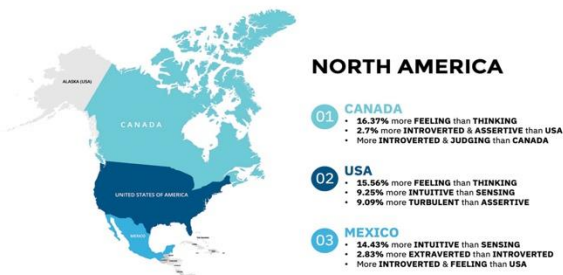


GLOBAL MARKET RESEARCH

Based on Myers-Briggs Personality Types (MBTI)



NORTH AMERICA

- 01 CANADA**
 - 16.37% more FEELING than THINKING
 - 2.7% more INTROVERTED & ASSERTIVE than USA
 - More INTROVERTED & JUDGING than CANADA
- 02 USA**
 - 15.56% more FEELING than THINKING
 - 9.25% more INTUITIVE than SENSING
 - 9.09% more TURBULENT than ASSERTIVE
- 03 MEXICO**
 - 14.43% more INTUITIVE than SENSING
 - 2.83% more EXTRAVERTED than INTROVERTED
 - More INTROVERTED & FEELING than USA

UNITED STATES OF AMERICA



SOUTH AMERICA

- 01 BRAZIL**
 - 19.04% more INTUITIVE than SENSING
 - 4.95% more SENSING than USA
- 02 ARGENTINA**
 - 9.13% more EXTRAVERTED than INTROVERTED
 - 4.37% more EXTRAVERTED than USA
- 03 VENEZUELA**
 - 15.90% more INTUITIVE than SENSING
 - 3.81% more INTROVERTED than BRAZIL
- 04 PERU**
 - 14.93% more INTUITIVE than SENSING
 - 7.97% more FEELING than THINKING
- 05 CHILE**
 - 8.55% more FEELING than THINKING
 - 10.92% more INTROVERTED than EXTRAVERTED



Global Personality Trends

Graphic created by **Jeremy Connell-Waite** from **16Personalities.com** dataset (4M+ Respondents from online self-assessment surveys)

Global Population by MBTI (According to The Myers-Briggs Company)

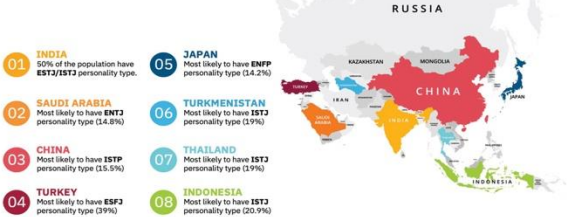
<p>1. Are you outwardly or inwardly focused?</p> <ul style="list-style-type: none"> ISTJ 11.6% Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment. ISFJ 13.8% Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others. INFJ 2.1% Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation. INTJ 2.1% Innovative, independent, strategic, loyal, reserved, insightful. Driven by their own original ideas to achieve improvements. <p>then you prefer E Extraversion</p> <p>then you prefer I Introversion</p>	<p>2. How do you prefer to take in information?</p> <ul style="list-style-type: none"> ESTP 4.3% Outgoing, enthusiastic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators. ESFP 8.5% Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways. ENFP 8.1% Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others. ENTP 3.2% Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration. <p>then you prefer S Sensing</p> <p>then you prefer N Intuition</p>	<p>3. How do you prefer to make decisions?</p> <ul style="list-style-type: none"> ISTP 5.4% Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work. ISFP 4.4% Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical. INFP 8.8% Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities. INTP 3.3% Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving. <p>then you prefer T Thinking</p> <p>then you prefer F Feeling</p>	<p>4. How do you prefer to live your outer life?</p> <ul style="list-style-type: none"> ESTJ 8.7% Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion. ESFJ 12% Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others; enjoy being active and productive. ENFJ 2.5% Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people. ENTJ 1.8% Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners. <p>then you prefer J Judging</p> <p>then you prefer P Perceiving</p>
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MBTI % Global Average (Extroverted: 49.3% / Introverted: 50.7%)

EUROPE



ASIA



AFRICA



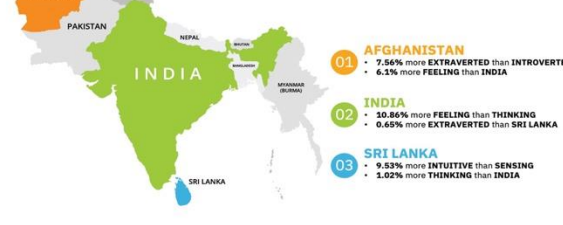
AUSTRALIA



WESTERN ASIA



SOUTH ASIA



SOUTHEAST ASIA



EAST ASIA



Myers-Briggs: Understand Your Personality Type

Problem statement: There is no one-size-fits-all script for client presentations. Presentations lack impact when they are not authentic, compelling and believable.

Hypothesis: If business leaders build client presentations around their personality style, their presentations will become more memorable, more impactful and more profitable.

1. Are you outwardly or inwardly focused?

- Could be described as talkative, outgoing
- Like to be in fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being center of attention

then you prefer

E
Extraversion

- Could be described as reserved, private.
- Prefer a slower pace with time for contemplation.
- Tend to think things through inside your head.
- Would rather observe than be the center of attention.

then you prefer

I
Introversion

ISTJ

Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.

ISTP

Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.

ISFJ

Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.

ISFP

Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.

INFJ

Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.

INFP

Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.

INTJ

Innovative, independent, strategic, loyal, reserved, insightful. Driven by their own original ideas to achieve improvements.

INTP

Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.

3. How do you prefer to make decisions?

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer

T
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer

F
Feeling

2. How do you prefer to take in information?

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

S
Sensing

- Imagine the possibilities of how things could be
- Notice the big picture, see how everything connects
- Enjoy ideas and concepts for their own sake
- Like to describe things in a figurative, poetic way

then you prefer

N
Intuition

ESTP

Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.

ESTJ

Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.

ESFP

Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.

ESFJ

Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.

ENFP

Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.

ENFJ

Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.

ENTP

Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.

ENTJ

Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.

4. How do you prefer to live your outer life?

- Prefer to have matters settles
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

then you prefer

J
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
- Are spontaneous
- Enjoy surprises and new situations

then you prefer

P
Perceiving

Use the 4 questions to determine the four letters of your Myers-Briggs personality type. For each pair of letters, choose the side that seems most relevant to you, even if you don't agree with every description.