

# DISCOVER YOUR ZONE OF CRAZY



LEARN ABOUT BRAIN PROFILES & HOW TO HARNESS YOURS!

Let's unpack these powerful 'snapshots' of how  
your brain processes information to help you  
optimise your performance and life.



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On the following pages we will be using extracts from the Six Seconds **Brain Brief Interpretation Guide**,  
developed by Josh Freedman and the SEI Team.

## The Eight Styles

These eight styles describe people who are “fully” in one Brain Style. You are probably a blend of two or three – and you may have different styles at different times.

### Scientist:

Accurate,  
Careful, Precise.

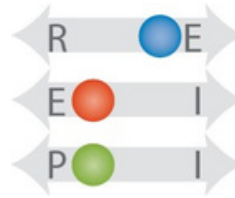


### Visionary:

Passionate,  
Transformative,  
Long term.

### Inventor:

Analytical,  
Creative, Open.



### Guardian:

Caring, Careful,  
Pragmatic.

### Strategist:

Precise, Careful,  
Future-orientated



### Energizer:

Committed,  
Creative,  
Real-world.

### Deliverer:

Task-oriented,  
Generative,  
Practical.



### Sage:

Caring,  
Protective,  
Lofty.

The following pages provide a description of each style.

EXTRACT SEI BRAIN BRIEF INTERPRETATION GUIDE



## Profile: The Scientist

### Overview



At the extreme, the Scientist is so focused on data that s/he misses important clues about emotions. The Scientist wants to find the right answer and may see risk as a danger. This profile is practical and hands-on.

A Scientist might act like a problem-solver, referee, analyst, or engineer.



### Preferences

Scientists usually value accuracy, order, clarity, calm, security, balance, knowledge, practicality.

### Mixed Profiles

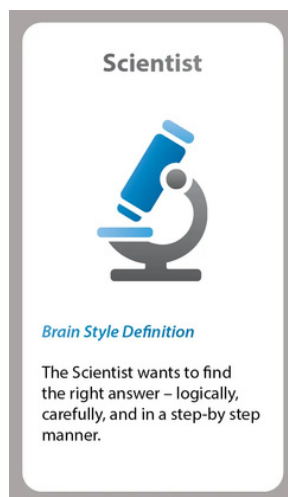
Rational toward the middle: You might be learning that people are not JUST rational (see also Guardian).

Evaluative toward the middle: Perhaps you are seeking to be more flexible or action oriented (see Deliverer).

Practical toward the middle: You could be finding not just an answer, but the meaning and long term value of your analysis (see Strategist).

### For Scientists on Working with Others

Remember that others can see you as inflexible. You can have accuracy, but don't forget that the world isn't just black and white. While emotions may seem illogical, it's completely irrational to pretend they don't exist. Learn the rules of feelings.



### Tips For Other People Working with a Scientist

- Scientists need first to understand. Don't say "can't you tell how I am feeling," instead, explain the logic of your feelings.
- Don't try to push a Scientist to change, and especially not with "cheerleading" or, at the other extreme, falsely hyped-up fears. A Scientist might be willing to change if the risks of status quo outweigh the risks of change – AND if there is a clear reason and pathway.
- The Scientist prefers real-world action, so if you want to talk about vision and abstract values, it will help to give clear, real examples – preferably backed up with data. Graphing it is best.

## Profile: The Visionary

### Overview



At the extreme, the Visionary is so focused on emotion that s/he misses logical data. The Visionary wants to inspire a new future, but can be impractical. This profile is energetic and transformational.

A Visionary might act like a revolutionary, change agent, charismatic, or poet.

### Preferences

Visionaries usually value relationships, process, humanity, big ideas, innovation, and wisdom.

### Mixed Profiles

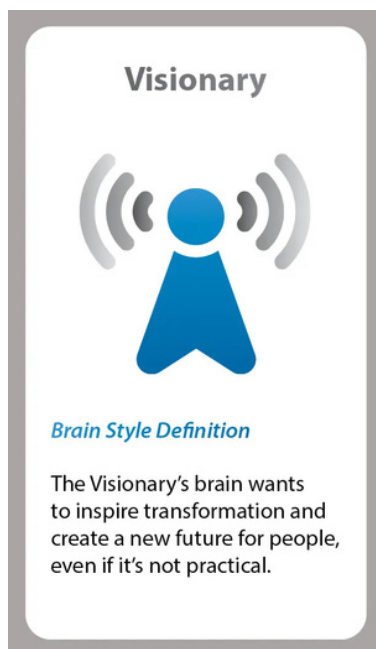
Emotional toward the middle: You might be grounding yourself in more specific data (see also Inventor).

Innovative toward the middle: Perhaps you are protecting or increasing safety (see Sage).

Ideal toward the middle: You could be seeking ways to put vision into action (see Energizer).

### For Visionaries on Working with Others

Remember that others can see you as impractical. You can have the big picture, but don't forget that change requires action (and sometimes stopping from taking action). It's ok to be direct, clear, and hold boundaries – even if people don't like it (or like you).



### Tips For Other People Working with a Visionary

- Visionaries need first to connect. Don't give them data outside the context of relationships.
- Don't try to stop a Visionary from taking risks, and especially not with data about how dangerous it is. A Visionary might be willing to slow down if there are powerful relationship reasons, such as bringing others along.
- The Visionary is less interested in the details, so start with the big picture and the long-term. Then connect the dots. Multiple perspectives (i.e., several people talking) and metaphors can help you communicate with a Visionary.

## Profile: The Inventor

### Overview



At the extreme, the Inventor is almost obsessed with finding new solutions, and loses sight of the human interactions. The Inventor wants to find the path, and is willing to take risks and experiment, even if there is no clear, practical application. An Inventor might like to live in imagination and possibility and this can be impractical.



### Preferences

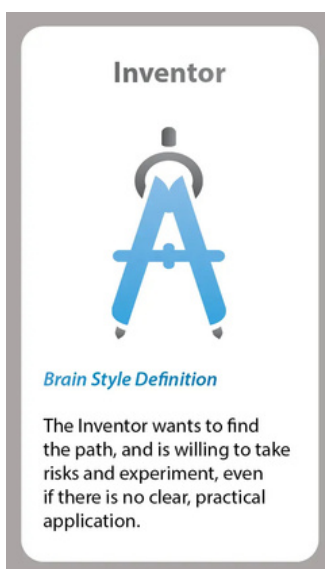
Inventors usually value accuracy, creativity, opportunity, innovation, energy, humanity.

### Mixed Profiles

Rational toward the middle: You might be recognizing that for people to use your inventiveness, you need to pay attention to emotion (see also Visionary).  
Innovative toward the middle: Perhaps you are seeking to be more careful (see Strategist).  
Idealistic toward the middle: You are moving to balance your vision with practicality (see Deliverer).

### For Inventors on Working with Others

Remember that others can see you as unrealistic. You can have insight, but don't forget that change requires practical steps and bringing people along. While you may not like "people stuff" and emotions, remember that feelings can be useful in driving action.



### Tips For Other People Working with an Inventor

- Inventors are driven by opportunity. Don't expect them to start with practicalities.
- Inventors love change and challenge. If they're going too fast, help them see that to reach their goals, some step-by-step work is valuable. If you make it too concrete and slow, they will dismiss you.
- The Inventor is probably not that interested in "processing." S/he wants to try it, do it, test it. Be careful that you don't come across as an obstacle to progress.
- You'll lose the Inventor's attention if it's too personal. Instead, stay future focused and logical. Make a map from the present situation to the desired outcome.

## Profile: The Guardian

### Overview



A Guardian is protective of people, careful, and practical. S/he can be change-adverse. At the extreme, the Guardian is a roadblock to risk. A Guardian might act like a caregiver, a lifeguard, a champion-of-the-underdog, a healer, a best friend who is always on your side (even if you are in the wrong).



### Preferences

Guardians usually value safety, respect, relationships, process, carefulness, practicality.

### Mixed Profiles

Emotional toward the middle: You could be learning to balance evidence with emotion (see also Scientist).  
Evaluative toward the middle: Perhaps you are more of a risk-taker than other Guardians (see Energizer).  
Practical toward the middle: You could be focusing on the longer-term vision (see Sage).

### For Guardians on Working with Others

Remember that others can see you as resistant. Yes, it's important to be careful and practical, but risk is not always bad, even if it's difficult. Ask yourself, "am I being overprotective?"



### Tips For Other People Working with a Guardian

- Guardians are focused on people and safety. You'll have a hard time trying to persuade them by explaining the needs of the situation and the facts. Instead, focus on the relationship, connecting, and the human opportunity.
- Don't try to stop a Guardian from protecting; instead help her/him see that the path you are proposing is practical and good for the people involved.
- The Guardian cares a lot about details. Be sure you can map out your idea in a step-by-step, concrete way. Use your own stories, and people's real emotions to help the Guardian understand.

## Profile: The Strategist

### Overview



At the extreme, the Strategist is so focused on finding the “right” solution that s/he does not move forward. The Strategist knows there is a right answer, and s/he wants to find it. The Strategist wants the world to make sense. A Strategist might act like a navigator, a chess player, or an investor.



### Preferences

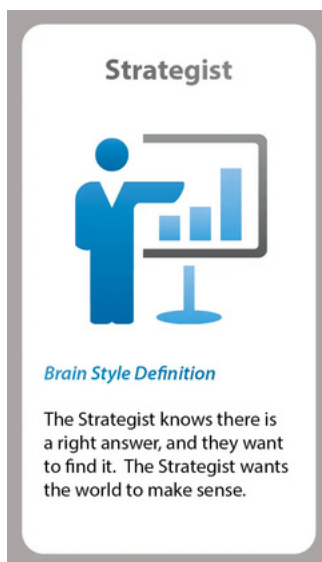
Strategists usually value planning, accuracy, investment, security, logic, intelligence, wisdom.

### Mixed Profiles

Rational toward the middle: You might be learning that people are not JUST rational (see also Sage).  
Evaluative toward the middle: Perhaps you are seeking to be more adaptable/innovative (see Inventor).  
Idealistic toward the middle: You might be working to become more practical / operative (see Scientist).

### For Strategists on Working with Others

Remember that others can see you as a perfectionist. You can have accuracy, but don't get into paralysis-by-analysis. While you might prefer to avoid emotions, remember that a strategy is only good if people can deliver it – emotion is the key to this.



### Tips For Other People Working with a Strategist

- Strategists need to figure it out. If you push them to change quickly, their need for accuracy will get in the way. In relationships, don't ask them to guess, give them data and help them see why your feelings matter.
- A Strategist will be open to change if the benefits are clear and aligned with vision. Focus on the long-term value.
- The Strategist is motivated by vision and the future. Help him/her connect the present reality and concrete actions with the intended outcome.

## Profile: The Energizer

### Overview



The Energizer can do it all. Creative, dynamic, energetic, and practical, the Energizer will say “yes” and figure out how later. Energizers take care of others (sometimes sacrificing to do so). They are a source energy and fun – and sometimes burnout. An Energizer might act like a party organizer, cheerleader, ally, helper, or even a thrill-seeker.



### Preferences

Energizers usually value creativity, fun, relationships, innovation, practicality, and achievement.

### Mixed Profiles

Emotional toward the middle: You might be adding logic to your caring (see also Deliverer).  
Innovative toward the middle: Perhaps you are more protective than some Energizers (see Guardian).  
Practical toward the middle: You may be balancing the present needs with longer-term vision (see Visionary).

### For Energizers on Working with Others

Others might say you go too fast, jumping into doing – and sometimes fixing or rescuing. Remember to let others have their struggles, not everything needs a solution. You might tend to under-evaluate risks, and others might say you are not looking at the big-picture / long term. Learn to value multiple perspectives: faster and better. Creative and practical.

**Energizer**

Brain Style Definition

The Energizer's brain can do it all. Creative, dynamic, energetic, and practical, the Energizer will say “yes” and figure out how later.

### Tips For Other People Working with an Energizer

- Energizers gain their sense of value by taking care of people and problems. Even if you don't want or need help, they might need to help – so find a way to allow that. I
- If you try to slow an Energizer down too much, or ask them to be conventional, they'll lose patience. If you want them to be more cautious or patient, help them see how this will actually solve the problem.
- Rather than the abstract and “big picture,” the Energizer is more concerned with the here-and-now and helping people. So, when communicating, focus on people's needs, opportunities, and practical actions. Use real examples/stories about people.

## Profile: The Deliverer

### Overview



When you need it done, call the Deliverer. They are action-oriented, practical problem solvers who will figure it out. The Deliverer might knock over people and/or break rules on the way, but the job gets done. A Deliverer might act like a problem-solver, warrior, architect, producer, or executor.



### Preferences

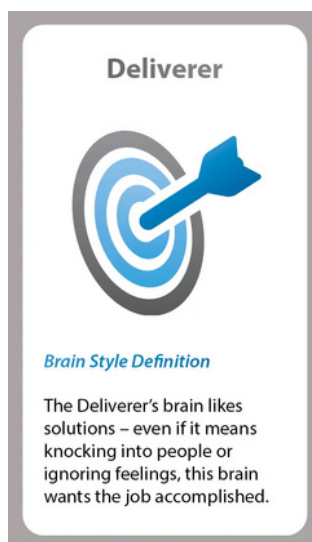
Delivers may value efficiency, innovation, results, action, timeliness, clarity.

### Mixed Profiles

Rational toward the middle: You might be learning that people are not JUST rational (see also Energizer).  
Innovative toward the middle: You are balancing opportunity and risk (see Scientist).  
Practical toward the middle: You may be looking to longer-term solutions (see Inventor).

### For Deliverers on Working with Others

Slow down and let others into the process – unless it's actually urgent, don't let your sense of urgency steamroll others. Practice patience with those who want to talk about "touchy feely stuff" – in the end, you'll actually get better results that way. You may have trouble with people who are cautious – remember they might help you avoid wasteful risks, especially when it comes to people and emotions.



### Tips For Other People Working with a Deliverer

- Don't ask a Deliverer for help unless you actually want a solution delivered. If you just want to "talk about it," or have them "just listen," make sure that's clear from the beginning.
- Deliverers usually focus on tasks, not emotions. If s/he isn't paying attention to your feelings, make it clear why feelings matters in terms of the goal (not just to "be nice," but to be more effective).
- Deliverers like going fast and innovating. If you want one to slow down, start with the practical reasons then move to the big picture. Make a map, not a poem.

## Profile: The Sage

### Overview



A Sage is concerned with the people and the big picture. At the extreme, a Sage is full of impractical advice – a big answer without a way forward. Sages care about “the big questions,” such as life’s meaning, and may prefer to contemplate than to act. A Sage might act like an idealist, a poet, a protector, a counselor, or a dreamer.



### Preferences

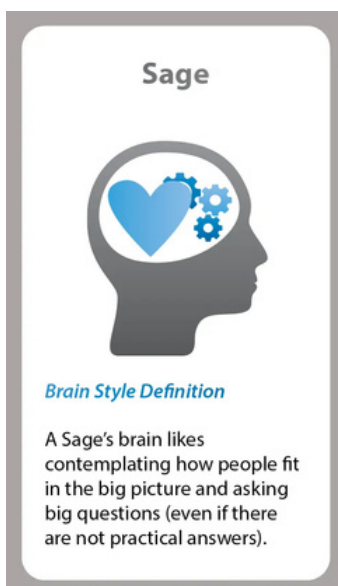
Sages usually value wisdom, people, security, harmony, reflection, study, observation.

### Mixed Profiles

Emotional toward the middle: You might be moving to a more solution-focused approach (see also Strategist).  
Evaluative toward the middle: You are becoming more of a risk taker (see Visionary).  
Idealistic toward the middle: You may be more action-oriented than other Sages (see Guardian).

### For Sages on Working with Others

You may have a clear picture of a big idea that matters to people, but they won’t listen if you don’t take risks to get out there – and find ways to make your ideas practical. Remember that growth for you, and others, requires risk. Hold onto your big ideas while also enjoying the passion and energy of taking action in the here-and-now.



### Tips For Other People Working with a Sage

- Sages are focused on relationships and “big ideas” – they may not want to hear your ideas of how to take action and make change unless you can show them how these actions move in a worthwhile direction.
- Sages are not risk-takers. If you want them to innovate or change, make the case based on emotion and the human experience (not based on data and practicalities).
- The Sage is unlikely to be interested in concrete details, so tell a story beginning with the big picture and the long-term. Metaphors, images, and a sense of the long-term picture can help you communicate with a Sage.