



The Crusader

Audacious ✦ Mission-Inspired ✦ Compassionate

Your Builder Profile

As a Crusader, you're charismatic and mission-driven – motivated by an intense desire to make the world a better place by solving problems that matter to markets and to society. You're a big-picture thinker. You often possess an unusual mixture of both sensitivity and humility, and you value the opportunity to collaborate with others in bringing your vision to life. Entrepreneurship provides an effective platform for you to achieve the positive impact you seek.

Your Builder Snapshot:

Gifts (Strengths)

- ➕ Inspiration through bold vision conveyed with charisma.
- ➕ Willing to delegate to others.
- ➕ Comfortable with more flexible, creative workplace environment.
- ➕ Have a personal touch in dealing with others.

Gaps (Weaknesses)

- ➖ Can struggle with translating vision in to practical to-dos.
- ➖ Vulnerable to hiring on vision enthusiasm versus competency (assuming cultural fit always).
- ➖ Conflict avoidance can let problems fester.

Motivation

You want to make the world a better place through solving problems that matter. You are driven by a deep-seated ability to empathize with others, feeling their needs and wants, and are motivated to address them by creating a mission-based company.

Decision Making

You are highly intuitive and driven from an emotional sense of what is right

Management Approach

Guided by your founding mission and intuition, you can struggle with tough people issues as you eschew conflict and often allow under-performers to languish rather than be ushered out of the business.

Leadership Style

You attract talent to handle the more operational aspects of the business - inspiring them with vision and company mission - but not always directing them in a systematic manner.

Strategies for Growth:

- ✔ "Press the flesh" with your current and prospective talent.
- ✔ Be the chief listening officer.
- ✔ Use your brand and culture to transmit your mission and transcend your limitations.
- ✔ Hire or partner with an operator to be your alter ego.
- ✔ Don't allow personal loyalty to inadvertently compromise growth.

Find Out How **Builder Personality** Shapes Your Business, Your Team, and Your Ability to Win

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