



PERSONALITY PROFILE

WEBSITE DESIGNER

GENERAL CHARACTERISTICS

An independent and apparently friendly and easygoing writer. She is courteous and prepared to take people at face value.

PERSONALITY STRUCTURE

As a child this writer probably had to 'fight her own corner' - she quickly learned to be streetwise and intuitively knew what to do to ensure her own survival.

On first meeting this writer appears warm and outgoing - indeed she sometimes over comes her own natural reserve with a show of instant intimacy. However, she is a very private and reserved person but despite this wishes always to be a key player within her immediate group of family and friends - keeping informed of all that is going on.

When asked to make decisions or observations she is most guarded; but conversely she will make devastatingly accurate and biting comments when least expected, due in part because she is at that time feeling most insecure and/or threatened. Often unnecessarily so.

This is a writer who makes time and space for herself, whilst at one and the same time needing to know that those who genuinely care for her are always close at hand for support and encouragement. Certainly she is most unsure as to when to be socially expressive and when to quietly withdraw in both familiar and professional relationships.

Nonetheless, this is a writer who is very much an individualist and rebels against conforming to traditional routines and social ties that constrain her freedom to express herself creatively and positively. This contrasts very much with the times that her confidence is at a low ebb, when she feels inadequate and rather isolated, even when in the midst of a group of friends or family, but she is unable to admit these very scary emotions even to herself.

There appears to be an build of emotion toward her immediate family which needs to be resolved - and this may well be focussed upon a paternal figure who has had a considerable impact upon her almost throughout her lifetime.

This writer is always happiest when she is managing her life in a manner that allows her the freedom to be creative and forward looking - but able to maintain control over the security and the permanency of her fundamental situation. An individual who has a love/hate relationship, generally, with a life that is fraught by two disparate needs, one for freedom of expression and actions the other for security and careful management of her most intimate relationships.

INTELLECT

A streetwise rather than highly intelligent writer. One who has creative ability and also the ability to manage everyday practicalities well. She has the ability to swiftly turn thoughts into actions in an efficient and sometimes original way. A talkative, but not particularly articulate individual - she is also most observant and aware of all that is going on around her. A doer, rather than a 'conscious' thinker. She has a good memory with generally accurate recall.

WORKING QUALITIES

The writer is a hardworking, ambitious and creative individual. One who strives perfection in all that she does - and almost always marches to the beat of her own drum.

A very progressive and forward looking individual, this writer will strive to manage her work load in an organised and practical manner. However, when she gets really enthusiastic about a project, then sometimes reality flies out of the window.

Always very much aware of the need for the any project to be commercially viable - the writer is willing to take risks and to offer support and advice when she considers a situation demands it. She has a good feel for the marketplace, and is often ahead of the crowd in seeing where new opportunities and innovations are occurring.

This writer's very quick and streetwise assessment of people and situations can be one of her most valuable assets, conversely there are times when she will throw the baby out with the bathwater. Nonetheless, she is a very positive influence within the workplace and whilst not allowing personalities to influence her thoughts or actions - she listens carefully to all that is said - and uses the knowledge gained to her best advantage. Her main priority is to ensure the material security of the company and to see that its reputation is carefully maintained and guarded.

at the time of writing : the writer was endeavouring to maintain a stable situation, although fighting off feelings of uncertainty and despondency. Generally she works hard to maintain an even keel by ensuring that she has a time and space for herself alone. Presently she is having difficulty in controlling her contradictory emotions and expectations.

Character traits

dominant

independent
-
self-protective
restless
talkative/garrulous
observant
non-conformist
rebellious
ambitious
unfulfilled/unrealistic
-
commercially aware
creative / intuitive
clever linking of thoughts & actions
critical

counter dominant

insecure - doubts her own
Abilities
self-indulgent
vulnerable
reserved
aware/watchful
conformist
tough
dis-spirited
anxious/uncertain of her
position
materialistic
practical / down to earth
constructive
hypocritical