

GET WIRED FOR  
**Prosperity**<sup>™</sup>

Styles

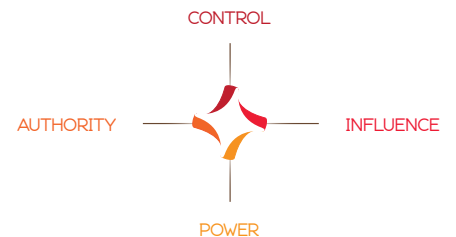
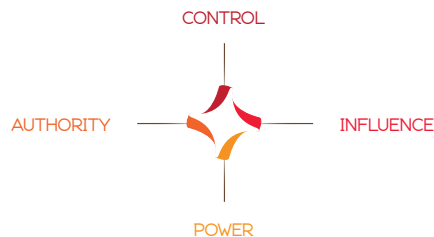
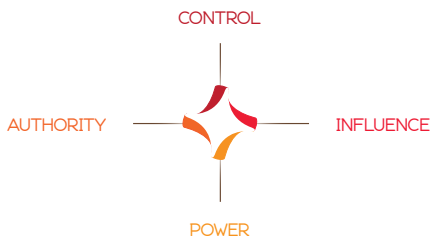
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**MARKET FORCE**<sup>®</sup>  
*Upgrade your humanware*<sup>™</sup>

# Styles

CHARACTERISTIC	CONTROL	INFLUENCE	POWER	AUTHORITY
<b>SURVIVAL</b>				
Strategy	<i>Dictate</i>	<i>Migrate</i>	<i>Tolerate</i>	<i>Hibernate</i>
Concern	<i>Certainty</i>	<i>Freedom</i>	<i>Stability</i>	<i>Security</i>
Conversaton (I will die if...)	<i>Others know that I don't know.</i>	<i>I have to do what others say.</i>	<i>I am not included.</i>	<i>I have to decide.</i>
<b>COMFORT ZONE</b>				
Learns by	<i>Thinking</i>	<i>Talking</i>	<i>Doing</i>	<i>Reading</i>
Sight Line	<i>Foresight</i>	<i>Insight</i>	<i>Oversight</i>	<i>Hindsight</i>
Time Frame	<i>5 Years</i>	<i>In the Moment</i>	<i>90 Days</i>	<i>The Past</i>
"Go To" Phrase	<i>Should</i>	<i>Could</i>	<i>Have To</i>	<i>Should Have</i>
Building Trust	<i>Competence</i>	<i>Sincerity</i>	<i>Sincerity</i>	<i>Competence</i>
<b>50/50's</b>				
Position on the Field	<i>Offense (Creational)</i>		<i>Defense (Preservational)</i>	
Making Progress	<i>Thought</i>	<i>Action</i>	<i>Action</i>	<i>Thought</i>
Primary Personal Focus	<i>Others</i>	<i>Self</i>	<i>Others</i>	<i>Self</i>
<b>ASSETS</b>				
Natural Business Position	<i>Marketing</i>	<i>Sales</i>	<i>Production</i>	<i>Administration</i>
Position of Accountability	<i>System</i>	<i>Mission</i>	<i>Structure</i>	<i>Standards</i>
Opportunity Accountability	<i>Finder</i>	<i>Binder</i>	<i>Grinder</i>	<i>Minder</i>
Leadership Accountability	<i>Intention</i>	<i>Mood</i>	<i>Alliance</i>	<i>Confrontation</i>
<b>LIABILITIES</b>				
Confuses w Accomplishment	<i>Ideas</i>	<i>Relationships</i>	<i>Replication</i>	<i>Reflection</i>
Sacrifices Accomplishment For	<i>Being Right</i>	<i>Being Free</i>	<i>Having More to Do</i>	<i>Having an Impact</i>
Projected Emotional Breakdown	<i>Arrogance</i>	<i>Impatience</i>	<i>Frustration</i>	<i>Indifference</i>
Negative Reputations	<i>Bully</i>	<i>Flakey</i>	<i>Pushover</i>	<i>Roadblock</i>
Bad Behavior	<i>Manipulate</i>	<i>Sacrifice</i>	<i>Undermine</i>	<i>Capitulate</i>





*"THERE IS NO MORE B2B OR B2C.*

*IT'S H2H: HUMAN TO HUMAN."*

- BRYAN KRAMER, CEO OF PUREMATTER



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