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# The Keirsey Temperament Sorter® II Learning Styles Temperament Report

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Report prepared for: **John Doe**

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**Name: John Doe**

**Temperament: Artisan™**  
**Type: Promoter (ESTP)**

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.

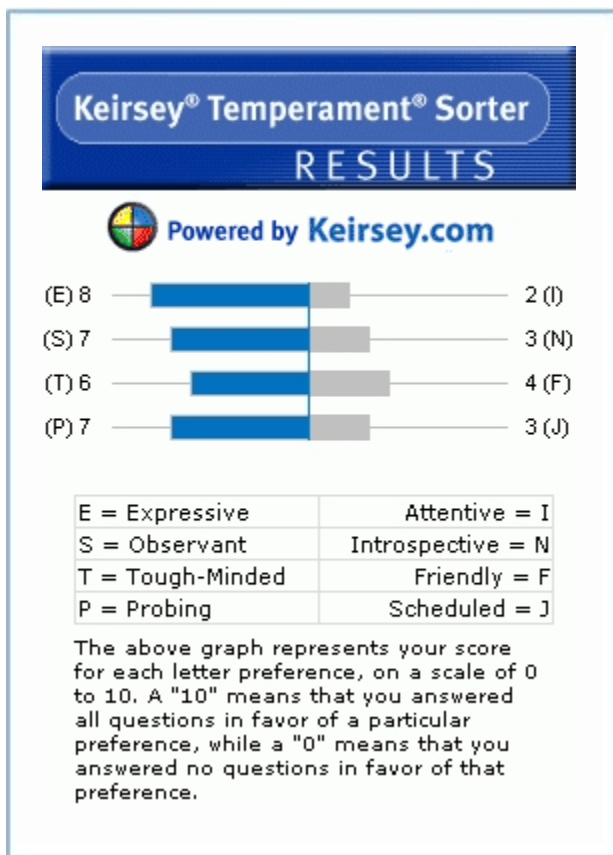
Your temperament is the Artisan (SP). There are many Artisans, perhaps 30 to 35 percent of the population. This is a lucky thing for the rest of us, because Artisans create much of the beauty, grace, fun, and excitement in life. Your particular personality type, the Promoter (ESTP), makes up 7 to 8 percent of the total population.

This report is designed to help you, the student, understand your personal strengths. It also gives some helpful tips from students who are similar to you. 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.

Artisan	Guardian	Rational	Idealist
Promoter (ESTP)	Supervisor (ESTJ)	Fieldmarshal (ENTJ)	Teacher (ENFJ)
Crafter (ISTP)	Inspector (ISTJ)	Mastermind (INTJ)	Counselor (INFJ)
Performer (ESFP)	Provider (ESFJ)	Inventor (ENTP)	Champion (ENFP)
Composer (ISFP)	Protector (ISFJ)	Architect (INTP)	Healer (INFP)

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## How Do Artisan Promoters See Themselves?

Here's what a typical Artisan Promoter high school student might say about him or herself:

From Dylan: "ESTP means Extra Specially Terrific Person. And I am extra special. I really dig being on the debate team. Sometimes I'll argue both sides of the issue just for fun. I'm great at making 'deals.' And I can spot a con artist from a mile away."

### The Four Types of Artisans Are:

- Promoter (ESTP)
- Crafter (ISTP)
- Performer (ESFP)
- Composer (ISFP)

From Josie: "I'm captain of the basketball team. The players know that I don't lose my cool when things get tough. If we're behind I don't let it get me down. I just get everyone to hustle. My teammates say I really motivate them with my chatter. If someone blows it, it doesn't help to rag on them. We just have to play harder. My motto is 'don't bad mouth the players during the game, coach them later.' It's all in the game, and the game's a blast!"

### Things Artisan Promoters like:



- Having challenge, adventure, action, and excitement
- Solving problems at high speed and making split-second decisions
- Making the "sale"
- Hanging out with their friends
- Beating someone else at their own game

### Things Artisan Promoters don't like:



- Having too much routine
- Being around people who give up
- Not getting a chance to argue their point
- Never getting their own way

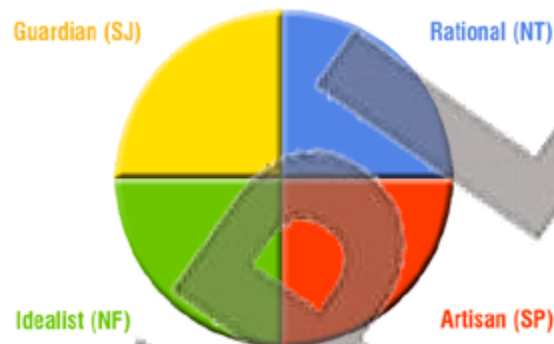
### What you should know about Artisan Promoters:

Says Pedro, "Don't try to guilt me into doing something. It's pointless. Give me a reason that benefits me for doing something. Then let go and watch me do my thing!"

Says Ellen, "What's so great about being a Promoter ESTP? We know how to cut through all the red tape and get to the bottom line. We're great negotiators and logical thinkers. Who wouldn't want to be like us?"

## Artisan Promoters and the Big Picture

Let's look at people in general, not just "Promoters." There are four different temperaments, or common patterns, of people. The Promoter (ESTP) belongs in the temperament classification called Artisan (SP). As you read the following descriptions, see if you can identify someone in your class who is like each one of the four temperaments. Is the Artisan temperament most like you?



### **Motivation:**

- Artisan (SP) students: "I want competition, excitement, freedom and ways to adapt things. If things are too routine, I get bored and lose energy. I want life to be lively and fun."
- Guardian (SJ) students: "I want to know the rules and the standards. That way I know what is expected of me and others. Everything runs better when people know what to expect and when everyone cooperates."
- Idealist (NF) students: "I seek strong connections with other people and bring them harmony and balance in their lives. I want my life to be meaningful and make the world a better place for others."
- Rational (NT) students: "I want to be knowledgeable and competent in areas that I choose. I continually raise my level of competence so I see myself as getting smarter and smarter."



You can spot Artisan students by their tendency to use their hands to describe the action and by their use of language that shows excitement. When they are relaxed, their muscles look relaxed. It's easy for them to move quickly from a relaxed state to an action state. They are the fast-acting, "can-do" people who like to change pace and activities so life is exciting. Artisans dislike boredom and want variety.

Remember when you see the word 'temperament', think of the four temperaments, Artisan (SP), Guardian (SJ), Idealist (NF), and Rational (NT).



## Identifying the Artisan Promoter's Learning Style

### *Environment and Learning*

#### **>> Promoters like being in the spotlight:**

It's not much fun for Promoters to be in a classroom where there is no action and no talking. They don't learn much that way. They like it best when they get a chance to be in the spotlight. Says Ursula, "I like being challenged with questions in front of the class because I have to think fast and be clever. I can really show my stuff!"

#### **>> Promoters like to move around:**



If Promoters sit still too long, they zone out. They seem to think best on their feet. Says Larry, "My dad kids me about being a courtroom lawyer. When he quizzes me on material I'm learning, I'll walk around and fire answers back at him. It's great. I wish I could do that more at school because I get really energized."

### *Intelligence in Motion*

#### **>> Promoters have negotiator tactical intelligence:**

Promoters like deal-making. Kim explains, "Once the students were trying to get an extension on a project date. The teacher didn't want to give it because he thought we'd be too squeezed on a later project. I asked if I could present the pros and cons. The teacher agreed. As I talked, a friend listed pros and cons on the board. It was obvious that we needed some kind of change to complete both projects. We came up with a solution that everyone bought."

#### **>> Promoters like to make things happen NOW:**

Promoters move into action quickly. Ling explains, "Do you want something done fast? Ask me. I can figure out how to speed things up. Better make sure that I see it as important, too. I don't like wasting my time."

#### **>> Promoters like making the team work:**

Promoters find that being on a team is fun, especially if they are competing against another team. Says Marcus, "I'm fine with being a team member or a team leader. I like the excitement of getting everybody excited about winning. The best teams are both intense and relaxed. You need to have a change of pace so everyone can keep going. I'm good at knowing when to rev people up and calm them down."

### *Learning Tactics*

#### **>> Promoters like taking charge of their learning:**



Promoters like to be in control. When someone says, "I'll bet you can't..." they have one of two responses. They may agree with the person because they don't care. Or the challenge may heat up their blood so they decide to prove they can do it. Says Karen, "I decide how much effort I'm going to put into a class and what grades I'm going to get. When my parents tell me what I should do, I'm just not motivated. If I see some practical use for what I learn, I learn really fast and sometimes become an expert."



**>> Promoters like information they can use:**

Promoters like to learn things that can be applied right now. Telling them to learn history because "if you don't, you're bound to repeat it" is not a motivator. Antonia says, "I like to learn about military tactics because I'm considering a career in the military. Memorizing a list of names and dates is boring, but demonstrating the tactics of a tank campaign in World War II versus a modern tank campaign can be really interesting."

**>> Promoters like competition:**

Promoters won't let anyone beat them, at least not for long. They get really jazzed by a good competition. Raquel recalls, "Last year my honors algebra teacher set up a competition among his three algebra classes to see which class could get the highest grades on the final. The winners got a pizza party. First semester, we worked hard, but we lost. Second semester, I helped organize study groups. I put kids who needed more help with the kids who had higher grades. I also called everyone several times to encourage them to study. We smoked the other classes! I ate six pieces of pizza!"

**>> Promoters learn best when there's noise or if they talk:**

Sometimes Promoters study with the radio or TV on. Says Kirby, "My mom says I need sound proof walls because when I study I turn up the volume and talk. This drives my mom crazy because she's a pretty quiet person. The classes I like best let me talk. One of my favorite classes is debate. I do enough research to make sure I have lots of points to make. The part I like best is rebuttal. I have to be fast-talking and fast-thinking to score against the other side."

**>> Promoters learn best when there is a timely pay-off:**

Promoters want things that are useful NOW and that make a difference for them. Marisol explains, "When I went into journalism, I got a lot better at punctuation because there was a reason to be good at it. When only a teacher reads your stuff, who cares? But I'm careful now because everyone reads what I write. I had a side bet with my dad that I could turn in correct copy. My dad's a nitpicker who spots errors. I had a double-pay-off. My articles were printed, and my dad paid me in cool cash!"

***What Promoters (ESTPs) Want from Others***

**>> Promoters want a measure of how well they have performed:**



Promoters need feedback so they can see if their tactics are working. They want to know their actual grade, and how well they did compared to other students. Says Abdul, "If I get a low grade but still do better than many of the other students, I know I'm on the right track. I want quick feedback. Tell me what I do right as well as what I do wrong. Be specific on how to make things better, or I'll tune you out."

**>> Promoters want their team members to carry their own weight:**

Most Promoters get really annoyed when team members slack off. Rilean relates, "I like to relax just like everybody else. But if I'm in the lead and it's crisis time, I'll say 'move!' I expect everyone to get going fast. If someone is not carrying his or her weight, I'll bluntly let that person know. Too many people won't confront someone because they don't want to cause hard feelings. No coach can behave like that if they want a winner. I want every group I'm working with to be winners."



## Learning Tips for Artisan Promoter Students

To maximize success in school, here are some tips especially for Promoter students.

### *How to Improve Reading Skills*

>> **Promoter students prefer factual reading material.** They usually enjoy action, adventure, sports, horror, true-to life stories, "how to" books, and comics.



Ian says, "My family likes space stuff. One of my dad's favorite movies is *Apollo 13*. The Mission Control guy, Gene Krantz, has a job I'd love. He's in charge when something goes wrong with the spacecraft. The astronauts might not make it back to earth. He gets everybody going fast! I decided I'd like to know more about his job, so I read about him. Did you know that he trains people to make crisis decisions in micro-seconds? Stuff like this makes for great reading."

Whatever Promoters do choose, they need to read a lot of that material. As they gain more enjoyment from reading, they will improve their reading speed and find that they will like a wider range of material.

### *How to Study*

>> **When possible, it can be useful for Promoters to study with friends.** They will learn more if they can talk the ideas out. They can: 1) have a competition to see who can answer the questions the best and the fastest 2) try making a sales pitch out of the material or 3) convince someone why they should care about this material.



When Promoters use their persuasive skills with the material, they find the material sticks better in their minds.

### *How to Write and Research*

>> **Since Promoters are persuasive talkers, they can be very effective working with a reference librarian.** Most people don't think of good questions to ask the librarian, but Promoters usually perform like a pro. They can be good at putting their thinking ability to work in designing good questions. After they gather lots of material, then it is time to figure out what is important. What's the bottom line? What are the most persuasive pieces of evidence?



Promoters do best if they argue the paper out loud before they start to write. If possible, have someone listen and give feedback. What's the key point? What were the supporting arguments? Then they need to jot down a list of the important facts and start writing the paper.

### *How to Take Notes*

>> **Take notes!** Promoters tend to think that they will remember enough without taking notes. Don't make that mistake. If Promoters are sure they will remember, they need to have a friend



quiz them on the material.



If they find that they have missed a few things, they need to at least write down key words, phrases and formulas. They don't need to use full sentences--just write enough to trigger their ability to recall the material.

### ***How to Take Tests***

**>> This is the Promoter's chance to blow the teacher away.** They can convince the teacher that they really know their stuff. Usually Promoters won't have test anxiety, but if they do, they can use their mouth to help them remember. They can talk very quietly or silently to themselves, using their best persuasive voice.



They need to remember their sales pitch. If they have time left over, they can go back through and check for careless errors, like not reading the question thoroughly or making simple mistakes in arithmetic.





## How to Be Successful with All Temperaments of Teachers



Remember that the four temperaments are Artisan (SP), Guardian (SJ), Idealist (NF) and Rational (NT). Promoters (ESTPs) belong to the category of Artisan (SP). In a typical four-year high school a student would have 24 teachers. Of those, 11 would likely be Guardians, 2 Artisans, 8 Idealists, and 3 Rationals.

The following strategies show how Artisan students, including the Promoter, work with teachers of each of the four temperaments.

### ***Artisan (SP) Students and Guardian (SJ) Teachers:***

#### **>> It's usually easy to know what is expected in a Guardian teacher's classroom.**

When Artisan students pay attention, they know exactly what is required to earn a grade. Guardian teachers want all students to be organized in how they do their work and how they turn it in. The only problem is that each teacher may decide on a special way of doing things and they may not all agree.



Since Guardian teachers like things done their way, Artisan students are not always compliant because they seek variety and excitement. They may not listen carefully to the Guardian teachers' instructions. One way for an Artisan student to improve performance is to check the assignment's requirements with friends. Next, talk to the teacher to make sure everything is clear. This helps improve the teachers' sensitivity to the students' needs and the students' sensitivity to the teachers' requirements.

Guardian teachers don't loosen up as easily as some other teachers. They stick closely to the rules. One Artisan student claims, "If I get the teacher to laugh once in awhile, the class is a lot more fun. But when I have a teacher who doesn't get my humor, I don't bother. Some of my friends try, anyway, and get in trouble."

One way Artisans work with Guardian teachers is to volunteer to do chores or demonstrations. This gives the Artisans a chance to get out of their seats and move around and helps prevent them from becoming bored. Guardian teachers usually like students who help them keep papers and classrooms organized, so it pleases both teacher and student.

***Do you have any Guardian teachers? How can you best integrate their rules and procedures with your style?***

### ***Artisan (SP) Students and Artisan (SP) Teachers:***

#### **>> Artisans like Artisan teachers best because they like the same kinds of things.**

Unfortunately, there aren't too many Artisan teachers at most schools. These teachers allow more freedom and competition. When the class gets too rowdy, they let students know in no uncertain terms. It's different than being in a Guardian's classroom where the teacher tries to keep things calm at all times. Artisan teachers don't mind a bit of noise and movement.



Students usually get to use their hands and bodies more in an Artisan classroom. An Artisan student reports, "Our most popular math teacher has loads of objects in the classroom. He uses them to demonstrate math concepts. It's the greatest class I've ever had. Everybody who has had trouble with math wants in his class."



The only problem some students have in Artisan classrooms is the students are so used to the routine and organization of other classrooms, Artisan classrooms seem somewhat chaotic. One Artisan student states, "When a couple of students told our teacher they were having trouble, he changed the class by having structured activities throughout two days each week. I like variety, but I appreciated the change of pace, too."

Artisan teachers get satisfaction by seeing everyone smile, laugh, move around, and have fun. When Artisan students show these teachers something they have done because of the instruction they have received, the Artisan teachers get a real twinkle in their eyes. Says an Artisan student, "I love to surprise them with what I've done. They really smile and I know I've got to them!"

***Do you have any Artisan teachers? How can you tell when they are showing their sense of fun and when they want to get to work?***

***Artisan (SP) Students and Idealist (NF) Teachers:***

**>> Artisan students like Idealist teachers because these teachers appreciate who they are.** Artisans can sometimes get Idealist teachers to give them alternative assignments that are more fun and interesting. These teachers are open to listening to Artisans even when their ideas seem unusual or off the wall.



Idealist teachers are sometimes willing to grade students according to their personal style and needs. Artisan students thrive on assignments that are customized for them. An Artisan (SP) student reports, "In English, we were studying Dickens. We were supposed to write a ten page term paper on him. I played Fagin in *Oliver Twist* in a local youth theater program. My teacher allowed the acting to count for eight pages of the paper. I had to write a two page paper on life in Dickens' time. Then I had to act out part of a scene in class as she discussed the meaning behind the words. It was fun to help her teach."

Since Idealist teachers prize harmony, Artisan students can have a problem with a lack of class competition. One Artisan notes, "One of my teachers hated competition, but I had a cool game that was great for teaching the stuff we were learning. I persuaded my teacher to do the game. We had a blast, and the teacher said she saw how everyone got energized."

Idealists teachers love metaphors and reading between the lines while Artisans usually read material very literally. Says an Artisan student, "It was hard to understand this reading between the lines, but I am getting better, and maybe I'll get a higher score on the PSAT."

Artisan students usually sense that Idealists love to help others become more successful, and



Artisan students are usually good at showing these teachers appreciation. Idealist teachers want everyone to care about each other.

***Do you have any Idealist teachers? What have you done to influence them that creates a win/win situation for both of you?***

**Artisan (SP) Students and Rational (NT) Teachers:**

>> **Rational teachers can be very tough and demanding.** But they are not just tough on the students, they are tough on themselves. They really work hard to become experts in the subjects they are teaching. When students get good grades from a Rational, they know they have done a great job.



Rational teachers are more open to competition than some other teachers, but sometimes they set the bar too high and everyone gets frustrated. When they challenge students on a level most can reach, it can be very exciting. Artisan students love winning.

Rational teachers have a pretty dry sense of humor and not everyone in the classroom always gets their jokes, but Artisans usually do.

Rational teachers emphasize long-range concepts while Artisan students see ideas as real things in action. Complains one Artisan student, "They often don't give me enough examples so I can figure out what they are really talking about. I solved this problem by asking for real-time examples. Sometimes the teachers can't give me one until the next day, but they always give me one."

Rational teachers ask questions that require students to think. Artisan students want questions that prod them to act. One way to identify a Rational teacher is to look for a teacher who is hooked on intellectual questions.

***Do you have any Rational teachers? How can you tell if they can spot your creative and adaptive talents?***



## Career Preparation



For the Promoter student reading this report, the following sections ask you to think about yourself and your skills and offer helpful suggestions for your future.

### *Identifying Your Best Talents*

**>> Here are the talents that Promoter students enjoy. Which areas are the most enjoyable for you? You probably like some skills more than others.**

- Negotiation - using verbal skills to persuade and make agreements found in such careers as real estate broker, sales representative, lawyer, land developer, lobbyist
- Leadership - using mobilization skills found in such careers as entrepreneur, business owner, government executive
- Action-oriented - using the body as found in such careers as emergency medical technician, police officer, firefighter or using the fast-moving brain found in careers such as securities trading, criminal investigator
- Problem-solving - using verbal and assessment skills found in such careers as management consultant, investment advisor, physician, skilled trades
- Analysis - using logic to see relationship between things found in such careers as market researcher, electrical engineer, mechanical engineer

Have a discussion with your parents, guardians, and/or teachers about which talents are more interesting to you. They will become more aware of your skills. How could they encourage and help you develop these skills?

### *Finding the Right Challenge*

**>> If you can meet people who work in the occupations that seem interesting to you, you'll find career decision-making easier.** By talking to people you can see if the ideas and concepts they work with are interesting to you.



Generally, the harder it is to learn the skills for a job, the more the job pays. A job that can be learned within one week is likely to stay a minimum wage job, and you are more likely to get bored. Promoter students are usually good at assessing the financial and satisfaction payoff of a job at the time, but may not look at growth potential. Some Promoter students want to get a job without taking more schooling: others want a college education to get a higher pay-off on the job. Which is true for you?

If you don't want more schooling, Promoters often choose sales or highly skilled trade jobs. If the sales includes skilled knowledge, the pay-off can be good. Skilled trade jobs are becoming less plentiful so more Promoter students are attending college to increase their pay advantage.



### *Researching Potential Careers*

**>> Since Promoter students like to work with friends, you'll find it more interesting to set up a challenge with your friends on who can gather the best information.** Many high schools have career centers where students can research different careers. The local library is another good place to do research. Ask the reference librarian for assistance.



The Occupational Outlook Handbook (OOH) <http://bls.gov/oco/> tells of earnings, employment, training, and skills and knowledge needed for different types of jobs in the United States. The Bureau of Labor Statistics <http://stats.bls.gov/> has links to articles, statistics and employment trends provided by the U.S. Department of Labor. The Keirsey Career Temperament report, available at [www.keirsey.com](http://www.keirsey.com) lists careers and job areas in which Artisan Promoters find success and fulfillment.

### *Checking Out the Career Fit*

Once you have selected up to five different occupations, it is important to do a reality check. The most important step is to talk to people doing these jobs and ask the following questions:

1. What do you do in your job?
2. What training or education did you need to get your job?
3. How hard is it to get this job? Are the jobs plentiful now? Four years from now?
4. What can I do to be able to get a job like yours?


### *Working with Your Counselors*

**>> The local high school or college counselor can assist you in choosing your college major when you have selected the jobs that best suit you.** Many Promoter students prefer to keep their options open, so you can choose to start college without a defined major. Experimenting with classes that sound interesting can help you choose a major. Promoters often choose fields in business, medicine, liberal arts, health care, social work and education.



Your desire for adventuring on your own course and challenging the odds can lead you to losing track of meeting the college requirements for graduation. The most successful Promoters check with a counselor regularly so they don't waste time. This way they progress through school quickly without stumbling over obstacles.

## The Challenge of Using Your Strengths in the World

 Each personality brings needed talents to the world and skills that can meet its many challenges. To see where your challenge lies, let's look at the four temperaments.


### *What Is Temperament?*

>> Temperament comprises four patterns of behavior, patterns that have been seen for more than 2500 years.

A simple way of seeing these four temperaments is to think of the characters in the movie The Wizard of Oz.



- Artisan (SP) - The Cowardly Lion who is seeking Courage. The Artisan (SP) is a person of action, and action requires courage.
- Guardian (SJ) - Dorothy who wants to go home for Security. The Guardian (SJ) is the person who protects and preserves resources.
- Idealist (NF) - The Tin Man who yearns for a caring Heart. The Idealist (NF) wants to create a better world for all to live in.
- Rational (NT) - The Scarecrow who craves an intelligent, competent Brain. The Rational (NT) is the person who seeks universal truths and new visions.

 Our world needs all four temperaments. We need Guardians to provide structure and stability. Artisans help us enjoy life right now and handle crises. Rationals work with theories and invent new technologies that make our lives better. And Idealists remind us to treat people as individuals with special gifts.

### *Finding Your Own Challenge*

>> Every temperament has strengths to bring to society. And each person within each temperament brings strengths to the world. As an Artisan Promoter, what do you see as your strengths? How will you experiment to lend your strengths to the world?



### Resources for More Information

Fairhurst, Alice M. and Fairhurst, Lisa L. (1995). *Effective Teaching, Effective Learning: Making the Personality Connection in Your Classroom*. Palo Alto, CA: Davies-Black Publishing.

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The Keirsey Career Temperament Report (2010), available at <http://www.keirsey.com>