship.

You have not only enjoyed the dating scene. Competition, games, meeting new people, food, and serious flirting are right up your alley. Plus, dating gives you the chance to promote the best product of all: yourself! You are usually one to move to get what you want and to have your pick of dates. One who seems unattainable may bring out your competitive spirit as you rise to the challenge of winning the impossible.

A potential relationship problem is

era  
honor  
few key are  
relationship can  
relationship. Successful salespeople know that they are constantly revamping their product and re-selling to maintain their customer base. In the same way, partners need to retool and re-sell themselves to each other regularly.

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# About Your Partner



## If Your Partner is an Artisan

Artisan/Artisan pairings are likely to be full of fun and excitement, as both partners are likely to have many interests and activities in common. Like playmates, such a couple can truly explore the pleasures of life. However, problems may occur if the partners find ways to use them to either exclude one another or compete. When both partners are Artisans, they are likely to have fairly similar views on romance, show love, and jealousy.

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# What Artisans find romantic on a date

There are two kinds of dates Artisans tend to like: one is an extravagant meal at a place with a fantastic view; another is doing some sort of physical activity, such as a sport, hiking, or a board game that includes some competition and physical contact.



# What Artisans look for when dating

When Artisans are dating, they tend to look for a romantic partner to provide sensual chemistry is very important as well. Once the relationship becomes serious, they want their partner to step up and quit being so serious.

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romantic with big gestures—something unexpected and high style. Other ways they are romantic is with teasing and active flirting involving physical contact. They love sensual or exciting times, such as fine dining, gaming, or risky adventures.

# What makes Artisans jealous

Infidelity, such as touching someone else inappropriately, will make them very jealous. Another thing that makes Artisans jealous is if the partner gives gifts to others or makes an extravagant gesture for someone else.



# How Artisans show jealousy

Artisans are the most likely temperament to react physically, such as throwing the partner's belongings out, etc. If their partner starts cheating, they may cheat too. They may either compete to win their mate back or give their partner the cold shoulder.

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# How Artisans show their love

Artisans show their love with regular physical affection, including kisses, back rubs, and hugs. They also like to give gifts. They give gifts at all times of the year, and the gifts tend to be things that are not necessary but add spice to life. They like to give loved ones nicknames.

# How Artisans like to be loved

One thing Artisans often appreciate is a surprise, such as leaving for a weekend getaway on a moment's notice. They like to know that their partner has been thinking about them, so gifts (even small ones) at non-traditional times are usually appreciated. They are generally very sensual and enjoy touching games.

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# About Your Partner



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If Your Partner is a *Guardian*

Artisan/Guardian pairings are complementary relationships where the partners' tendencies can balance each other nicely. For Artisans, a relationship concern is that a Guardian can be a real stick of Gibraltar to them and they often rely upon Artisans to add spice to their life and to demand that they occasionally free themselves from the constraints of responsibility that they place upon themselves.

all... ma... the... and... and sa... relations... sary that the... goodwill on both... ciate the skills each bring... pairing.

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# What Guardians find romantic on a date

Guardians like to be able to see that the other person has planned ahead to make the event special. They usually like to dress up for a formal event and enjoy traditions, particularly those that have been created together as a couple, such as "their song."



# What Guardians look for in the dating

When Guardians are dating, they tend to look for a partner who provides fun, games, and spontaneity to balance their serious, hard-working nature. They like when their date takes risks on their behalf. After the relationship has become established, they want their partner to settle down and grow up.

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Guardians like traditional romantic gestures, such as flowers, chocolates, lingerie, jewelry, and mild flirting. They are especially likely to keep mementos of times spent with the loved one, such as programs, ticket stubs, and pressed flowers.

# What makes Guardians jealous

What is most likely to make Guardians jealous is infidelity, especially if it is done publicly so they lose face. Another thing that can make them jealous is a partner who spends what they consider to be an unacceptably large amount of money on someone or something else.

# How Guardians show jealousy

A Guardian's typical response is usually to try to guilt their partner into toeing the line. Other tactics include a constant monitoring of the partner's behavior, tearful pleadings, and loud demands. They may involve others to try to coerce the partner into correct behavior.

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# How Guardians show their love

Guardians show love by taking care of annoying details, planning for the future security of loved ones, organizing things to make them easier to use, and buying gifts. They also often like to give loved ones nicknames. They are the most likely temperament to show love by serving their partner.

# How Guardians like to be loved

Guardians feel loved when their partner does a task they've been avoiding. They love gifts, but the amount of money spent is very important. It needs to be enough to show that they are valued highly but not so much that they feel resources are being wasted. Guardians feel loved when their partner willingly participates in traditions.

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# About Your Partner



## If Your Partner is an *Artisan*

Artisan/Idealist pairings are likely to be imaginative romps, marked by freedom, spontaneity, and sensual pleasures. The Artisan's spontaneity complements the Idealists' sensitivity and empathy for others and their deep desire for their partner's success. The Idealists can find that the Artisans' need for action and spontaneity participate more fully in the no-

## *Spontaneous*

more...  
adrenaline...  
ship to su...  
find areas that...  
other: Artisans in areas...  
their freedom and Idealists in areas...  
for self-development.

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# What Idealists find romantic on a date

Romantic settings, romantic foods, and romantic things to do are all fun, but they aren't the main attraction for Idealists. Idealists want the total attention of their partner and lots of eye contact. They want reciprocity in sharing.



# What Idealists look for when dating

Idealists often look for someone who seems to be enjoying life. Overall, the relationship is important to them. They want their partner to become more sensitive. Idealists view dating as a way to explore the compatibility of each other's views and to see if the lightning bolt hits saying, "This is THE ONE."

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...the most romantic of the temperaments. They attach romantic meaning to all kinds of ordinary events and things. What they find the most romantic is the exploration of each other's souls.

# What makes Idealists jealous

Emotional infidelity makes Idealists jealous. Emotional infidelity can be seen as an emotional withdrawal, or it can be when the partner becomes emotionally attached to another person, idea, or activity.

## How Idealists show jealousy

The most common way Idealists show jealousy is with pleading and tears. They may beat themselves up and try to be the perfect partner so their mate won't stray. If that doesn't work, they will withdraw emotionally and turn to others.

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# How Idealists show their love

Idealists show their love by listening and being a cheerleader for their partner. They will regularly affirm their belief in the other person, their abilities, and their innate goodness. Idealists are likely to write encouraging notes and give affection, such as squeezing hands, kisses, hugs, and back rubs.

# How Idealists like to be loved

What Idealists want the most is someone to listen to what they have to say and sympathize or empathize without passing judgment or offering advice unless they ask for it. They also feel loved when a partner shares a vulnerability that the partner has, which demonstrates that they have earned trust.

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# About Your Partner



## If Your Partner is a Rational

Artisan/Rational pairings can be highly practical and functional partnerships which balance out in the day-to-day world. They are often about future possibilities and ideas. Artisans are often imaginative and Rationalists are often practical. Rationalists are often interested in theoretical applications to problems because it is so different from what they are doing. Rationalists can appreciate the Artisan's zest for life and their drive towards action and adventure.

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# What Rationals find romantic on a date

Although some Rationals find a lovely setting and good food to be romantic, what they really desire is a date in which two people spend hours sharing ideas and dreams. Rationals also like a battle of wits and word play, such as double entendres.



# What Rationals look for in dating

When looking for a partner, they are likely to look for one who can encourage and bring out their hidden emotional side. After they have settled in a relationship, they are likely to want their partner to develop a thicker skin and be more emotionally stable.

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Some Rationals see Rationals as being unromantic. Some Rationals see themselves that way as well. However, most of them have a sometimes deeply hidden sentimental or romantic side. They usually need training to express themselves appropriately.

# What makes Rationals jealous

In general, it is very difficult to provoke a Rational to jealousy. They allow their partners a lot of freedom and expect them to justify that trust. However, if the partner looks for intellectual stimulation from others, that may cause jealousy.

## How Rationals show jealousy

Rationals are the least likely of the temperaments to show jealousy. They tend to dislike emotional scenes. Often they can deny jealousy and even be unaware of it. Their reaction is usually to withdraw or show distaste for the person's company without explanation.

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# How Rationals show their love

Rationals show love by not holding onto to their partner too tightly. They give their partner lots of freedom to pursue their own ideas and dreams. Another way they show love is by treating their mate as an expert and asking them for advice on something the Rational needs for their latest big idea.

# How Rationals like to be loved

Rationals love to be seen as experts and approached for advice. They appreciate partners who listen to their ideas and ask intelligent questions. They want partners who can encourage them and their ideas without being condescending. Rationals also like for their partners to be sensitive to their moods and respond accordingly.

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# What Each Letter Means

E/I   S/N   T/F

In the Keirsey Temperament Sorter-II, there are four questions used to detect one's behavioral preferences. The scales are E-I, S-N, T-F, and P-A. No single letter should be taken as representing a "type" of person. For example, you should not label someone as "expressives" or E's. Each letter merely suggests stronger or weaker tendencies in a person's overall makeup and the letters are not factors independent of each other. The pairs of letters indicate the following opposite qualities.

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# Extraversion v. Introversion

The terms Extraversion (E) and Introversion (I) describe two vastly different social styles. People who score high in Extraversion on the Temperament Sorter tend to be gregarious and expressive; those scoring high in Introversion tend to be private and reserved.



## EXTRAVERSION

People strong in Extraversion are more comfortable socializing with others than being alone. They often report that they are energized by contact with other people. These individuals usually have a large number of friends and are likely to be outgoing, even strangers, to talk to people. Extraversion, social behavior, usually a high level of interaction is some of the things that make them thrive. As a result, quiet and seclusion can actually exhaust people. They tend to report feelings of loneliness or power drain when not in contact with others.



## INTROVERSION

People prone to Introversion are more comfortable alone than being with others. They draw energy from activities, including working by themselves or in their favorite places. They usually have a few, long-term relationships and tend to limit contact with others. They recharge their energy through family, or social activities. They tend to be outgoing in public but become reserved in quiet places. They recharge their batteries.

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**Remember**, however, that no one is simply an Extravert or an Introvert. These terms are merely end points on the E-I scale, with most everyone falling somewhere in between. Most individuals embody a mixture of these two social styles. Also, different tasks or roles at work or in the family can bring out more Extraversion or Introversion in a person. This dimension of personality, more than the other three, is fluid and situational.

# What is Temperament?

PERSONALITY = Temperament + Character



+

C

## TEMPERAMENT

Temperament is a set of inclinations we are born with.

**T**here are two sides to a person's personality: temperament and character. Temperament is a set of inclinations we are born with, while character is a set of habits we acquire as we grow and mature. Temperament is the "hardware" of personality, from birth; character is the "software," developed over a lifetime. Thus, those of the Artisan temperament are prone to impulsive action, those of the Guardian temperament to responsible service, those of the Idealist temperament to personal development, and those of the Rational temperament to objective analysis. Each type of person, unless blocked or deflected by an unfavorable environment, will develop the habits of character appropriate to his or her temperament.

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...han...  
...Our...  
...perso...  
...mistak...  
...facets of...  
...very early age...  
...hand, is made up...  
...ences and social environ...  
...around us that, with time and occasion, give shape to our individual character.

Thus, temperament is the inborn form of human nature and character is the emergent form that develops through the interaction of temperament and environment. Personality, your unique personal style, is a combination of the two.

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# Keirsey 160 Famous Leaders

# Artisan Promoter The Enterprising Leader

"If at first you don't succeed,  
you're obviously not me."

**MADONNA CICCONE**  
1958-Present

"If you're going to be thinking, you  
as well as we think big."

**DOUGLAS TRUMBULL**  
1918-Present

"People respond well to people who  
are sure of what they want."

**ANNA WINTOUR**  
1949-Present

"He who is not courageous enough to  
take risks will accomplish nothing in life."

**MUHAMMAD ALI**  
1942-2016

"I like entrepreneurial people; I like  
people who take risks."

**BILLIE JEAN KING**  
1943-Present

"...al balls, then it will  
...r, more vigorous  
But that won't  
...ise you that."

**HEFNER**  
Present

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"...ne it, v...out there with  
the latest and the most cutting edge."

**HELEN MURLEY BROWN**  
1926-2012

"...d now is bet-  
...ed next week."

**E. S. PATTON**  
1885-1945

"You must want! You have the right  
to ask! You must desire."

**EVA PERON**  
1919-1952

"A pessimist sees the difficulty in every  
opportunity; an optimist sees the opportunity in  
every difficulty."

**WINSTON CHURCHILL**  
1874-1965