

CAMPAIGNER

(ASSERTIVE)

ENFP-A

ROLE: DIPLOMAT

Intuitive (N) and Feeling (F) personality types, known for their focus on empathy, diplomacy and cooperation.

STRATEGY: PEOPLE MASTERY

People Masters seek social contact and tend to have very good communication skills. These types are confident in their abilities and don't hesitate to express their opinions.

TRAITS

Extraverted (E) individuals prefer group activities and get energized by social interaction. They tend to be more enthusiastic and more easily excited than Introverts.

Intuitive (N) individuals are very imaginative, open-minded and curious. They prefer novelty over stability and focus on hidden meanings and future possibilities.

Feeling (F) individuals are sensitive and emotionally expressive. They are more empathic and less competitive than Thinking types, and focus on social harmony and cooperation.

Prospecting (P) individuals are very good at improvising and spotting opportunities. They tend to be flexible, relaxed nonconformists who prefer keeping their options open.

Assertive (-A) individuals are self-assured, even-tempered and resistant to stress. They refuse to worry too much and do not push themselves too hard when it comes to achieving goals.

RESEARCH INSIGHT

Assertive Campaigners are the most likely personality type to laugh at the absurdity of an unexpected situation.



STRENGTHS

Curious: Campaigners want to go out and experience things, and don't hesitate to step out of their comfort zones to do so. They are imaginative and open-minded, seeing all things as part of a big, mysterious puzzle called life.

Energetic and Enthusiastic: Campaigners tend to be very excited about their discoveries, and share them with anyone who'll listen, with infectious enthusiasm.

Excellent Communicators: Campaigners have very strong people skills and enjoy both small talk and deep, meaningful conversations.

Popular and Friendly: All this adaptability and spontaneity comes together to form a person who is approachable, interesting and exciting. Campaigners can get along with nearly everyone.

WEAKNESSES

Poor Practical Skills: When it comes to new ideas and projects, especially involving other people, Campaigners have great talent. Unfortunately their skill with upkeep, administration, and follow-through on those projects struggles.

Find It Difficult to Focus: Campaigners are natural explorers of interpersonal connections and philosophy, but it's hard for them to maintain interest as tasks drift towards routine, administrative matters.

Highly Emotional: While emotional expression is healthy and natural, it can come out too strongly and cause problems for Campaigners, particularly when under stress, criticism or conflict.

Independent to a Fault: Campaigners loathe being micromanaged and restrained – they want to be seen as highly independent masters of their own fates.



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