



THIS DOCUMENT IS AN ABRIDGED SAMPLE VERSION
OF THE TEMPERAMENT AND LEARNING STYLES
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 LEARNING STYLE

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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 Keirseey

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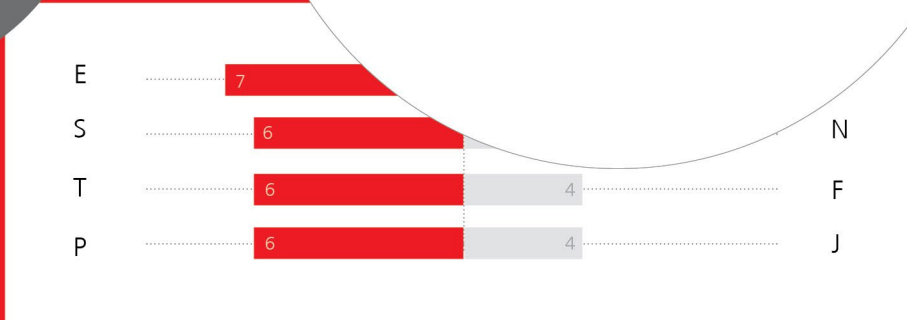
Jane Sample

Your Keirsey results indicate that your personality type is that of the

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Intro

There are things we wish we knew earlier in life, and if we did, we would be much better off. Let's say you did better in school, you caught things more quickly from your manager, or you retained more from that program you enrolled in. The key to all of this is to understand how you learn best. In our research, we have found that you learn best to your specific personality type. We have discovered there are four different temperaments which can be further divided into seven types of people. Understanding these personality types and mastering your own can be a key to achieving your goals.

Fortunately, Artisans make up a big portion of the population because they create much of our creativity, growth, fun, and excitement in our leaders' lives.

Artisan (SP).

approximately 30

Your par-

Artisan Pro-

nearly 8

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to help you

understand your personality type so you can learn more effectively.

We believe that optimizing your learning will set you up for a lifetime of success. Our findings are based on more than 70 years of research by Dr. Keirsey and his team. The Keirsey Assessment has been utilized by more than 50 million people worldwide.

Overview of the Artisan Promoter ESTP

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Artisan Prom

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This

Things they don't like

Artisan Promoters and the

Big Picture

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Overview

"You also have what it takes to be an outstanding entrepreneur. Artisan Promoters like you are often able to swing deals and kick-start enterprises in a way no other type can."

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, Artisan Promoters like you handle people with much the same skill as a craftsman handles his tools.

Life is never dull around an Artisan Promoter like you. By and large, you're a person of action. As a result, when you're around, things usually begin to happen: the lights come on at the theater, the games begin. Often clever and fun, you're the kind who lives your life with a theatrical flair that makes even the most mundane events seem exciting. Although, as an Artisan Promoter, you probably don't like to spend much of your time in a routine.

In work and in play, you adapt to almost constant change and 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 takes to be an outstanding entrepreneur. Artisan Promoters like you are often able to swing deals and kick-start enterprises in a way no other type can.

A bit of a *bon vivant*, you not only have a hearty appetite for the finer things in life, but whether it's cars, wine, food, or fashion, you have more discerning tastes than many. You also come from a type that is extremely sophisticated in social circles. Known as a social butterfly and knowing just the right people, you meet

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is who is an Artisan Promoter. Maxim, "He who travels fastest, wins." 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.

Things they like.

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

Things they do

- ‡ Having too much routine
- ‡ Being around people who give them a hard time
- ‡ Not getting a chance to argue their case
- ‡ Never getting their own way

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There are four temperaments: **Artisan**, **Guardian**, **Idealist**, and **Rational**. And sixteen types of personalities.

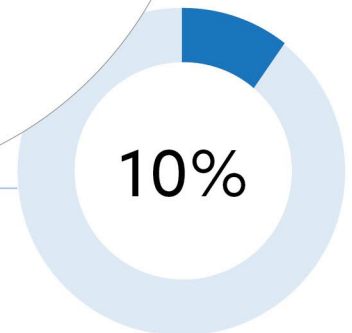
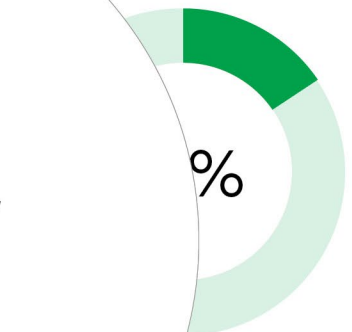
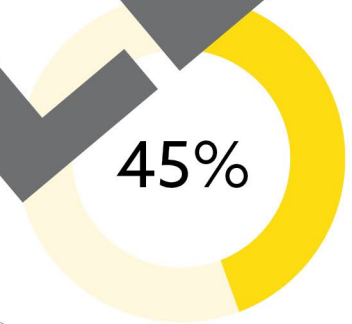
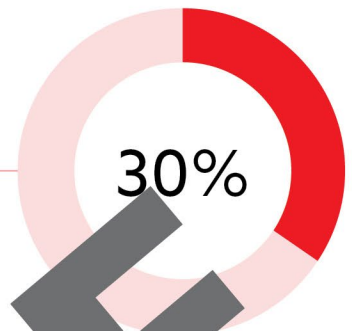
Artisan	Guardian	Idealist	Rational
Promoter ESTP	Supervisor ESTJ	Teacher ENFP	Fieldmarshal ENTJ
Crafter ISTP	Provider ESFJ	Healer INFP	Intermind INTJ
Performer ESFP	Protector ISFJ	Healer INFP	Inventor ENTP
Composer ISFP	Protector ISFJ	Healer INFP	Architect INTP

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Now let's look at people in general, not just Artisan Promoters. There are four different temperaments.

The **Artisan Promoter (ESTP)** belongs in the temperament classification called **Artisan (SP)**. The other 3 temperament classifications are the **Guardians (SJ)**, the **Idealists (NF)**, and the **Rationals (NT)**. Each temperament has its own unique qualities and shortcomings, strengths and challenges. They are all naturally motivated by different things that are tied to their temperament. As you read the following descriptions, see if you can identify someone in your life who is like each one of the four temperaments.

Is the **Artisan** temperament like you?



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An Artisan (SP) might say:
"I want to be competitive and exciting. I like a good challenge. If things are too routine, I get bored and lose interest. I want to be lively and fun."

An Idealist (NF) might say:
"I seek strong connections with other people and bring harmony and balance into their lives. I want my life to be meaningful and make the world a better place for others."

A Rational (NT) might say:
"I want to be knowledgeable and succeed in all areas that I choose. I continually raise my level of competence because learning means more to me than just about anything."

Identifying the Artisan Promoter's Learning Style



What Artisan Promoters Want from Others



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ENVIRONMENT & LEARNING

Artisan Promoters like being in the spotlight

It is not much fun for Artisan Promoters to be in a place surrounded by people where there is no action and no talking. They don't learn much that way. They like to be in the spotlight. They like speaking, presenting, and being challenged in front of others because they have to think quickly and clever. They get to show their strengths.

Artisan Promoters like to move around

If Artisan Promoters sit still for too long, they zone out. They think best on their feet. Artisan Promoters enjoy learning about new information and materials, especially when they get to walk around and see things in person. They feel more comfortable out of their seat.

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Environment & Learning

IN - TELLI - GENCE IN MOTION TO

Intelligence in Motion

Artisan Promoters have negotiator tactical intelligence

Artisan Promoters like deal-making. When people are having disagreements, Artisan Promoters will volunteer to resolve the conflict. They will create visuals, such as a pros and cons list, to prove their point. They do not have parties interests, and "cut to the chase" to come up with a solution that everyone can agree upon.

Artisan Promoters like to make things happen right away

Artisan Promoters move into action quickly. They are flexible and audacious. If someone wants something done quickly, they should ask an Artisan Promoter. They get things done. However, this task is not always pleasant, because they are often in a hurry. Many of their time.

Artisan Promoters like work

Artisan Promoters like that being on a team. They are team players. They are team members or a team member. They enjoy getting even. They are competitive about the competition. They find that the best way to win is to be both intense and relaxed. They need to have a change of pace so everyone can keep going. Artisan Promoters are good at knowing when to rev people up or calm them down.

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How Artisan Promoters Learn Best

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How to

How to

How to

How to Study

How to Take Tests

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How To?

How to Improve Reading Skills

Artisan Promoters prefer factual reading material. They usually enjoy action, adventure, sports, horror, true-to life stories, "how to" books, and comics. These types of materials are more fast-paced, and there is an undergirding momentum. The action is non-stop so an Artisan Promoter feels a kind of adrenaline rush when they read. Quick sound bites, stories, or snippets of interesting stimulators capture their attention and keep them engaged. Artisan Promoters need their senses stimulated, so when literature is well written with concrete descriptions of smells, sounds, tastes, touch, and sights they keep on reading.

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

How to Write an Opinion

Since Artisan Promoters are persuasive talkers, they can be very good with knowledgeable people. They have a preference for people who think of good questions to ask, but Artisan Promoters usually perform like a professional can be good at putting their thinking ability to work 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?

Artisan Promoters do best if they argue their position out loud before they start to write. If possible, having someone listen and give feedback is very helpful. Asking questions like, "What's the key point?" And "What were the supporting arguments?" When answers are clarified, Artisan Promoters can leverage the information from simple bullet points that they have jotted down.

How to Take Notes

Artisan Promoters tend to think that they will remember enough without taking notes. This can be a huge mistake. Artisan Promoters who are already very sure of themselves, might still benefit to have some guidelines. If they find that they have missed a few things, they can write down at least some key words, phrases, or formulas to make all the difference. They don't need to use fancy notes—just writing enough to help their ability to remember the material.

How to Study

There are several techniques useful for Artisan Promoters. (1) They can learn more if they can talk through the material with a competition to see who can finish the fastest; (2) try to explain the material or (3) convince someone else of the material. When they are done with the material, they should have it in their minds.

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Artisan Promoters have a tendency to blow everyone away with their persuasive voice. They really know their sales pitch. Artisan Promoters won't have test anxiety, but 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 calculation.

How to be Successful When Learning from Other Temperaments

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Teacher

Teacher

(NF) Teacher

Teacher

Artisan (SP) Learner and

ARTISAN LEARNER

+

GUARDIAN TEACHER

When Artisans pay attention, it is usually easy to know what is expected to get along with a Guardian.

Guardians expect everyone to be organized and they do their work, although all Guardians agree on the best way to stay organized since Guardians do things their way. Artisans do not always use the same tools to seek various solutions. Sometimes Artisans may not listen carefully to Guardians' instructions. When this happens, Artisans should check with others on what has been said, or to talk to the Guardian to make sure everything is clear. This helps improve the Guardian's sensitivity to the Artisan's needs and the Artisan's sensitivity to the Guardian's requirements.

Guardians don't loosen up as easily as some other temperaments. They stick closely to the standardized rules. Conversely, Artisans like to "go with

the flow" more often than different people. Guardians are major contributors to the organization. However, disagreements can get Guardians' shells and they can show Artisans' standards can be and fair.

Another way Artisans do well with Guardians is that Artisans like to volunteer. This gives them a chance to get out of their seats and move around to prevent them from becoming bored. From this, Guardians gain helpers to keep everything organized. This pleases both the Artisan and the Guardian.

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Are there Guardians
in your life that you
are learning from?

How do you learn?
is teaching you?
and practice with
your learning style?

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Career Preparation

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Identify

Checking

Working with materials

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Identifying Your Best Talents

Here are the talents that Artisan Promoters 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 or using the fast moving brain; found in such careers as emergency medical technician, police officer, firefighter or using the fast moving brain found in careers such as security guard, criminal investigator

Problem-solving - using verbal and reasoning skills; found in such careers as management consultant, investment advisor, physician, trades

Analysis - using logic to solve complex things; found in such careers as scientist, technical writer, analyst

Checking Out the Career Fit

On the list of important things to ask the

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1. What do you enjoy doing?
2. What do you want to get you?
3. How hard do you want to work?
4. What can I do to help you?

Working with Professionals

Having conversations about one's future is something that all of us do. We constantly discuss with our friends and family about the vast possibilities of life. These kinds of talks can be fun, engaging, and even humorous. Based on these conversations, we can find some cool insights that are helpful. Sometimes finding your career happens accidentally by luck as we stumble through life. We have found that taking a more disciplined and directive approach can save a great deal of time, energy, money, and heartache. Although your friends and family may be wise, we would highly recommend that you pursue the advice of a professional who has expertise in guiding people to find their careers. After all, majority of your life will be spent on your

Most Artisan Promoters help people explore options open so they can choose to go to college without a defined major or to find jobs in work environment that they have no experience in. Artisan Promoters choose fields in business, marketing, sales, management, consulting, and real estate.

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How Can I Go Even Deeper to Develop as a Leader?

If you really want to understand leadership, a great place to start is to get your hands on some "leadership" books. From there, we suggest that you read books on "leaders," watch "leaders," and talk to "leaders." It is helpful to try and understand leadership theories, concepts, models, laws, ideas, or essentials, but, it is more advantageous to seek to understand the life journeys that real leaders have taken; and to learn from those journeys. Particularly, we recommend that you learn from the journeys of leaders who are similar persons to you.

If you want to understand leadership, don't think that you must study leadership by observing them very closely. The most successful leaders of the right are all different. Encourage yourself to go deeper in understanding yourself by studying these leaders. Do as we did: we conducted research. We watched and talked to them, it was like stepping into someone's shoes, those shoes will feel like they fit your feet quite well. It will be very much like you are studying yourself.

Keirse 160 Famous Leaders Artisan Promoter The Enterprising Leader

MADONNA CICCONE

1958-Present

"If at first you don't succeed, you're obviously not trying hard enough."

ANN HANCOCK

"The responsibility to lead is not a burden, it is a privilege. I am sure of what I want."

DONALD TRUMP

"If you want to be thinking, you may as well think big."

ILLIE JEAN KING

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

HUGH HEFNER

"Playboy ever loses its material balls, then it will be knocked over stronger, more vigorous in the coming years. But that won't last long as I'm alive, I advise you that."

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ERON

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

PATTON

"A good plan violently executed now is better than a perfect plan executed next week."

WINSTON CHURCHILL

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

What is Temperament?

PERSONALITY = Temperament + Character



+

C

TEMPERAMENT

Temperament is a set of inclinations we are born with.

There 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 hardwired wiring 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.

...com...
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Our...
perso...
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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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