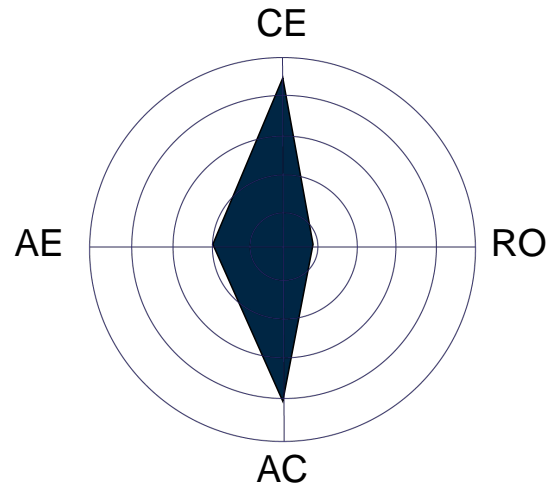


## Your Winning Profile Summary

Learning Style:

### Accommodator

As an Accommodator, Chris's profile indicates an active, doing mentality and that he is someone whose strength lies in the practical completion of plans of action. Chris's daily drive comes from the need to accomplish tangible goals and his natural energy and high work ethic comes from a determination to succeed at whatever he turns his hand to.



Clifton Strengths Domain:

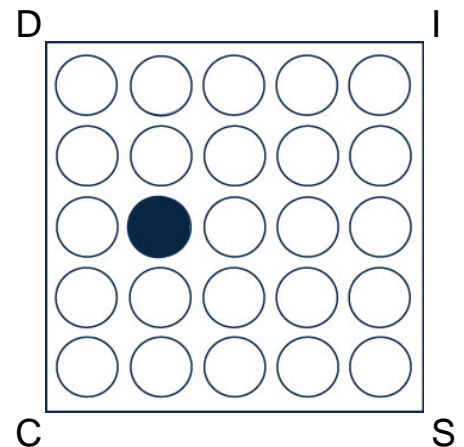
### Influencing/Strategic

Talent 1	Talent 2	Talent 3	Talent 4	Talent 5
Strategic	Learner	Competition	Ideation	Activator

Discus Style:

### Controlled

The Controlled style lies between the Analyst and Driver styles and contains elements of both. As the name suggests, Chris will be controlled and may initially be reluctant to share information about himself or his ideas until he feels comfortable to do so. This may require him to ask more questions or gather more information than other types. He may be Assertive or Receptive in approach, however, depending on the situation.



### Performance Drivers

Impact Driver	Relationship Driver	Pressure Driver	Growth Driver	Organization Driver
Determined	Confident	Courageous	Focused	Goal-Oriented

## Learning Style

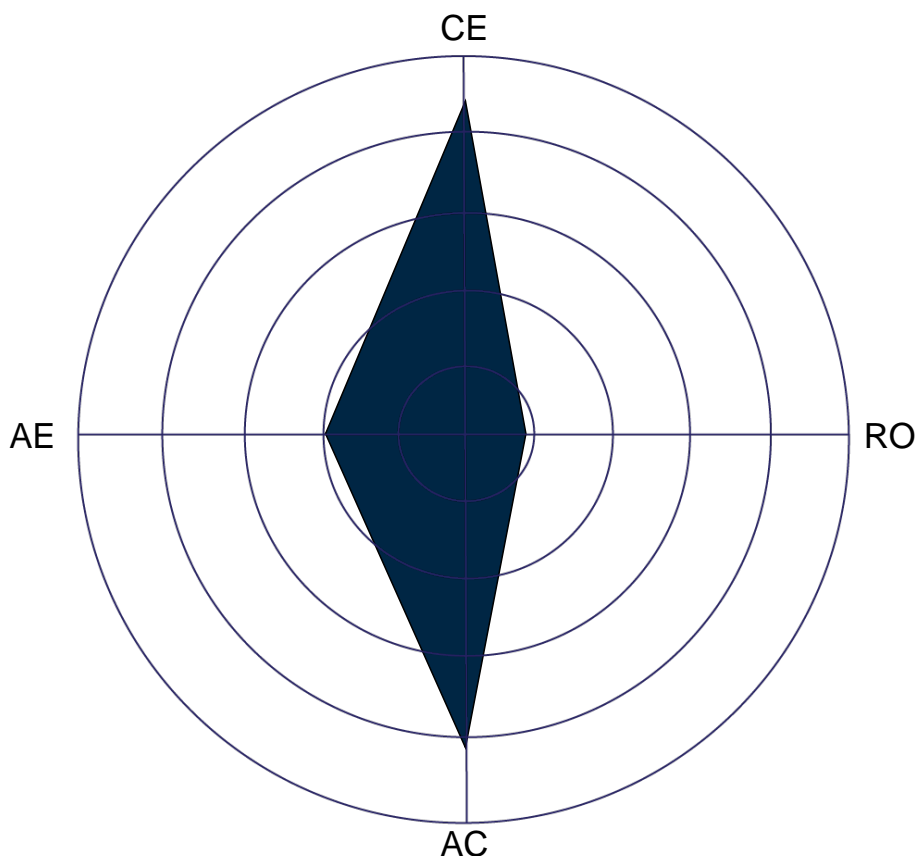
### Accommodator

---

As an Accommodator, Chris's profile indicates an active, doing mentality and that he is someone whose strength lies in the practical completion of plans of action. Chris's daily drive comes from the need to accomplish tangible goals and his natural energy and high work ethic comes from a determination to succeed at whatever he turns his hand to.

This profile also describes people who are naturally outgoing and who are comfortable around others. Accommodators can, on occasions, act impulsively, basing their judgments on gut instincts and may rely more heavily on people for information than on their own technical analysis when solving problems.

However, Accommodators will often make strong leadership candidates - having the confidence in their own ability and a willingness to take risks in order to succeed coupled with the drive and determination to see things through to a positive conclusion. The overriding factor throughout Chris's profile is the receptive, experience-based approach to learning that emphasizes a strong affinity for human interaction. Chris has a passion for action - the practical completion of tasks and a constant drive to achieve. In doing so, he will look to build a strong team around him.



## Learning Style

# Accommodator

---

### Assets

- Getting things done
- Leading, taking risks
- Enjoys challenging experiences
- Being adaptable and practical

### Needs

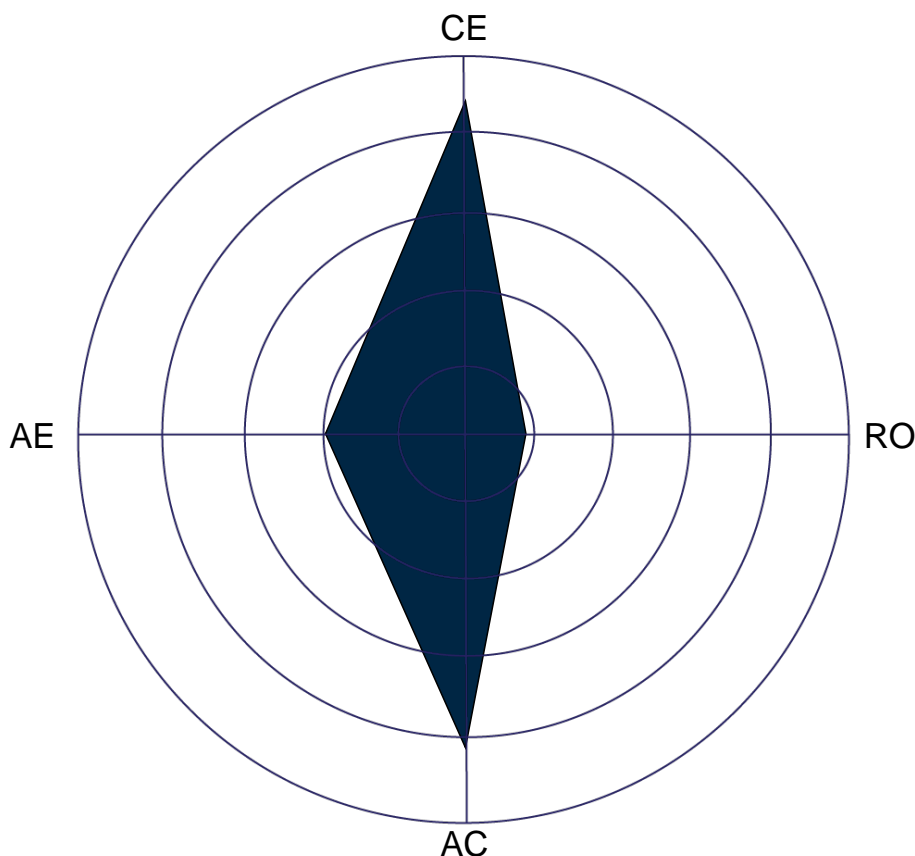
- Action oriented
- Outgoing and extroverted
- Acts on instinct rather than logic
- Impatient and pushy

### Perceives Information

- (Concrete Experience)
- Receptive, experience-based approach
- Treats each situation as a unique case
- Relies on others rather than own analytical ability
- At ease with other people

### Processes Information

- (Active Experimentation)
- Carries out plans, enjoys problem solving
- Learns from hands-on experience
- Trial and error - risk takers
- Dislikes passive learning



Clifton Strengths Domain

**Influencing/Strategic**

---

Strengths Domains describe a person's greatest possible value add to a team. They help us to understand strengths from multiple angles. While individuals need not be well-rounded, teams should be. A well-rounded team with talent themes from all four domains often have valuable contributions that lead to high levels of performance.

Chris has a balanced profile, comprised of both Influencing and Strategic Thinking skills, which means he is able to both create a vision and direction for his team while also providing the inertia to get them moving.

Using this unique combination of themes, Chris will constantly assess situations by reflecting on the past, but also look to the future for inspiration, pushing beyond what is possible. Supported by factual evidence, Chris is then able to deliver compelling messages to get everyone on board. He brings the energy to get the party started, inspiring others to want to join in.

**Value to the Team**

- Inspiring
- Future-focused
- Forward thinking
- Convincing
- Articulate
- Wise and astute.

**Needs**

- Knowledge of company vision
- Shared drive and ambition
- Freedom to imagine
- An audience
- Recognition and appreciation

Talent 1	Talent 2	Talent 3	Talent 4	Talent 5
Strategic	Learner	Competition	Ideation	Activator

## Clifton Strengths Domain

### **Talent 1: Strategic**

People talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

### **Talent 2: Learner**

Learners have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites them.

### **Talent 3: Competition**

People with Competition measure their progress against the performance of others. They strive to win first place and revel in contests.

### **Talent 4: Ideation**

People talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

### **Talent 5: Activator**

People talented in the Activator theme can make things happen by turning thoughts into action. They want to do things now, rather than simply talk about them.

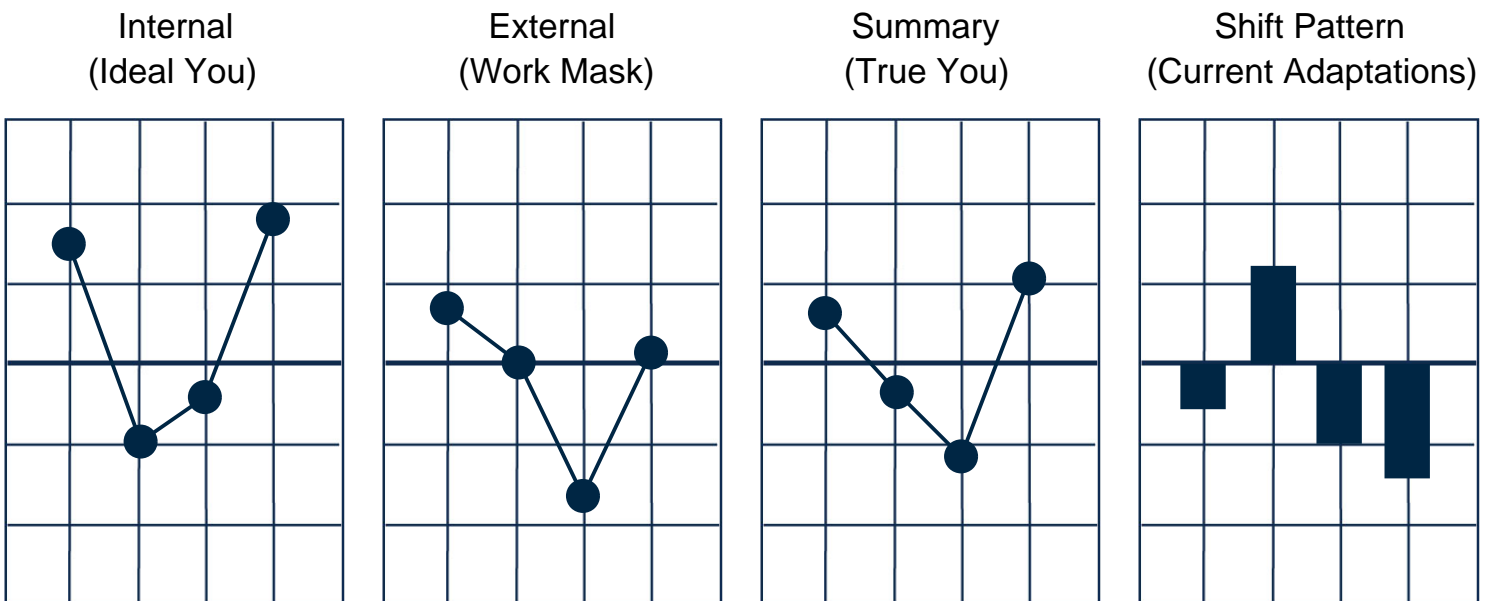
## Axiom Discus

**Dominance -** Though Chris's levels of directness and assertiveness are not showing a significant adaptation in his working environment, they do show a slight downward trend. This implies that Chris feels marginally less ready to be as independent and decisive than he would prefer.

**Influence -** Chris is currently showing a perceived need to express himself in a more open and positive way than he might normally prefer. Though the effect is not emphatic, the implication is that Chris's current conditions are demanding a more persuasive attitude than he would typically display.

**Steadiness -** Chris seems to be shifting to a slightly more flexible attitude and more responsive pace in his working environment than might appear in his natural style. It is relatively common to see an adaptation of this kind, and in Chris's case the effect on his overall behavior is incredibly subtle.

**Compliance -** Chris is currently adapting his approach, placing less emphasis on the need to respond in a formal or structured way. He is currently operating in a rather more fluid or less structured situation than he might prefer, a situation that demands the ability to adapt to unpredictable circumstances.



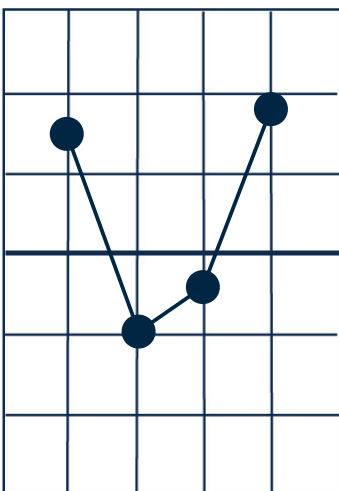
Axiom Discus

## Discus Style - Controlled

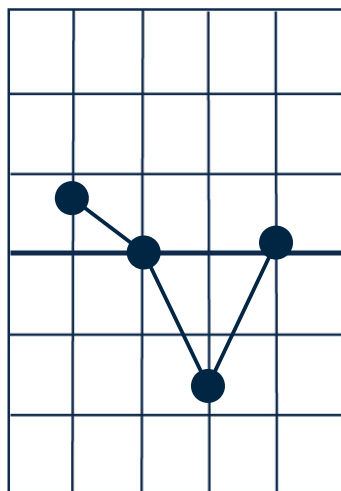
The Controlled style lies between the Analyst and Driver styles and contains elements of both. As the name suggests, Chris will be controlled and may initially be reluctant to share information about himself or his ideas until he feels comfortable to do so. This may require him to ask more questions or gather more information than other types. He may be Assertive or Receptive in approach, however, depending on the situation.

The Controlled type likes to assume an attitude of control, and can respond negatively to any perceived attempts to undermine their position. However, Chris will tend to adopt a formal, structured approach, attempting to enforce his desires through rules and authority, rather than through the forcefulness of his approach.

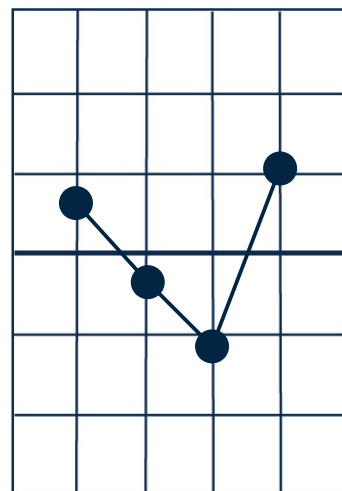
Internal  
(Ideal You)



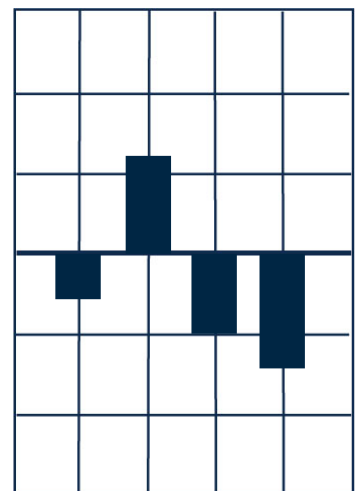
External  
(Work Mask)



Summary  
(True You)



Shift Pattern  
(Current Adaptations)



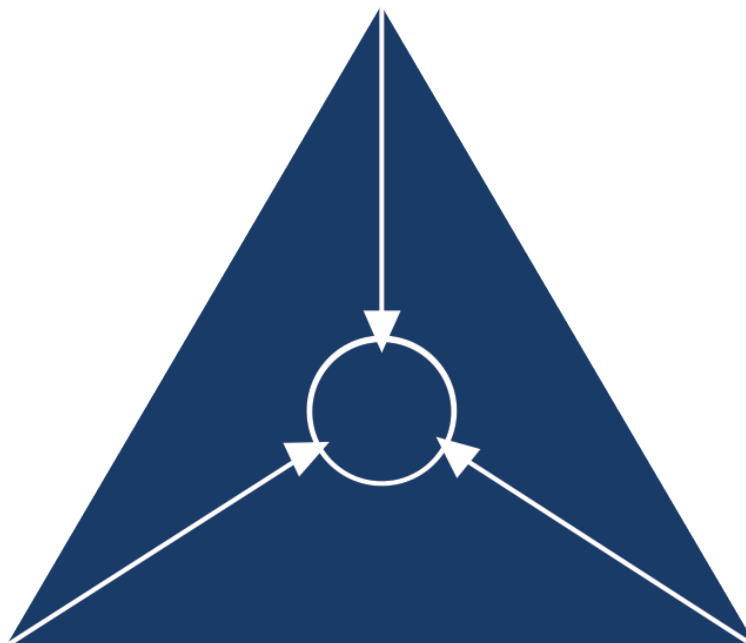
## Performance Drivers

Drivers are the external manifestation of your internal energy. These five Drivers are the key factors to best use your talent in a team environment and also a leadership position.

Impact Driver	Relationship Driver	Pressure Driver	Growth Driver	Organization Driver
Determined	Confident	Courageous	Focused	Goal-Oriented

Winning Profile measures three aspects of your psychological make-up - thinking, feeling, and acting - and triangulates the results, creating a three-dimensional picture of you.

Dr. Russell, in his search for a less linear profiling system, discovered that the three instruments above, while each linear in their own right, created results that integrated with one another in incredibly revealing ways. This process of Triangulation put the information into sharper relief, accurately measuring the three components of psychological behavior -- how you think, feel and act - and creating the three-dimensional picture Dr. Russell was looking for. Triangulation is now the cornerstone of the Winning Profile process, the most accurate profiling system in the world.





## Drivers Characteristics

### Chris's Impact Characteristics

---

**Impact Driver:  
Determined**

Determined people seek practical solutions to problems and apply a realistic and logical approach to do so. They are accountable and direct, hard working and very focused, comfortable making key decisions and will take a stand on controversial issues - applying logic and pragmatism at all times

- Chris is driven to succeed. He can visualize what he wants, then will pursue with drive and determination. He is not afraid of hard work

- He is comfortable taking a central role on a team. He inspires people with an enthusiastic can-do approach and leads by example

- He has confidence in his own judgments and capabilities. He will not shirk from contentious decisions, and he expects to succeed regardless of external influences

- He has a strong work ethic and expects similar standards from his team. His commitment to achieving targets will drive his team to succeed

- He can be impatient and expects immediate action. He measures performance on people's ability to hit defined targets, and he has a low tolerance for excuses

- Yet he has a strong sense of personal responsibility, and as much as he may delegate tasks to others, he may be reluctant to remove himself completely from the project

## Drivers Characteristics

### Chris's Relationship Characteristics

---

**Relationship Driver:**  
**Confident**

Strong and often assertive characters, Confident people are comfortable adopting a leadership role in group situations, unafraid to share their views and opinions. They can be bold and self-assured, inspiring others with their drive and determination. They work best with like-minded equally driven individuals.

- While he takes a personable, persuasive approach, he has some degree of assertiveness and can deal with people in a direct way
- He works well with people whose performance is affected by pressure. He can help them put things into logical perspective, focusing their attention on aspirations and goals
- Naturally ambitious, driven and goal-oriented, he may not integrate well in democratic environments. He prefers to feel in control, and tends to adopt an assertive stance
- He has a low tolerance for people who procrastinate and spend too long discussing the merits of something without taking action
- People may seek his opinion when trying to resolve workplace issues. He may have spotted details others missed, and will be astute at finding solutions, often in innovative ways
- He tends to influence people by being direct, friendly and results-oriented. He may exhibit more patience and ask more questions to make sure that others understand what he said

## Drivers Characteristics

### Chris's Pressure Characteristics

---

**Pressure Driver:**  
**Courageous**

Courageous people are comfortable tackling challenges and taking risks where required. Confident in their own ability to find solutions to whatever problems they face. Not afraid to act.

- He has a controlled style that can handle stressful situations, thinking clearly, remaining calm, and acting deliberately when needed
- He can be demanding and in stressful situations may become more forceful, concentrating more on practical goals than the needs of colleagues. However, he has an independent attitude and takes full responsibility for his work
- He likes to have a sense of control over his working environment, and may resist change that is thrust on him without advance notice
- Nonetheless, he can organize and plan for changing situations, and will draw on experience and knowledge to come up with a sound approach
- He will feel stress if he believes situations are developing beyond his control or if his ability to succeed is being hampered by unnecessary bureaucracy
- He may use criticism, rejection or failure as an impetus to become even more successful in the future

## Drivers Characteristics

### Chris's Growth Characteristics

---

**Growth Driver:**  
**Focused**

Focused people have a desire and drive to find solutions to specific problems or challenges by adopting a logical and pragmatic approach. They will look to act upon an intellectual understanding of each given problem, and will take a systematic approach to planning actions. They will quickly gauge what are the key priorities and plan their actions accordingly.

- He has a clear vision of what he wants to achieve, and will undertake whatever education is needed to do so
- He is likely to be an enthusiastic student if he can see a direct link between ongoing professional development and his goals, so long as it is delivered in a practical manner
- He has a low threshold for traditional lecture style/didactic teaching methods, preferring a more practical trial-and-error approach
- He is willing to explore new and innovative approaches to drive future decisions
- He will not settle on simply understanding, but rather seeks to apply this knowledge to everything he does. He constantly challenges himself to improve systems and processes to create a more effective and efficient workplace
- He values a level of independence, but is most comfortable if he can express this while working within a well-defined structure where he can clarify his position and reinforce his decisions

## Drivers Characteristics

# Chris's Organization Characteristics

---

### **Organization Driver: Goal-Oriented**

Goal-Oriented people have an affinity for detailed or technical work, and an ability to apply themselves to projects with clear goals and targets. They work towards goals efficiently and effectively, unphased by pressure. They can be most effective if left to work independently with minimal distractions.

- He is quick-thinking and analytical, with the capacity to rapidly assess circumstances and react. He will take an objective view, assessing situations through rational thought rather than jumping to conclusions

- He has a talent for creating processes to overcome everyday challenges, and is highly effective at executing a given plan or strategy

- Although he appears to take risks, perhaps even impulsive ones, he will invariably have reviewed the potential consequences and planned accordingly before taking action

- Indeed, rather than rushing to a decision under pressure, he is likely to take a measured approach, reviewing the causes and reasons of that pressure

- He has a highly efficient style, but also a capacity for precise planning that would likely be particularly effective when having to find practical solutions to problems on tight deadlines

- He has a proactive approach that suggests he prefers to develop new projects and ideas, perhaps even anticipating customers' needs if possible

A Message from Dr. Gary F. Russell

Dear Chris,

Let me personally thank you for being a part of our Winning Profile. Your desire for continuous learning and the improvement of yourself and others around you is commendable. Everyone can see and recognize exceptional performance, whether it be in sport, the arts, or in the business world. But we all have trouble understanding, selecting and, critically, reproducing it.

Our goal was to create a three-dimensional psychological outline of your attributes, characteristics and talents, to give you a clear and compelling picture of your greatest assets. When utilized correctly in the right setting, these talents can strongly maximize your performance.

So, now that you know your profile... so what? What do you do now? How do you win with this information and better understanding of you? How can you surround yourself with a team that complements your talents and strengths?

These are exciting, but critical questions you face. We would encourage you stay in touch with us so we can continue sharing with you more information about our Winning Profile Performance program. We can teach and coach people to learn how to on a day-to-day basis to make marginal gains in your own performance and the performance of your team as well.

It's a simple and ever-adapting process. For me, every new person I come in contact with is a new and exciting exploration of winning. We would like to help you understand, beyond the written word, the implications of this report. We are confident it is THE WINNING WAY for you, your coworkers and your entire organization. I'm excited to discuss more with you!

Sincerely,



Dr. Gary F. Russell  
CEO/Founder, Winning Profile