

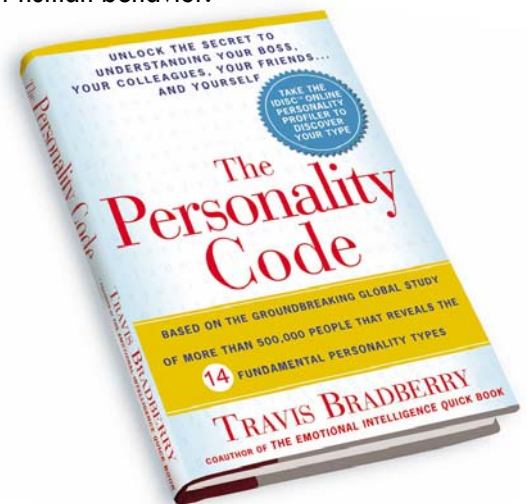
The Journey Into Your Personality

The *Personality Code* is an invitation to explore the inner workings of your mind, and no exploration of personality is complete without an objective measure of your own personality profile. Unlike the participants in the TalentSmart study, you won't have to submit to hours of testing to learn a great deal about yourself. The years that TalentSmart spent number crunching through this worldwide database have produced the IDISC[™], an online test that reveals your personality profile in just fifteen minutes. In Chapter Three you'll learn how to take the IDISC[™], which will run your responses against the 123,000 possible configurations to crack your personality code. Your results reveal which of the fourteen personality types best describes you, as well as the significance of the unique variations seen in your personality profile. Testing yourself to discover your personality profile will deliver profound insights into your motivations, preferences, and the types of people with whom you'll have the most synergy personally and professionally. Some aspects of your personality profile will surprise you, and others will affirm things you already know about yourself. Since optimal performance is more about perspective than it is about effort, an objective measure of your personality is a critical first step to building the self-awareness you need to be your best.

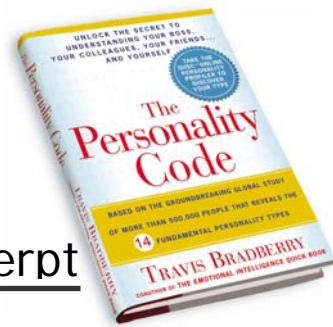
Sometimes the biggest challenge is not in understanding yourself, but those around you. Much of *The Personality Code* is about deciphering people—with strategies you can employ at work and at home.

Chapter Four introduces each of the fourteen types of people in an easy-to-reference format. You'll gain a practical understanding of each type's defining characteristics, strengths, and challenges. In later chapters, you'll learn how to quickly size people up and respond to them based on their personality type. Stories help illustrate how personality has a profound impact on people's lives, and how understanding it helps you put it to good use. You can't change your personality profile, or the profiles of those around you, but you can use a positive understanding of personality to create more satisfying personal and professional relationships.

Our journey begins at the frontier of psychology and neuroscience—a place that provides startling new insights into the physical structure of personality inside the brain and its critical role in dictating what we do and say each day. These advances illuminate the very essence of human behavior.



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About the Author:

Travis Bradberry, Ph.D.

Dr. Bradberry is the president of TalentSmart[®] and a recognized expert in emotional intelligence and personality who speaks regularly on these topics in corporate and public settings.

Dr. Bradberry is the coauthor of the best selling *Emotional Intelligence Quick Book*, as well as the *Preferred Leader Assessment*[™] with Ken Blanchard. His work has been featured by *Newsweek*, *The Harvard Business Review*, *Forbes*, *Fortune*, *Inc.*, *MSNBC*, *The Washington Post*, *Glamour*, *Health*, *Reader's Digest* and major television and radio outlets, including ABC, CBS, NBC, NPR, and FOX.

He holds a dual Ph.D. in clinical and industrial-organizational psychology and received his bachelor of science in clinical psychology from the University of California – San Diego.