



Style Insights®

QUESTIONNAIRE

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Response Instructions

In the following pages, you will see 24 groups. Each group contains 4 lines of words. For each group, select one line of words that describes you MOST. From the remaining three lines, select one line of words that describes you LEAST. Repeat the process until complete. While responding, keep your focus on the descriptions that apply to your behavior. Be ruthlessly honest with yourself! Go with your “gut” instinct—do not over-analyze! You should take no more than 10 minutes to respond to the assessment and it must be completed in one uninterrupted sitting.

For each group that follows, select one line of words that describes you **MOST**. From the remaining three lines, select one line of words that describes you **LEAST**. Repeat the process until complete.

1.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Enthusiastic |
| <input type="checkbox"/> | <input type="checkbox"/> Contented, satisfied |
| <input type="checkbox"/> | <input type="checkbox"/> Positive, confident |
| <input type="checkbox"/> | <input type="checkbox"/> Peaceful, tranquil |

2.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Careful, calculating |
| <input type="checkbox"/> | <input type="checkbox"/> Bold, daring |
| <input type="checkbox"/> | <input type="checkbox"/> Supportive |
| <input type="checkbox"/> | <input type="checkbox"/> Charming, delightful |

3.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Expressive |
| <input type="checkbox"/> | <input type="checkbox"/> Daring, risk-taker |
| <input type="checkbox"/> | <input type="checkbox"/> Diplomatic, tactful |
| <input type="checkbox"/> | <input type="checkbox"/> Satisfied, content |

4.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Respectful, shows respect |
| <input type="checkbox"/> | <input type="checkbox"/> Pioneering, exploring, enterprising |
| <input type="checkbox"/> | <input type="checkbox"/> Optimistic |
| <input type="checkbox"/> | <input type="checkbox"/> Accommodating, willing to please, ready to help |

5.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Willing, agreeable |
| <input type="checkbox"/> | <input type="checkbox"/> Eager, impatient |
| <input type="checkbox"/> | <input type="checkbox"/> Methodical |
| <input type="checkbox"/> | <input type="checkbox"/> High-spirited, lively, enthusiastic |

6.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Logical |
| <input type="checkbox"/> | <input type="checkbox"/> Obedient, will do as told, dutiful |
| <input type="checkbox"/> | <input type="checkbox"/> Unconquerable, determined |
| <input type="checkbox"/> | <input type="checkbox"/> Playful, frisky, full of fun |

7.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Adventurous, willing to take chances |
| <input type="checkbox"/> | <input type="checkbox"/> Analytical |
| <input type="checkbox"/> | <input type="checkbox"/> Cordial, warm, friendly |
| <input type="checkbox"/> | <input type="checkbox"/> Moderate, avoids extremes |

8.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Good mixer, likes being with others |
| <input type="checkbox"/> | <input type="checkbox"/> Structured |
| <input type="checkbox"/> | <input type="checkbox"/> Vigorous, energetic |
| <input type="checkbox"/> | <input type="checkbox"/> Lenient, tolerant of others' actions |

9.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Competitive, seeking to win |
| <input type="checkbox"/> | <input type="checkbox"/> Considerate, caring, thoughtful |
| <input type="checkbox"/> | <input type="checkbox"/> Outgoing, fun-loving, socially striving |
| <input type="checkbox"/> | <input type="checkbox"/> Harmonious, agreeable |

10.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Aggressive, challenger, takes action |
| <input type="checkbox"/> | <input type="checkbox"/> Life of the party, outgoing, entertaining |
| <input type="checkbox"/> | <input type="checkbox"/> Easy mark, easily taken advantage of |
| <input type="checkbox"/> | <input type="checkbox"/> Fearful, afraid |

For each group that follows, select one line of words that describes you **MOST**. From the remaining three lines, select one line of words that describes you **LEAST**. Repeat the process until complete.

11.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Stimulating |
| <input type="checkbox"/> | <input type="checkbox"/> Sympathetic, compassionate, understanding |
| <input type="checkbox"/> | <input type="checkbox"/> Tolerant |
| <input type="checkbox"/> | <input type="checkbox"/> Aggressive |

12.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Talkative, chatty |
| <input type="checkbox"/> | <input type="checkbox"/> Controlled, restrained |
| <input type="checkbox"/> | <input type="checkbox"/> Conventional, doing it the usual way, customary |
| <input type="checkbox"/> | <input type="checkbox"/> Decisive, certain, firm in making a decision |

13.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Well-disciplined, self-controlled |
| <input type="checkbox"/> | <input type="checkbox"/> Generous, willing to share |
| <input type="checkbox"/> | <input type="checkbox"/> Animated, uses gestures for expression |
| <input type="checkbox"/> | <input type="checkbox"/> Persistent, unrelenting, refuses to quit |

14.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Sociable, enjoys the company of others |
| <input type="checkbox"/> | <input type="checkbox"/> Patient, steady, deliberate |
| <input type="checkbox"/> | <input type="checkbox"/> Self-reliant, independent |
| <input type="checkbox"/> | <input type="checkbox"/> Soft-spoken, mild, reserved |

15.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Gentle, kindly |
| <input type="checkbox"/> | <input type="checkbox"/> Persuasive, convincing |
| <input type="checkbox"/> | <input type="checkbox"/> Humble, reserved, modest |
| <input type="checkbox"/> | <input type="checkbox"/> Magnetic, attracts others |

16.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Captivating |
| <input type="checkbox"/> | <input type="checkbox"/> Kind, willing to give or help |
| <input type="checkbox"/> | <input type="checkbox"/> Resigned, gives in |
| <input type="checkbox"/> | <input type="checkbox"/> Force of character, powerful |

17.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Companionable, easy to be with |
| <input type="checkbox"/> | <input type="checkbox"/> Easygoing |
| <input type="checkbox"/> | <input type="checkbox"/> Outspoken, speaks freely and boldly |
| <input type="checkbox"/> | <input type="checkbox"/> Restrained, reserved, controlled |

18.

- | Most | Least |
|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> Factual |
| <input type="checkbox"/> | <input type="checkbox"/> Obliging, helpful |
| <input type="checkbox"/> | <input type="checkbox"/> Willpower, strong-willed |
| <input type="checkbox"/> | <input type="checkbox"/> Cheerful, joyful |

19.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Attractive, charming, attracts others |
| <input type="checkbox"/> | <input type="checkbox"/> Systematic |
| <input type="checkbox"/> | <input type="checkbox"/> Stubborn, unyielding |
| <input type="checkbox"/> | <input type="checkbox"/> Pleasing |

20.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Restless, unable to rest or relax |
| <input type="checkbox"/> | <input type="checkbox"/> Neighborly, friendly |
| <input type="checkbox"/> | <input type="checkbox"/> Popular, liked by many or most people |
| <input type="checkbox"/> | <input type="checkbox"/> Orderly, neat |

For each group that follows, select one line of words that describes you **MOST**. From the remaining three lines, select one line of words that describes you **LEAST**. Repeat the process until complete.

21.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Challenging, assertive |
| <input type="checkbox"/> | <input type="checkbox"/> Critical thinker |
| <input type="checkbox"/> | <input type="checkbox"/> Casual, laid-back |
| <input type="checkbox"/> | <input type="checkbox"/> Light-hearted, carefree |

22.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Brave, unafraid, courageous |
| <input type="checkbox"/> | <input type="checkbox"/> Inspiring, motivating |
| <input type="checkbox"/> | <input type="checkbox"/> Avoid confrontation |
| <input type="checkbox"/> | <input type="checkbox"/> Quiet, composed |

23.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Cautious, wary, careful |
| <input type="checkbox"/> | <input type="checkbox"/> Determined, decided, unwavering, stand firm |
| <input type="checkbox"/> | <input type="checkbox"/> Convincing, assuring |
| <input type="checkbox"/> | <input type="checkbox"/> Good-natured, pleasant |

24.

- | Most | Least |
|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> Jovial, joking |
| <input type="checkbox"/> | <input type="checkbox"/> Organized |
| <input type="checkbox"/> | <input type="checkbox"/> Nervy, gutsy, brazen |
| <input type="checkbox"/> | <input type="checkbox"/> Even-tempered, calm, not easily excited |