

PROTAGONIST

(ASSERTIVE)

ENFJ-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.

Judging (J) individuals are decisive, thorough and highly organized. They value clarity, predictability and closure, preferring structure and planning to spontaneity.

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 Protagonists are the most likely personality type to intentionally practice expressing gratitude.



STRENGTHS

Tolerant: Protagonists are true team players, and they recognize that that means listening to other peoples' opinions, even when they contradict their own.

Reliable: The one thing that galls Protagonists the most is the idea of letting down a person or cause they believe in. Protagonists can always be counted on to see it through.

Charismatic: Charm and popularity are qualities Protagonists have in spades. They instinctively know how to capture an audience, and easily pick up on mood and motivation.

Altruistic: Protagonists desire to do good in and for their communities, be it in their own home or the global stage. Protagonists genuinely believe that if they can just bring people together, they can do a world of good.

WEAKNESSES

Overly Idealistic: Protagonists can be caught off guard as they find that, through circumstance or nature, or simple misunderstanding, people fight against them and defy the principles they've adopted, however well-intentioned they may be.

Too Selfless: Protagonists can bury themselves in their hopeful promises, feeling others' problems as their own and striving hard to meet their word.

Too Sensitive: It's easy for Protagonists to take criticism a little too much to heart. People with this personality type may feel problems that aren't their own and try to fix things they can't fix, worrying if they are doing enough.

Struggle to Make Tough Decisions: If caught between a rock and a hard place, Protagonists can be stricken with paralysis, imagining all the consequences of their actions, especially if those consequences are humanitarian.



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PROTAGONIST

(TURBULENT)

ENFJ-T

ROLE: DIPLOMAT

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

STRATEGY: SOCIAL ENGAGEMENT

This strategy is adopted by sociable, energetic and success-driven types. Social Engagers tend to be restless, perfectionistic individuals, prone to experiencing both very positive and very negative emotions.

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.

Judging (J) individuals are decisive, thorough and highly organized. They value clarity, predictability and closure, preferring structure and planning to spontaneity.

Turbulent (-T) individuals are self-conscious and sensitive to stress. They are likely to experience a wide range of emotions and to be success-driven, perfectionistic and eager to improve.

RESEARCH INSIGHT

Turbulent Protagonists are the most likely personality type to feel like helping others gives them purpose.



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