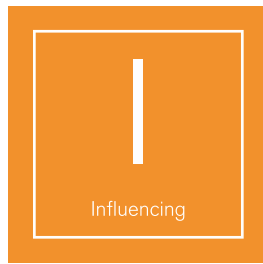


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ACTIVATOR®

PEOPLE EXCEPTIONALLY TALENTED IN THE ACTIVATOR THEME CAN MAKE THINGS HAPPEN BY TURNING THOUGHTS INTO ACTION. THEY ARE OFTEN IMPATIENT.

“When can we start?” This is a recurring question for Activators. People with strong Activator talents are impatient for action. They may concede that analysis has its uses or that debate and discussion can occasionally yield some valuable insights, but deep down they know that only action is real. Once a decision is made, they must act. Others may worry that “there are still some things we don’t know,” but this doesn’t seem to slow Activators down. They make a decision, take action, look at the result, and learn. The bottom line is this: Activators know they will be judged not by what they say or what they think, but by what they get done. This does not frighten them. It energizes them.

ITS POWER AND EDGE

Activators are catalysts who get things started. They naturally see how to turn ideas into action. As a result, they make things happen. Their energy can be contagious and engaging. If you have an important project or talented group that simply needs a “jump start,” find an Activator — they will bring energy and instant momentum.

IF ACTIVATOR IS A DOMINANT THEME FOR YOU:

Be the catalyst. Think it through, and then get going.

- Your drive to make things happen can be the push that many groups need to move from discussion to action. Make it your role in meetings to ask for action items before the group dismisses.
- Seek work in which you can make your own decisions and act upon them. In particular, look for start-up or turn-around situations.
- When insights or revelations occur, record them so you can act on them at the proper time.
- When you feel the itch to make a move, pause for a moment to ask yourself why you want action. If you can articulate that to others, they are more likely to get behind you.
- Recognize that your “pushiness” might sometimes intimidate others.

IF ACTIVATOR IS A LESSER THEME FOR YOU:

If you lack the intensity of Activator talents, it does not mean you lack initiative, fire, or the ability to get things started. Rather, you might be someone who prefers to consider actions carefully before taking them.

- Ensure that you are operating in areas of familiarity or expertise if immediate action is required.
- Know the best way to prepare yourself to take action. Consider the significant decisions you’ve made in your life and determine what steps you went through to feel ready to take action. Did you talk to others first to get their opinions? Did you research the topic area thoroughly? Did you systematically evaluate different scenarios and obstacles?
- Among your top themes, find those that help you get things started. Responsibility, Belief, or Includer talents may provide the spark of initiative for you in the same way Activator talents do for others.
- Sometimes you may have to set a reasonable standard for yourself and just do it.