



UNDERSTANDING

The Most Common Traits in the

Heritage Profile

Buffini & Company developed the Heritage Profile™
to help our clients

**UNDERSTAND THEIR
ABILITIES**

**LEVERAGE
THEIR STRENGTHS**

**COMMUNICATE
BETTER**

When you know yourself and
understand what makes
you tick, you're more likely to:

BE SUCCESSFUL

Although no two profiles are the same, many of our clients
have one or more of the following traits in their profile.



RELATIONAL



INTENSE FREEDOM



COMPETITIVE

TAKE THIS SHORT QUIZ...

...to find out which of these attributes is strongest in your profile.
Rate each question on a scale of 1 to 5.

1.

2.

3.

4.

5.



NEVER

RARELY

SOMETIMES

OFTEN

ALWAYS

- I'm at my best when I'm connecting with other people.
- I feel that work and fun are interconnected.
- I thrive when I'm competing.
- I enjoy helping others.
- I bristle at the thought of structure.
- I can be very hard on myself if I fall short of expectations.
- I tend to surround myself with people.
- I like to do things my way.
- I'm always up for a challenge.

SCORING

For each question number, write in your score - then add them together.

In each category, your score will range from 3 to 15. The closer your score is to 15, the more likely you use that trait in your daily life; the closer the score is to three, the least likely you use that trait every day.

| RELATIONAL | | INTENSE FREEDOM | | COMPETITIVE | |
|------------|--|-----------------|--|-------------|--|
| 1. | | 2. | | 3. | |
| 4. | | 5. | | 6. | |
| 7. | | 8. | | 9. | |
| TOTAL | | TOTAL | | TOTAL | |

HOW TO USE THESE TRAITS

Whether you have these traits in your profile or you work with clients who do, read on to learn more about the trait, how to manage it and how to understand the trait in others.

RELATIONAL

Driven by the desire to help. Love building relationships with others.

How to lean into it:

Get social with your clients and generate leads by doing more Pop-Bys and hosting client parties. Since you thrive on connection, getting face-to-face with your clients will allow you to tap into your natural strengths.

How to manage it:

Relational people are sensitive and may get wounded easily. As a result, they can be quick to delete people from their databases. Keep in mind that feelings without facts create fiction. Temper the initial reaction to judge swiftly with the desire to develop relationships. Give people the benefit of the doubt and continue to build the connection.

What if you work with someone with this attribute?

Focus on the relationship and seek out opportunities to connect.

Includes: Team Player, Benefactor and Firefighters.

INTENSE FREEDOM

Crave independence, flexibility and having fun at work.

How to lean into it:

It's essential for you to have fun while you work, so find ways to make working fun. Bring your clients to the bowling alley to build your relationships. Or, if you close a target number of transactions for the month, schedule a fun reward. When you know there are fun times ahead, you're more likely to work hard now.

How to manage it:

Find a way to beat the system. If your Coach tells you to do 30 calls in 30 days, find a way to get it all done in a day or two, so you can spend more time having fun.

What if you work with someone with this attribute?

Encourage them to do things their way. What matters is the task or activity gets done; not so much how it gets done.

Includes: Free Spirit and Adventurer.

COMPETITIVE

Naturally driven to compete.
Oftentimes hard on themselves or others.

How to lean into it:

Channel your competitive impulses into fun games with others in your office to boost camaraderie and help you achieve your best.

How to manage it:

You may have the tendency to overcommit. Instead of focusing on what you think you "could" do, ask yourself what you "should" do. Commit to a few things you enjoy or are good at instead of everything.

What if you work with someone with this attribute?

Encourage their competitive nature and, when it looks like they're "failing" from being overcommitted, help them streamline their commitments.

Includes: Conqueror, Olympian and Champion.



Tap Into **Your Potential**

Understanding how you're wired, and how you naturally engage with others, can catapult your success - not only in business, but also in life.

The Heritage Profile is an in-depth personality assessment tool Buffini & Company Business Coaches use to help One2One Coaching™ Members capitalize on their strengths and manage areas of weakness. If you already have a Heritage Profile, make sure to read your affirmations each day, and if you want to learn more, visit buffiniandcompany.com.

