



# Discovery<sup>®</sup>

Personal Profile

Adam Bloomston

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Foundation Chapter  
Management Chapter

## Personal Details

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## Introduction

This Insights Discovery profile is based on Adam Bloomston's responses to the Insights Preference Evaluator which was completed on 13 September 2018.

The origins of personality theory can be traced back to the fifth century BC, when Hippocrates identified four distinct energies exhibited by different people. The Insights System is built around the model of personality first identified by the Swiss psychologist Carl Gustav Jung. This model was published in his 1921 work "Psychological Types" and developed in subsequent writings. Jung's work on personality and preferences has since been adopted as the seminal work in understanding personality and has been the subject of study for thousands of researchers to the present day.

Using Jung's typology, this Insights Discovery profile offers a framework for self-understanding and development. Research suggests that a good understanding of self, both strengths and weaknesses, enables individuals to develop effective strategies for interaction and can help them to better respond to the demands of their environment.

Generated from several hundred thousand permutations of statements, this profile is unique. It reports statements which your Evaluator responses indicate may apply to you. Modify or delete any statement which does not apply, but only after checking with colleagues or friends to identify whether the statement may be a "blind spot" for you.

Use this profile pro-actively. That is, identify the key areas in which you can develop and take action. Share the important aspects with friends and colleagues. Ask for feedback from them on areas which seem particularly relevant for you and develop an action plan for growth personally and interpersonally.

## Overview

These statements provide a broad understanding of Adam's work style. Use this section to gain a better understanding of his approaches to his activities, relationships and decisions.

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### Personal Style

Adam is realistic and dependable. Although he has a tendency to undertake too much, somehow everything gets done in its own time. People with whom Adam works are aware of his excellent organisational qualities and commercial aptitude. Adam has high energy and is always striking out in a forward direction. He follows his impulses, moving strongly towards his goal. Adam strives to make things better rather than simply accepting them as they are.

Because he lives by principles and rules, Adam is very consistent and dependable. Adam is seen by others as pragmatic, dependable and able to get things done. Exhibiting boundless energy and the ability to perform a number of roles simultaneously, Adam can develop a level of result expectation that others may find daunting. Articulate and thinking, he tends to be matter-of-fact and practical. He likes a fast pace and is adept at using functional devices and procedures. Adam is optimistic and positive, living mainly in the here and now.

He will stick to his ideals with passionate conviction, even though he may find these difficult to talk about at times. Adam tends to know intuitively what structure and organisation is necessary to harness ideas and people to achieve long-range goals. He tends to be disinterested in subjects for which he sees no practical application. Seen as a "natural" leader, he wants to have a significant impact on the lives of others and may resort to dictatorial practices if anything appears to get in the way. He has a drive for tangible accomplishment and correctness with a leaning towards perfection.

Whenever he is asked to assume responsibility, his desire for control leads him to want to say "Yes". Adam likes to make things happen and drive everything around him. He is a good initiator of new projects, though he may fail to persevere with the details. Adam is a pragmatic individual who can be as tough as the situation warrants. He likes structure and systematic processes.

Adam enjoys work that involves moving projects forward. He can always see room for improvement and may spend his relaxation time trying, as he sees it, to make himself, and others, better. He can be good at easing tense situations by getting conflicting parties together to take the sting from the issue. He uses his thinking to run as much of the world as he can and is in his element when a situation needs to be organised, criticised or regulated. Gifted in natural marketing and selling, Adam needs work that challenges him and holds his attention.

### Interacting with Others

Seen by most people as outgoing, flexible and fearless, Adam can rise to meet any challenge. He is a good innovator, negotiator, and manager. Not keen to respond positively to views which differ from his own, he may jump to incorrect conclusions as he is often without the benefit of an alternative opinion. Adam likes to be valued for his directness and strength in relationships. He will find it beneficial to consciously seek out others' views.

He can be stubborn and argumentative. Adam can turn his talents to many jobs, but finds more satisfaction from work that allows him to use his creativity and interpersonal skills. Being

respected by his peers is of greater importance to Adam than being liked. He is outstanding at establishing and implementing orderly procedures, rules and regulations, and may show impatience with those who don't carry out their designated tasks or work by the rules. He may appear not to be overly concerned with the needs of others.

His outgoing nature may lead him to misinterpret the significance of some issues. Much of his true style may be hidden from others at work as he is unlikely to express his feelings until he knows someone well. He may need to work at taking the feelings of others into account and to learn to express his appreciation of others more readily. He needs to be aware of being too outspoken, over-talkative and overly logical with some colleagues. Although Adam may protest about the pressure of attending family events, it would seldom occur to him not to be present, as these occasions are important to him.

### Decision Making

Adam is willing to admit the truth about people or things that are important to him, is very alert to problems, and seeks to find solutions himself. He has a tendency towards making higher risk decisions. He is prepared to make high risk decisions. He will pursue all possible avenues of a solution to any problem that captures his interest. He may appear dismissive of decisions made on "gut-feel" rather than objective analysis.

Although gifted in both sensing and intuition, he may well rather base plans and decisions on established procedures than listen to his inner voice. He finds himself driven to make fast decisions and tends to base his decisions on his own experience. Politically aware, Adam is normally comfortable with his decisions even in the face of possible conflict with others in more senior positions. He tends to be influenced by the idea, rather than the people behind the idea. He is comfortable making conclusive judgements about others and tends to be a strict disciplinarian.

Using past experiences to help him solve current problems and get things done is one of his strong points. Impatient with what he may see as inefficiency and incompetence, he can take tough decisions when the situation calls for it. He enjoys deciding what ought to be done and can give the necessary instructions to ensure that it is done. He is outgoing, versatile and quick-witted, and may have an endless supply of solutions to whatever challenge he finds himself in. He seeks realistic and satisfying solutions to challenges.

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### Personal Notes

## Key Strengths & Weaknesses

### Strengths

This section identifies the key strengths which Adam brings to the organisation. Adam has abilities, skills and attributes in other areas, but the statements below are likely to be some of the fundamental gifts he has to offer.

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#### Adam's key strengths:

- Bold and energetic.
  - Outgoing and direct.
  - Good situational analysis.
  - High ego strengths.
  - Forward looking, quick thinker.
  - Has a well developed sense of urgency.
  - Brave, daring and bold.
  - Pragmatic, rational thinker.
  - Frank, honest and straightforward leader.
  - Competitive and wants to win at all costs.
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### Personal Notes

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## Key Strengths & Weaknesses

### Possible Weaknesses

Jung said “wisdom accepts that all things have two sides”. It has also been said that a weakness is simply an overused strength. Adam's responses to the Evaluator have suggested these areas as possible weaknesses.

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#### Adam's possible weaknesses:

- May appear cold and unfeeling.
  - His confidence can sometimes be interpreted as arrogance.
  - Lacks follow-through if interest wanes.
  - Answers the question before it has been asked.
  - May not actively listen to (or hear) others' points of view.
  - Sometimes a perfectionist, impatient and intolerant.
  - Inflexible, stubborn, blunt and impersonal.
  - Usually puts facts before feelings.
  - Can be seen as curt and abrasive.
  - Doesn't always consider the fuller implications of his actions.
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### Personal Notes



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## Value to the Team

Each person brings a unique set of gifts, attributes and expectations to the environment in which they operate. Add to this list any other experiences, skills or other attributes which Adam brings, and make the most important items on the list available to other team members.

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### As a team member, Adam:

- Ensures there is never a dull moment where he is involved!
  - Brings common sense and vision to the team.
  - Will see a project through to conclusion.
  - Challenges existing methods if he feels they are inadequate.
  - Will not allow others' failings to prevent the team's success overall.
  - Encourages down to earth realism.
  - Ensures the results are achieved on time.
  - May lose the battle, but rarely concedes defeat.
  - Can perform several roles at once.
  - Can negotiate practical solutions.
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### Personal Notes

## Communication

### Effective Communications

Communication can only be effective if it is received and understood by the recipient. For each person certain communication strategies are more effective than others. This section identifies some of the key strategies which will lead to effective communication with Adam. Identify the most important statements and make them available to colleagues.

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#### Strategies for communicating with Adam:

- Support his goals with suggestions for achievement.
  - Be clear about expectations and timescales.
  - Be well structured and organised.
  - Be humorous, but don't humour him.
  - Let him decide on the way forward.
  - Match your own assertiveness to his pace.
  - Keep personal comments to yourself.
  - Be straightforward, fast, efficient and to the point.
  - Ask for his advice.
  - Omit unnecessary and intricate details.
  - Agree stretching goals and targets.
  - Show respect for his ideas and opinions.
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#### Personal Notes

## Communication

### Barriers to Effective Communication

Certain strategies will be less effective when communicating with Adam. Some of the things to be avoided are listed below. This information can be used to develop powerful, effective and mutually acceptable communication strategies.

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#### When communicating with Adam, DO NOT:

- Try to hoodwink or mislead.
  - Digress or wander off at a tangent.
  - Stray from the agenda.
  - “Steal his thunder”.
  - Confuse the conversation with irrelevant details.
  - Underestimate his abilities to decide for himself.
  - Interrupt him while he is in control.
  - Be flippant, inconsistent, fanciful or ostentatious.
  - Invade his privacy.
  - “Fudge” the issue or waffle.
  - Approach him with foregone conclusions.
  - Procrastinate, prevaricate or interrupt him.
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#### Personal Notes

## Possible Blind Spots

Our perceptions of self may be different to the perceptions others have of us. We project who we are onto the outside world through our “persona” and are not always aware of the effect our less conscious behaviours have on others. These less conscious behaviours are termed “Blind Spots”. Highlight the important statements in this section of which you are unaware and test them for validity by asking for feedback from friends or colleagues.

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### Adam's possible Blind Spots:

Tending to overlook other people's feelings and becoming blunt and insensitive in his desire to be frankly honest, Adam rushes from one experience to another. Particularly dependable if things are going his way, he will resent being told what to do or how to do things better. Perhaps best thought of as one of life's natural organisers, he is practical, strong willed and needs to get his own way or he may become rebellious.

He may exert pressure on others to do the “right thing” from a moral standpoint - but the “right thing” comes from his perception. He dislikes disorganisation, tardiness, sloppiness or inappropriate behaviour in both self and others and can sometimes generate an intensity inappropriate to the situation. Slowing down to consider the ramifications of his actions on others will make him more effective. Prone to anger, he has a strong, active conscience and may become upset if others simply do not follow his lead. He may have difficulty accepting what others have to say if it varies from his own certainties.

The high value he places on critical analysis, competence and forthright communication fosters a perception that he doesn't particularly care about peoples feelings. He could learn to protect himself against closed-mindedness by waiting a few seconds more before speaking, giving others the chance to offer input. His thinking rationale may be so acutely honed that he will overlook what others tend to care about. He tends to be seen by others as dictatorial and can be aggressive in arguing his position. He tells rather than asks, and whilst confident in communicating, can be rather overpowering at times. There is also a tendency for him to become very defensive if challenged.

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### Personal Notes

## Opposite Type

The description in this section is based on Adam's opposite type on the Insights Wheel. Often, we have most difficulty understanding and interacting with those whose preferences are different to our own. Recognising these characteristics can help in developing strategies for personal growth and enhanced interpersonal effectiveness.

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### Recognising your Opposite Type:

Adam's opposite Insights type is the Supporter, Jung's "Introverted Feeling" type.

Supporters are affable, amiable, steady, loyal individuals who get on well with others. They build a close relationship with a small group of associates in the work environment. Adam will see the Supporter's efforts being directed at retaining the familiar and predictable. Supporters look for constant appreciation from others and may be slow to adapt to change. They will often go the "extra mile" to help someone they consider as a friend.

Adam may suspect the Supporter requires assistance in eliminating the old and embracing the new. Supporters are cautious, conventional, diplomatic and sincere and may avoid decision making until many of the facts and details are available to them. The Supporter is intent on maintaining a low profile. In order to perform well, the Supporter needs specific and detailed instructions before starting a job.

Adam will experience frustration when the Supporter, if challenged, becomes stubborn and defiant. Supporters are easy going and low key people and like to feel needed and significant in other peoples' lives. Even if a mistake has been made by someone else the Supporter may spend a lot of time sympathising and attempting to diffuse responsibility. Disagreements or opposing views can be stressful to Supporters. If the conflict in the workplace becomes too great they may become restless and uneasy, often withdrawing to avoid further conflict.

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### Personal Notes

## Opposite Type

### Communication with Adam's Opposite Type

Written specifically for Adam, this section suggests some strategies he could use for effective interaction with someone who is his opposite type on the Insights Wheel.

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#### Adam Bloomston: How you can meet the needs of your Opposite Type:

- Be prepared to negotiate solutions slowly, calmly and quietly.
- Be honest, moderately paced, straightforward and open with him.
- Put important messages in writing for clarity.
- If you ask a question, be quiet and give time for him to consider his response.
- Always seek his willing co-operation.
- Consider reconvening the meeting after he has had a chance to think about the issues.

#### Adam Bloomston: When dealing with your opposite type DO NOT:

- Prevent him from expressing his thoughts.
  - Set unrealistic deadlines that restrict his quality outputs.
  - Ask lots of questions in quick succession.
  - Adopt an intransigent, judgmental stance.
  - Attempt to disguise your true motives.
  - Undervalue his ability to make essential contributions.
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### Personal Notes

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## Suggestions for Development

Insights Discovery does not offer direct measures of skill, intelligence, education or training. However, listed below are some suggestions for Adam's development. Identify the most important areas which have not yet been addressed. These can then be incorporated into a personal development plan.

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### Adam may benefit from:

- Learning how to relax completely.
  - Becoming more patient and less restless.
  - Reducing the level of activities in his life.
  - Controlling his occasional moments of anger.
  - Taking time out to indulge himself in simple pleasures, such as music and the arts.
  - Respecting ways of doing things that differ from his own.
  - Sitting back, saying little and observing.
  - Using others' objective criticism as a means of self development.
  - Practising warmth, empathy and understanding.
  - Recognising that his bull in a china shop approach is sometimes inappropriate.
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### Personal Notes

## Management

### Creating the Ideal Environment

People are generally most effective when provided with an environment which suits their preferences and style. It can be uncomfortable to work in an environment which does not. This section should be used to ensure a close match between Adam's ideal environment and his current one and to identify any possible frustrations.

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#### Adam's Ideal Environment is one in which:

- The work environment is task-focused.
  - People around him are organised and consistent.
  - He has good access to relevant sources of information.
  - Clear rules and procedures exist.
  - Decisions can be made quickly.
  - He has access to the fastest computers, where computers are used.
  - There are clearly defined objectives.
  - His organisational skills are used to the full.
  - He can work uninterrupted.
  - Everything is well ordered and all key reference material is within reach.
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### Personal Notes



## Management

### Managing Adam

This section identifies some of the most important strategies in managing Adam. Some of these needs can be met by Adam himself and some may be met by his colleagues or management. Go through this list to identify the most important current needs, and use it to build a personal management plan.

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#### Adam needs:

- The ability to define at least some of the rules.
  - A fast-paced environment where he can achieve results.
  - Someone to issue flak jackets to all members of his team.
  - Tasks which require thought, planning, but most of all action.
  - To negotiate face to face.
  - Time to adjust to other points of view.
  - Managed by exception - let him get on with it!
  - Knowledge that he has “right” on his side.
  - People he can call on for support where necessary.
  - More time in the day.
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### Personal Notes

## Management

### Motivating Adam

It has often been said that it is not possible to motivate anyone - only to provide the environment in which they will motivate themselves. Here are some suggestions which can help to provide motivation for Adam. With his agreement, build the most important ones into his Performance Management System and Key Result Areas for maximum motivation.

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#### Adam is motivated by:

- Being able to take control of situations.
  - Responsibility and the authority to go with it.
  - Being in charge.
  - Career prospects that appear unlimited.
  - Working towards targets, goals and objectives.
  - Recognition for his results.
  - A relentless drive to competency and effectiveness.
  - Change, variety and new projects.
  - To shape and reshape people and things.
  - Being in positions of authority and responsibility.
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#### Personal Notes

## Management Style

There are many different approaches to management, most of which have different situational applications. This section identifies Adam's natural management approach and offers clues to his management style, highlighting both gifts and possible hindrances that can be further explored.

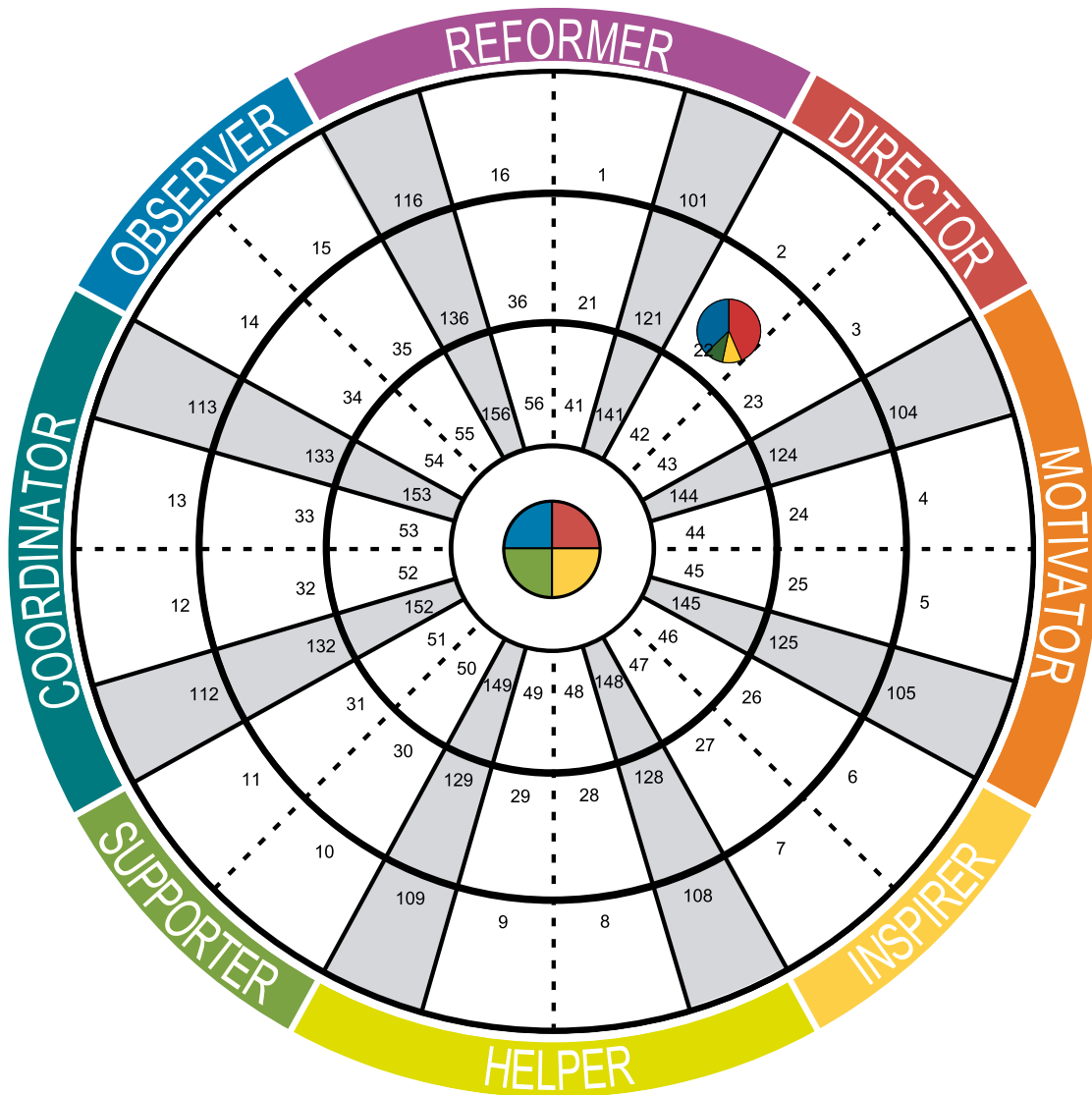
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### In managing others, Adam may tend to:

- Ignore the feelings of those around him.
  - Appear to be less understanding of his colleagues' feelings.
  - Disregard certain opinions and ideas which differ from his own.
  - Feel ineffective if he loses control of the task or process.
  - Establish high standards for self and others.
  - Appear to project the blame onto others when things go wrong.
  - Be unpredictable, short fused and inconsistent.
  - Be passionate about his ideas.
  - Pay lip-service to, or completely ignore, both positive and negative feedback.
  - Get frustrated with those who do not share or cannot see his vision.
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### Personal Notes

# The Insights Discovery® 72 Type Wheel



### Conscious Wheel Position

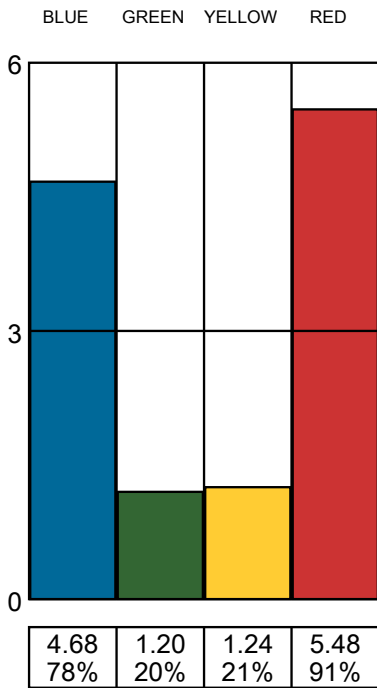
22: Reforming Director (Classic)

### Less Conscious Wheel Position

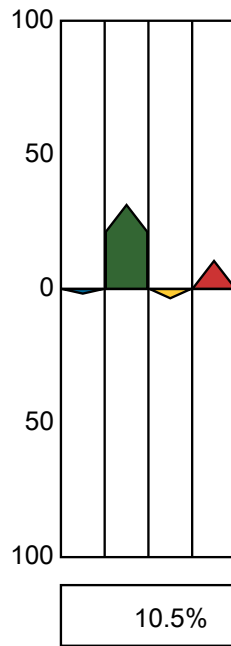
22: Reforming Director (Classic)

# The Insights Discovery® Colour Dynamics

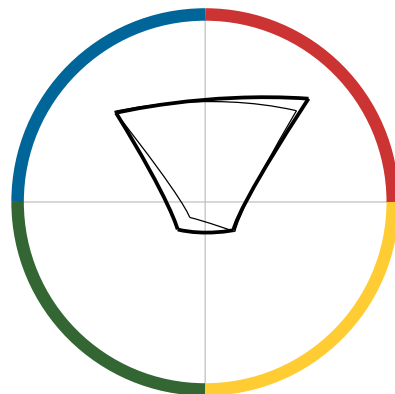
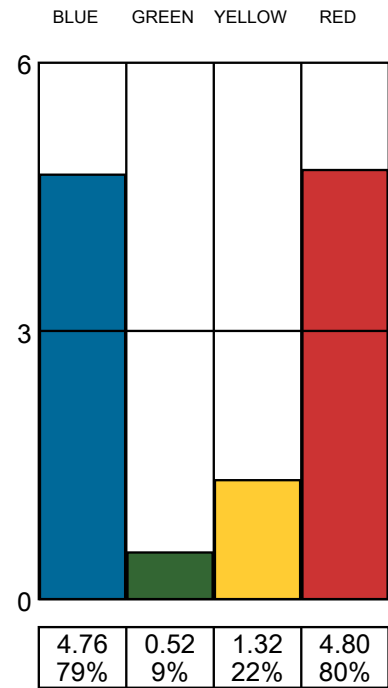
Persona (Conscious)



Preference Flow



Persona (Less Conscious)



— Conscious  
— Less Conscious



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