

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Summary of Qualifications

- 25 years business experience in business strategy, marketing, sales, & project/account management
- 20 years experience in various non-profit environments
- Wide range of experience in startup environments across industries
- Masters in Clinical Psychology with extensive research experience
- Driven, detail & solution oriented, efficient, self-starter, passionate, creative
- Love to write, read, research, teach, plan, present, coordinate, strategize, serve, exercise & play golf, and spend time with family and friends

Skills at a Glance

- Vision crafting, refining, and implementing (Idea man & implementation)
- Voracious learner
- Content creator: blogs, articles, headlines, social media content, videos
- Strategy development and implementation (based on detailed research)
- Finisher (enjoy seeing vision through to completion)
- Project management (managing many moving parts)
- Can work with a team or individually to solve complex problems through research, strategy, & implementation
- Can research complex issues & topics and communicate them in a relatable, digestible way
- Effective & persuasive communicator, both written and verbal
- Strong motivator, adaptable, able to manage in fast paced, high intensity environments
- Published in the Dallas Express Newspaper

StrengthsFinder, Top 6 Strengths (attached)

Learner, Futuristic, Strategic, Responsibility, Relator, Activator

Education

Texas Broker's Licensing Courses, Champions School of Dallas, Real Estate

Completed licensing exam June 2021

Texas Sales Agent Licensing Courses, Champions School of Dallas, Real Estate

Completed licensing exam October 2016

Argosy University, Masters of Arts in Clinical Psychology

Completed April 2009, GPA 4.00

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Dallas Theological Seminary, Master of Arts in Biblical Counseling Program

Dallas, Texas, completed Spring 2006 semester and then transferred to Argosy University

University of Georgia, Bachelor of Science in Psychology, Minor in Mass Communications

Athens, Georgia, graduated May 2001

Professional Experience

The Macatee + Wells Team at Compass, macateewells.com, compass.com

Founding Principal Agent with Broker's License, May 2019 - Current

Over \$48 million in sales since January 2018, I am a principal founder of The Macatee + Wells Team at Compass. Currently, I run a team of 2 real estate agents, at one time I ran 6 agents. As the founder and team lead, it has been my responsibility to evaluate markets, train my agents, create and communicate team goals and pathways to achieving those goals, as well as managing my own sales. Oversee all paperwork and manage all facets of the deal from creating and presenting market reports, listing presentations, walk throughs, the entire selling process, including showings, weeding out potential buyers and then closing the deal. Interface with a variety of people from high end buyers and sellers and industry professionals such as lenders, title, inspectors, appraisers, etc. When interfacing with clients I provide all market analysis reporting and presentations. I remain in constant communication with clients throughout the buying and selling process on all aspects of the deal. Properly close up and follow up after every deal.

Create, conceptualize and execute on all marketing material, including the conceptualization and production of several team videos, blog posts, print ads, social media ads and posts, promotional products, etc. Manage and execute properly on all deadlines from the deal to marketing. Marketing projects range from listings to business development projects. Writing tasks include writing all copy for all marketing, blogs, articles, and print marketing.

Develop and vet resource list for clients including inspectors, movers, painters, and other contractors. Curate resources on anything relating to the house or moving in order to provide high quality resources for clients.

Daily tasks include, but not limited to, negotiating all aspects of the deal, running and presenting market reports, touring properties, working with both buyers and sellers, all marketing and PR from development to approval, running transactions, prospecting, maintaining relationships with new and past clients, coaching the agents on my team, all paperwork required by TREC. Awarded D Best, 2019, 2020, 2021.

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Allie Beth Allman & Associates

Real Estate Agent, October 2016 - May 2019

Licensed in October 2016. Acquired \$25 million in sales in the first 2 years of gaining licensure. Awarded Top Producer award and The Allie Beth Allman Spirit Award for hard work, perseverance, and excellent attitude. Personally set up all digital and tech systems for maximum efficiency. Built own book of top producing business within 12 months, toured and showed property, managed all aspects of the deal from start to finish, continual relationship building with clients, vendors, and colleagues. Negotiated with high level executives and buyers, sellers, colleagues, etc.

Create, conceptualize and execute on all marketing material, including blog posts, print ads, social media ads and posts, promotional products, etc. Manage and execute properly on all deadlines from the deal to marketing. Marketing projects range from listings to business development projects. Writing tasks include writing all copy for all marketing, blogs, articles, and print marketing.

Macatee Wellness, LLC

Founder, Sep 2014 - September 2016

Macatee Wellness was a consulting company that specialized in customized approaches to help take people and organizations from just functioning to truly thriving. My background provided a unique combination of business experience (start ups, nonprofits, sales & marketing, business development, & project management) and clinical psychology (personality deconstruction, family systems, urban populations, assessments). We offered strategic development, vision crafting & refining, program development, and customized wellness programs (both individual and corporate). Customization occurred based on personality, goals, vision, organizational structure, and so on. Primary objective was to move individual clients and organizations from point A to point B as well as equipping them to then accomplish that on their own. Managed all aspects of the business from budgets to client management.

Wrote extensively for blogs, articles, and clients.

Power 10 Solutions, www.power10solutions.com

Vice President and Principal, Project Management and Strategic Development, Sep 2004 - Present

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Oversight and management of all non-technical business processes such as project management, business strategy, and assistance with new business for custom technology solutions and professional services company. Content management and copywriting for various client websites. Translated personal consulting clients to clients of Power 10. All Macatee Wellness web projects are done in partnership with Power 10 Solutions. Power 10 Solutions was created to offer back office technical solutions and support for small to medium sized businesses.

Elisia Magazine, www.elisiamagazine.com

Contributing Writer, Mar 2014 - Aug 2014

Contributing writer to quarterly women's magazine. My focus was education, service, and family.

Navarro Junior College, www.navarrocollege.edu

Adjunct Professor, General Psychology, Jan 2014- May 2014

Taught Introduction to Psychology. Developed own curricula, exams, assignments, etc. for 2 college courses.

Korem & Associates, www.koremassociates.com

Contract Support, Jan 2011-Nov 2013

Part-time administrative support and consultation for author and speaker while my daughter was a baby. Edited two of his latest books, ran and coordinated several speaking engagements, and supported on various projects and consulting engagements.

Deliciously Organic, www.deliciouslyorganic.net

Sales & Marketing Contract Rep, Nov 2011-May 2012

Worked part-time to support food blogger and cook book writer with sales and marketing.

Showcase Productions, www.showcasepro.com

Contract Sales Representative & Account Manager, Aug 2004- July 2006

Duties included making cold calls for full service production and film facility. Sent out demos and introduction letters; coordinated meetings with clients and scheduled tours. Brought in new business and presented to company executives; managed various accounts including Chief Oil and Gas and The Viscern Companies. Helped to concept and create ideas for

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

projects, worked with story boarders to visualize those concepts, went into the field with clients to film their projects, and worked out all details of the project. Worked closely with the owner to improve the sales division. Other duties include working with the owners and other sales reps to improve sales tools such as website, marketing pieces, and promotional products. Brought in a large goodwill project for the Iraqi National soccer team for the Dallas Cup '06.

Classmates Marketing,

National Account Manager, Mar 2004 –July 2004

Duties included working with the Director of National Sales and the company President with support on all national programs. Data retrieval, organization, and evaluation of necessary data to implement programs. Correct, create, proof, and organize company presentation decks. Be versatile and creative with new programs and bring in potential clients. Make cold calls for certain programs to solicit further corporate participation. Collect and review the National Budget.

Tic Toc Marketplace, an Omnicom Agency, www.tictoc.com

Customer Service Representative and Account Manager, Feb 2003 – Mar 2004

Duties included managing New Buyers and setting up accounts and assisting them in their needs. Account management and building client relations. Finding, pricing, and presenting different ad specialty items. Made cold calls and generated new business. Created and implemented new procedures for a start-up company.

Supervised Clinical Experience

Austin Street Centre

Sep 2008 – Nov 2008

Supervised by Melissa Black, Ph.D., Dallas Group Analytic Practice

Co-led group therapy for homeless individuals in a rehabilitation program.

The Bridge, UT Southwestern Research Group

Nov 2008 - June 2009

Supervised by Melissa Black, Ph.D., Dallas Group Analytic Practice, Carol North, M.D., UT Southwestern Research Lead

Led team's transition to the Bridge from Austin Street Centre. Worked with the research leads, student interns, and employees at The Bridge to facilitate smooth transition. Helped set up and execute the research protocol and procedures. Built a data input system in Microsoft Access for the research questionnaire to be transferred into SAS. Worked closely with UT

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Southwestern on data transfer into SAS. Administered, scored, and interpreted full battery assessments including: Research Questionnaire, Clinical Interview and MSE, WRAT-4, WASI, OQ, TCI-140, SASSI, Rotter-Sentence Completion. Participated in and helped work with the Dallas Group Analytic Practice in a diversity group called the Dallas Round Table.

Irving Family Advocacy Center

Jan 2009 – June 2009

Supervised by Richard Scott, Ph.D.

Worked with a diverse group of therapy clients, including adults and adolescents. Therapy consisted of individual and family clients. Followed agency protocol by creating treatment plans and regular process notes. Made use of various personality assessments and cognitive assessments. Worked closely with CPS on several cases.

Various Activities & Leadership Positions

[North Texas Crime Commission](#), 2018-current

Shenandoah Place HOA Board of Directors, 2018-March 2022

Candidate for Highland Park Independent School District School Board, Place 1, February 12, 2021-May 1, 2021, voteforkelli.com, raised over \$140,000 in 3 months. Held 2 events a day getting the message out among the community and meeting with voters. The team knocked on over 8000 doors and made over 20,000 calls. Extensive speaking engagements and wrote all content including website and all marketing materials. Participated in and produced several campaign videos.

Kelli' HUB, The Kelli Macatee Campaign Continues, May 1, 2021-current, kellishub.com

GEMS Bible Study Leader, 2016-2019

[Restoration Outreach of Dallas](#) (ROD Ministries, men's prison discipleship program),

- Board of Directors, *2012 - 2018*
- ROD Fundraising Luncheon Chairman, October *2015* (Bush Library)
- ROD 15th Anniversary Dinner, Chairman *2014* (Frontiers of Flight Museum)
- Planned, coordinated, produced ROD Promo video, *2013*
- Built and managed website and various marketing plans

[Park Cities Presbyterian Church](#) (Charter Member)

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

- Urban Ministries Coordinator for ROD Ministries and Adult Rehabilitation Ministries, *Aug 2014-2018*
- EQUIP Committee, preventing homelessness, *2010-2017*
- Planned, coordinated, and produced PR video *2012-2013*
- Stewardship Committee, *2016*
- 2017 World Missions Conference Committee *2016-2017*
- Urban Ministries Committee *2011-August 2014*
- SERVE365 Planning Subcommittee *2012-2013*
- SERVE365 Event Chairman *2012-2013*
- World Missions Conference Committee *2005-2006*

Volunteer Bible Study Leader, 2006-2015

Young Life West Dallas Volunteer leader, *2009-2011*

Highland Park Young Life Leader, 2002-2005

Dallas Summer Musicals, Associate Producers Group, Steering Committee and Executive Committee

- Board Member *2005-2009*
- External Events Officer *2006-2008*
- Curtain Call Fundraising Committee, In-Kind Chairman *2008-2009*
- Philanthropy Committee *2009-2010*
- Stage Right Volunteer *2008, 2009*

Ronald McDonald House of Dallas, Young Friends Group 2005-2009

Junior Tuesday Garden Club 2003-2009

Member of Kappa Kappa Gamma Sorority, University of Georgia, 1997-2001

- Public Relations Committee 2000-2001
- Nominating Committee 2000
- Member of Chapter Council 2000-2001
- Registrar Officer/ Chaired Registrar Committee 2000-2001
- Dallas Alumni Group 2005-2009

PROFESSIONAL WORKSHOPS

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Hurley, James (2009, June). *Ephesians 4: Contemporary neurobiology and therapy*. Presented by Park Cities Presbyterian Church in Dallas, Texas.

Korem, Dan (2009-2013). *Random Actor Violence Prevention and Behavioral Profiling Workshops*. Midlothian ISD, Spring ISD, University of Texas at Dallas.

Jeffrey W. White, Ph.D, LMFT-S, Certified Gottman Therapist and Master Trainer. (June 2014) *John Gottman Level 1: Bridging the Couple Chasm*. Park Cities Presbyterian Church, Dallas, Texas.

Jeffrey W. White, Ph.D, LMFT-S, Certified Gottman Therapist and Master Trainer. (June 2014) *John Gottman Level 2: Clinical Training: Assessment, Intervention, & Co-morbidities*. Park Cities Presbyterian Church, Dallas, Texas.

Jeffrey W. White, Ph.D, LMFT-S, Certified Gottman Therapist and Master Trainer. (June 2014) *John Gottman Level 3: Practicum Training*. Park Cities Presbyterian Church, Dallas, Texas.

AWARDS

National Dean's List

Argosy Scholarship 2008

Spirit Award, Allie Beth Allman & Associates 2018

Top Producer of \$24+ million, Allie Beth Allman & Associates, 2018

D Best 2019, 2020, 2021

D Best Top Producer 2019

COMPLETED GRADUATE COURSES

Cognitive Assessment & Lab

Objective Personality Assessment & Lab

Cognitive Behavioral Theory and Therapy

Person-Centered and Experiential Theory and Therapy

Basic Intervention Skills

Psychodynamic Theory and Psychotherapy

Family and Couples Therapy

Exploring Diversity

Professional Issues: Ethics, Conduct and Law

Professionalization Group I

Professionalization Group II

Lifespan Development

Kelli Macatee

kelli@kellimacatee.com, 214-632-2089

Macateewells.com, kellimacatee.com, <https://www.compass.com/agents/kelli-macatee/>, kellishub.com

Child and Adolescent Psychopathology
Adult Psychopathology
Statistics and Research Methods I
Consultation and Supervision
Practicum
Practicum Seminar

COMPLETED REAL ESTATE COURSES

Realtor Code of Ethics Training
TREC and Texas Realtor Form Changes
Contracts
TREC and Texas Realtor Form Changes
Contracts
Real Estate Brokerage
Legal Update I (2020-2021)
Legal Update I
Broker Responsibility Course (2019-2020)
Broker Responsibility
Real Estate Investments I
Real Estate Appraisal I
Legal Update II
Legal Update I
Advanced Matrix MLS
The Dirty Dozen: Common Contract Problems
Real Estate Finance
Promulgated Contract Forms
Principles of Real Estate II
Law of Agency
Principles of Real Estate I
Law of Contracts



LEARNER®

PEOPLE EXCEPTIONALLY TALENTED IN THE LEARNER THEME HAVE A GREAT DESIRE TO LEARN AND WANT TO CONTINUOUSLY IMPROVE. THE PROCESS OF LEARNING, RATHER THAN THE OUTCOME, EXCITES THEM.

People with strong Learner talents constantly strive to learn and improve. The process of learning is as important to them as the knowledge they gain. Learners are energized by the steady and deliberate journey from ignorance to competence. They are excited by the thrill of learning new facts, beginning a new subject, and mastering an important skill. Learning builds their confidence. Having Learner as a dominant theme does not necessarily motivate someone to become a subject matter expert or strive for the respect that accompanies earning a professional or academic credential. The outcome of learning is less significant than “getting there.”

ITS POWER AND EDGE

People with strong Learner talents not only love to learn, but they also intuitively know how they learn best. They can learn quickly, and when focused, they can keep a group, team, and organization on the cutting edge.

IF LEARNER IS A DOMINANT THEME FOR YOU:

Continue to grow through learning.

- Refine how you learn. If you learn best by teaching, seek out opportunities to instruct others. If you learn best through reflection, carve out this quiet time.
- Designate yourself as an early adopter for new technology, such as a new point-of-sale or back-office system. You will learn quickly and be able to share important advances with your colleagues and peers.
- Honor your desire to learn. If you can't fulfill this need at work, take advantage of adult educational opportunities in your community. Discipline yourself to sign up for at least one new academic or adult learning course each year.
- Be a catalyst for change. Others might be intimidated by new rules, new skills, or new circumstances. Your willingness to soak up this “newness” can calm their fears and spur them to engage. Take this responsibility seriously.

IF LEARNER IS A LESSER THEME FOR YOU:

If you lack the intensity of the talents that comprise the Learner theme, it does not mean you can't or won't learn. It does mean that you probably don't appreciate or enjoy the process that is often required for learning to take place.

- Have a strategy in place to help keep your skills up-to-date and relevant in an ever-changing world.
- You are more interested in the destination than the journey. Consider looking for roles that are oriented toward results rather than processes.
- You may have other dominant talents you can lean on when you need to bring something new to the table. For example, Woo talents might open you to new people; Ideation talents might open you to new ideas; Input talents might open you to new resources or tools; and Strategic talents might open you to new possibilities or options.
- Develop relationships with people who always seem to be on the cutting edge. They can keep you informed on the latest advancements in your field.



FUTURISTIC®

PEOPLE EXCEPTIONALLY TALENTED IN THE FUTURISTIC THEME ARE INSPIRED BY THE FUTURE AND WHAT COULD BE. THEY ENERGIZE OTHERS WITH THEIR VISIONS OF THE FUTURE.

People with strong Futuristic talents love to peer over the horizon. They are fascinated by the future. They anticipate and imagine in detail what tomorrow could or should be. They usually see the future positively. While the details of the picture will depend on their other strengths and interests — a better product, a better team, a better life, or a better world — it will always be inspirational to them. This vision energizes themselves and others. They can paint a picture of the future that raises the sights and spirits of others.

ITS POWER AND EDGE

Those individuals exceptionally talented in the Futuristic theme are visionaries. Their emotional anticipation and visualization of a better future can inspire them and others to make that dream a reality. Their vision of tomorrow can push them and others to new heights.

IF FUTURISTIC IS A DOMINANT THEME FOR YOU:

Take time to envision the future. Anticipate and imagine what could and should be.

- Your natural anticipation of a better tomorrow enables you to overlook the pain and problems of today. Help others anticipate and imagine their futures as well.
- Carve out time every week to put your ideas for the future in writing. You will clarify your visions for yourself and your team.
- Motivate your colleagues with things that can be done in the future. For example, include some Futuristic ideas in each of your group meetings, or write your vision for the future and share it with your colleagues.
- Find a friend or colleague who possesses this theme. Set aside an hour a month for “future” discussions. Together you can push each other to include more creativity and detail.
- When you have an opportunity to describe your vision of the future, use as much detail as possible, because not everyone can intuitively fill in the gaps like you can.

IF FUTURISTIC IS A LESSER THEME FOR YOU:

Lacking the intensity of the Futuristic theme doesn't mean you can't inspire others or set a direction. It simply means that your vision is generated from other talents.

- Look to times when you had clarity about a goal or direction — either for yourself or others — and find clues to other talents that inspire or provide direction.
- When planning for the future, it may be helpful to reflect on your past successes and how you arrived at the present moment in time. Then, stretch your timeline forward to include the future — imagining it to be seamlessly connected to the past and the present.
- Be a complementary partner with people who have exceptional Futuristic talents. Consider playing the role of a “vision catcher” — be the first to endorse another's vision or be the person who brings greater clarity to someone's initial vision. You might also be a great “vision caster” — one who can effectively refine and communicate the vision.



STRATEGIC™

PEOPLE EXCEPTIONALLY TALENTED IN THE STRATEGIC THEME CREATE ALTERNATIVE WAYS TO PROCEED. FACED WITH ANY GIVEN SCENARIO, THEY CAN QUICKLY SPOT THE RELEVANT PATTERNS AND ISSUES.

People with strong Strategic talents have the ability to sort through the clutter and find the best route. This is not a skill that can be taught. It is a distinct way of thinking — a special perspective on the world at large. This outlook allows them to see patterns where others simply see complexity. Mindful of these patterns, they are able to envision alternative scenarios, always asking, “What if this happened?” This recurring question helps them see, plan, and prepare for future situations. They see a way when others assume there is no way. Armed with this strategy, they strike forward.

ITS POWER AND EDGE

People with strong Strategic talents bring creative anticipation, imagination, and persistence to the groups and projects they work on. They can quickly weigh alternative paths and determine the one that will work best and most efficiently. They find the best route moving forward.

IF STRATEGIC IS A DOMINANT THEME FOR YOU:

Ask: “What if?” Then select and strike.

- Your greatest contribution to a group may be to discover the best path to success. Because you can do this quickly, it may look as if you are “winging it,” but explaining yourself along the way will help others understand what you see.
- Schedule daily “quiet time” devoted to consideration of your current goals and strategies. This focused time away from the action might be the environment in which you are best able to think through the options to find the right course of action.
- Trust your insights as much as possible.
- Because you naturally consider options at such a fast pace, even you might not know how you came up with the strategy — but because of your exceptional talents, it will likely be successful.
- Find a group that you think does important work and contribute your Strategic thinking. You can be a leader with your ideas.

IF STRATEGIC IS A LESSER THEME FOR YOU:

Think about how you ask questions, set goals, and prepare for the future. Even if you lack the intensity of anticipation or imagination of the Strategic theme, you no doubt can plan and prepare for future situations.

- When making a critical decision, research the topic and discuss the situation with people who have deep knowledge of the subject. Taking the time to investigate and gather information will broaden your options.
- Among your top themes, find those that prompt you to be more strategic. Learner talents might guide you to new information. Woo talents might lead you to a new contact with new ideas to share. Communication talents might open you to new conversations that could expose you to a different approach. Context talents might help you find strategies that have been successful in the past.
- Keep a detailed record of each strategy you use in all of the situations you encounter. As the number multiplies, you will amass a collection of viable options for various situations.



RESPONSIBILITY®

PEOPLE EXCEPTIONALLY TALENTED IN THE RESPONSIBILITY THEME TAKE PSYCHOLOGICAL OWNERSHIP OF WHAT THEY SAY THEY WILL DO. THEY ARE COMMITTED TO STABLE VALUES SUCH AS HONESTY AND LOYALTY.

People with strong Responsibility talents take psychological ownership for anything they commit to, whether it is large or small, and they feel emotionally bound to follow it through to completion. They keep their promises and honor their commitments. They don't let people down, and they work very hard to fulfill all of their responsibilities and keep their word. Their conscientiousness, their drive for doing things right, and their impeccable ethics combine to create the reputation of being utterly dependable.

ITS POWER AND EDGE

The genius of those with strong Responsibility talents stems from the deep sense of dedication and ownership they feel toward the things they commit to. They are people of their word, and others know they can rely on and trust them.

IF RESPONSIBILITY IS A DOMINANT THEME FOR YOU:

Take psychological ownership for the things that matter most to you.

- Always check your schedule and your to-do list before taking on a new request. You will create a realistic opportunity to meet all of your commitments without overworking yourself, and you'll demonstrate to others your serious approach to your responsibilities.
- Keep volunteering for more duties than your experience seems to warrant. You thrive on new responsibilities and can deal with them very effectively.
- Align yourself with others who share your sense of commitment. You will thrive when surrounded by others who take their responsibilities as seriously as you do.
- Sometimes you need to remind yourself to say "no." Because you are instinctively responsible, it might be very difficult to refuse opportunities. For this reason you must be selective.
- Be your organization's ethical watchdog by taking swift action to eliminate and prevent unethical behavior and publicly recognizing displays of strong ethics.

IF RESPONSIBILITY IS A LESSER THEME FOR YOU:

If Responsibility is a lesser theme for you, this does not mean that you are unwilling to make commitments or to act in an ethical manner. It may mean that you are naturally more proactive and find it more difficult to react and respond in a consistent manner.

- Know what others expect of you. Consider your most important partners, colleagues, and customers. Interview them. Get to know what is important to them and what they expect from you. Routinely follow up to ensure these expectations have not changed.
- Among your top themes, find those that help you meet and respond to others' needs. Developer talents can help others grow. Activator talents can help you get others started. Positivity talents can help others feel better.
- Employ external sources of motivation and accountability to help you get things done. Use technology, relational accountability, or your project management skills to get things done in a manner that satisfies others' expectations.



RELATOR®

PEOPLE EXCEPTIONALLY TALENTED IN THE RELATOR THEME ENJOY CLOSE RELATIONSHIPS WITH OTHERS. THEY FIND DEEP SATISFACTION IN WORKING HARD WITH FRIENDS TO ACHIEVE A GOAL.

Relator talents describe a person's attitude toward their relationships. In simple terms, people with strong Relator talents are drawn to others they already know. They do not necessarily shy away from meeting new people — in fact, they may have other themes that cause them to enjoy the thrill of turning strangers into friends — but they do derive a great deal of pleasure and strength from being around their close friends. In short, a person with strong Relator talents forms close relationships with people. They may know many people, and they can relate to all kinds of people. But they also have a very small group of friends with whom they have incredibly deep relationships.

ITS POWER AND EDGE

People especially strong in Relator talents form solid, genuine, and mutually rewarding relationships. Their relationships are close, caring, and trusting.

IF RELATOR IS A DOMINANT THEME FOR YOU:

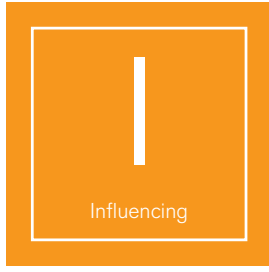
By connecting deeply with the right person, you gain a friend for life.

- You tend to be at your best when you are part of a stable group of friends you can trust. Find a workplace in which friendships are encouraged. You will not do well in an overly formal organization.
- Deliberately learn as much as you can about the people that you meet. You like knowing about people, and others like being known. In this way, you will be a catalyst for trusting relationships.
- Show people that you trust them, and they will be more likely to trust others. You can be an important role model in this area.
- Let your caring show. For example, find people in your company to mentor, help your colleagues to know each other better, or extend your relationships “beyond the office.”
- No matter how busy you are, stay in contact with your friends. They are your fuel.

IF RELATOR IS A LESSER THEME FOR YOU:

If you lack the intensity of the Relator theme, it does not mean that relationships are not important to you. Nor does it mean you lack the ability to build them. It likely means that you are more inclined toward a large quantity and greater variety of relationships.

- Among your top themes, find those that help you grow and nurture your existing relationships. Perhaps you build intimacy by working collaboratively (Harmony) or working hard (Achiever) with others. Alternatively, you might be a person who builds increased trust by following through (Responsibility) or telling the truth (Belief or Command). Intentionally leverage one or more of those themes with an increased intent toward deepening relationships with those around you.
- Explore the best ways for you to connect with people. It may be that you relate to people best when discussing ideas, when doing an activity together, or when you have a common challenge. Your top themes will give you clues that reveal your unique path to building relationships.
- Show your vulnerability. The most meaningful relationships are built on a strong foundation of trust, and one of the fastest ways to build trust is to reveal something that makes you vulnerable.



ACTIVATOR®

PEOPLE EXCEPTIONALLY TALENTED IN THE ACTIVATOR THEME CAN MAKE THINGS HAPPEN BY TURNING THOUGHTS INTO ACTION. THEY ARE OFTEN IMPATIENT.

“When can we start?” This is a recurring question for Activators. People with strong Activator talents are impatient for action. They may concede that analysis has its uses or that debate and discussion can occasionally yield some valuable insights, but deep down they know that only action is real. Once a decision is made, they must act. Others may worry that “there are still some things we don’t know,” but this doesn’t seem to slow Activators down. They make a decision, take action, look at the result, and learn. The bottom line is this: Activators know they will be judged not by what they say or what they think, but by what they get done. This does not frighten them. It energizes them.

ITS POWER AND EDGE

Activators are catalysts who get things started. They naturally see how to turn ideas into action. As a result, they make things happen. Their energy can be contagious and engaging. If you have an important project or talented group that simply needs a “jump start,” find an Activator — they will bring energy and instant momentum.

IF ACTIVATOR IS A DOMINANT THEME FOR YOU:

Be the catalyst. Think it through, and then get going.

- Your drive to make things happen can be the push that many groups need to move from discussion to action. Make it your role in meetings to ask for action items before the group dismisses.
- Seek work in which you can make your own decisions and act upon them. In particular, look for start-up or turn-around situations.
- When insights or revelations occur, record them so you can act on them at the proper time.
- When you feel the itch to make a move, pause for a moment to ask yourself why you want action. If you can articulate that to others, they are more likely to get behind you.
- Recognize that your “pushiness” might sometimes intimidate others.

IF ACTIVATOR IS A LESSER THEME FOR YOU:

If you lack the intensity of Activator talents, it does not mean you lack initiative, fire, or the ability to get things started. Rather, you might be someone who prefers to consider actions carefully before taking them.

- Ensure that you are operating in areas of familiarity or expertise if immediate action is required.
- Know the best way to prepare yourself to take action. Consider the significant decisions you’ve made in your life and determine what steps you went through to feel ready to take action. Did you talk to others first to get their opinions? Did you research the topic area thoroughly? Did you systematically evaluate different scenarios and obstacles?
- Among your top themes, find those that help you get things started. Responsibility, Belief, or Includer talents may provide the spark of initiative for you in the same way Activator talents do for others.
- Sometimes you may have to set a reasonable standard for yourself and just do it.