

13 Core Traits

EARTHY-IMAGINATIVE

AESTHETIC-FUNCTIONAL

EXTROVERSION

ATTENTION TO STYLE

EMPATHY

PERSEVERANCE

SPONTANEITY

AGENCY

TRUST IN OTHERS

OPENNESS

INTERDEPENDENCE

CONFIDENCE

AUTHORITARIANISM

Every personalityDNA type is also defined by a combination of 13 core traits. Trait expressions are not static, they vary even within each of the 256 personality types, leading to a virtually infinite number of personality expressions. See an example of a trait profile below.



Advocating Curator

EARTHY-IMAGINATIVE

Preference for thinking in the abstract over being grounded in the concrete

52% of people scored lower



AESTHETIC-FUNCTIONAL

An appreciation of design, beauty and appearance, even over functionality

95% of people scored lower



EXTROVERSION

Sociability in the way you think, feel and behave, thriving on social interaction

Sociability in the way you think, feel and behave, thriving on social interaction, and feeling most at home when in conversation with other people

70% of people scored lower



ATTENTION TO STYLE

The feeling that our clothes and items we own reflect our personality

22% of people scored lower



EMPATHY

Understanding and reacting to the emotional experience of others

95% of people scored lower



PERSEVERANCE

Assertiveness, independence, decisiveness, goal-oriented, and a focus on the practical aspects of things

92% of people scored lower



SPONTANEITY

Enjoying giving into impulse and not feeling the need to plan every second

20% of people scored lower



AGENCY

The belief that you can control your own outcomes and events that unfold in your life (as opposed to believing that your life is the result of luck, God or fate)

81% of people scored lower



TRUST IN OTHERS

The belief that others have your best interests at heart and good intentions overall

48% of people scored lower



OPENNESS

Intellectual curiosity, imagination, and interest in new experiences

91% of people scored lower



INTERDEPENDENCE

Caring, relational, sensitivity and a focus on the emotional side of things

67% of people scored lower

