

Type vs. Anti-Type

ALLY	VS	OPPORTUNIST
ARCHITECT		SPONSOR
COACH		INNOVATOR
DETECTIVE		MOTIVATOR
DIPLOMAT		ENTREPRENEUR
MOBILIZER		EXPERT
RESEARCHER		STRATEGIST

Self-Awareness

**The Hidden Driver of
Success and Satisfaction**

Based on the Revolutionary TalentSmart Study
of More Than 500,000 People That Shows You
How to Harness the #1 Skill for Achievement

TRAVIS BRADBERRY
Coauthor of *The Emotional Intelligence Quick Book*
Previously published as *The Personality Code*

© 2009 Dr. Travis Bradberry from *Self-Awareness*