

### Activists

- ✓ Involve themselves fully and without bias
- ✓ Enjoy the here and now and new challenges
- ✓ Are open minded, not sceptical
- ✓ Have an “I’ll try anything once” attitude
- ✓ Act first and consider the consequences second
- ✓ Tackle problems by brainstorming
- ✓ Are often gregarious people

### Reflectors

- ✓ Like to stand back, ponder and think
- ✓ Collect data first hand and from others first
- ✓ Tend to postpone reaching definitive conclusions
- ✓ Are thoughtful people, who consider all angles
- ✓ Enjoy observing others in action
- ✓ Tend to appear tolerant and unruffled

### Theorists

- ✓ Adapt observations into logically sound theories
- ✓ Think things through step-by-step
- ✓ Tend to be perfectionists
- ✓ Like to analyse and synthesise
- ✓ Often ask “on what assumptions is this based?”
- ✓ Tend to lose faith in subjectivity

### Pragmatists

- ✓ Are keen to try out new ideas and theories
  - ✓ Like to experiment with new ideas
  - ✓ Like to get on with things; get things done
  - ✓ Act quickly and confidently on ideas which attract
  - ✓ Tend to be impatient with open-ended discussions
  - ✓ Are practical, down-to-earth people
  - ✓ Great problem solvers
  - ✓ Often say “there is a better way”
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