

**SOUTH—Empathy**

* Understands how people need to receive information in order to act upon it
* Integrates others’ input in determining direction of what’s happening
* Value-driven regarding aspects of professional life
* Uses professional relationships to accomplish tasks; interaction is primary
* Supportive of colleagues and peers
* Displays a willingness to take others’ statements at face value
* Feeling-based; trusts own emotions and intuition as truth
* Receptive of others’ ideas; team player; builds on ideas of others; non-competitive
* Able to focus on the present moment
* Value-oriented words are “right” and “fair”

**EAST—Vision**

* Visionary who sees the big picture
* Generative and creative thinker; able to think outside the box
* Very idea-oriented; focuses on future thought
* Makes decisions by standing in the future
* Insight into mission and purpose
* Looks for overarching themes and ideas
* Adept at problem-solving
* Likes to experiment and explore
* Appreciates a lot of information
* Value-oriented words are “option,” “possibility,” and “imagine”

**WEST—Analytical**

* Understands what information is needed to assist in decision-making
* Seen as practical, dependable, and thorough in task situations
* Helpful to others by providing planning and resources; comes through for the team
* Moves carefully and follows procedures and guidelines
* Uses data analysis and logic to make decisions
* Weighs all sides of an issue; balanced
* Introspective and self-analytical
* Careful; thoroughly examines people’s needs in situations
* Maximizes existing resources; gets the most out of what has been done in the past
* Skilled at finding fatal flaws in an idea or project
* Value-oriented word is “objective”

**NORTH—Action**

* Assertive, active, and decisive
* Likes to determine the course of events and be in control of professional relationships
* Quick to act; expresses a sense of urgency for others to act
* Enjoys challenges presented by difficult situations and people
* Thinks in terms of the bottom line
* Likes a quick pace and the fast track
* Perseveres; not stopped by hearing “No”; probes and presses to get at hidden resistances
* Likes variety, novelty, and new projects
* Comfortable being in front of a room or crowd
* Value-oriented phrases include “Do it now!,” “I’ll do it!,” and “What’s the bottom line?