

ADVOCATE

(ASSERTIVE)

INFJ-A

ROLE: DIPLOMAT

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

STRATEGY: CONFIDENT INDIVIDUALISM

Confident Individualists prefer doing things alone, choosing to rely on their own skills and instincts as opposed to seeking others' help.

TRAITS

Introverted (I) individuals prefer solitary activities and get exhausted by social interaction. They tend to be quite sensitive to external stimulation (e.g. sound) in general.

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 Advocates are the most likely personality type to consider the time they spend reading an important part of their life.



STRENGTHS

Creative: Advocate personalities enjoy finding the perfect solution for the people they care about, drawing on their vivid imagination and their strong sense of compassion.

Insightful: Advocates typically strive to get to the heart of things, with an almost uncanny ability to understand people's true motivations, feelings, and needs.

Principled: Advocates tend to have deeply held beliefs, and their conviction often shines through when they speak or write about subjects that matter to them.

Passionate: Advocates can pursue their ideals with a quiet yet passionate single-mindedness that may catch others off guard. These personalities rarely settle for "good enough," and their willingness to disrupt the status quo may not please everyone.

WEAKNESSES

Sensitive to Criticism: When someone challenges their principles or values, Advocates may react strongly. People with this personality type can become defensive in the face of criticism and conflict, particularly when it comes to issues that are near to their hearts.

Reluctant to Open Up: Advocates value honesty, but they're also very private. They may find it difficult to open up and be vulnerable about their struggles.

Avoiding the Ordinary: Advocates tend to be motivated by a sense of having a greater purpose in life, but may struggle turning their dreams into everyday routines and to-do lists.

Prone to Burnout: Advocates' perfectionism and reserve may leave them with few options for letting off steam. They must find a way to balance their drive with necessary self-care and rest.



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ADVOCATE

(TURBULENT)

INFJ-T

ROLE: DIPLOMAT

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

STRATEGY: CONSTANT IMPROVEMENT

Constant Improvers are quiet, individualistic people. They tend to be success-driven and often perfectionistic, spending a lot of time and effort on their work.

TRAITS

Introverted (I) individuals prefer solitary activities and get exhausted by social interaction. They tend to be quite sensitive to external stimulation (e.g. sound) in general.

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 Advocates are the most likely personality type to imagine how a conversation might go in advance.



STRENGTHS

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