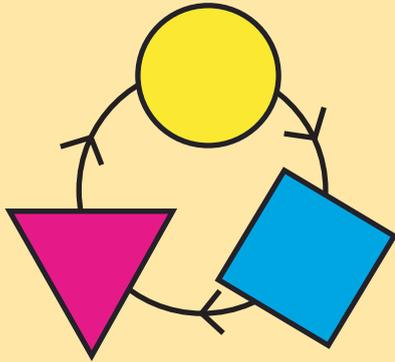


Why do people react so differently or the same way to a given situation? How is it that we solve our problems in a similar or even completely different way?



Why do we sometimes click with certain people immediately and cannot stand others right from the beginning? Is our individual character innate?

Doctors, trainers, apprentices, bosses, parents, women, siblings, grandparents, craftsmen, dogs, journalists, cats, colleagues,

Why are we so different?

children, teachers, men, priests, horses, politicians, policemen, lawyers, twins, students, pastoral workers, community workers, therapists, salespeople.

History of the science of inner nature. Basis of the 123-Model. The yellow, blue and red type groups. The map of consciousness. The model of 81 strengths

Information on the 123-Model.

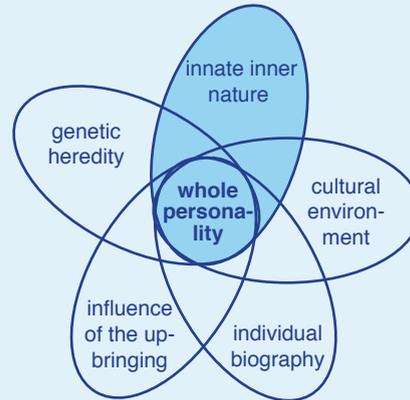
profiles. History of the science of inner nature. Basis of the 123-Model. The yellow, blue and red type groups. The map of consciousness.

*In a certain sense,
every person is
a) like all other
people
b) similar to some
other people
c) different to all
other people.*

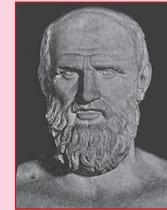
Gordon W. Allport

History of the Science of Inner Nature

In ancient times, Hippocrates, the Greek doctor, described the differences in personality as “temperaments”. Until today, we sometimes use his expressions melancholic, phlegmatic, choleric and sanguine.



Even small children show very clear differences in behaviour, which they continue to practice later on in life. This leads to the assumption that there is an innate “inner nature”, which is neither formed by the heredity, environment, personal biography nor upbringing.

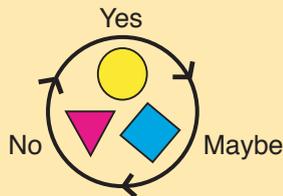
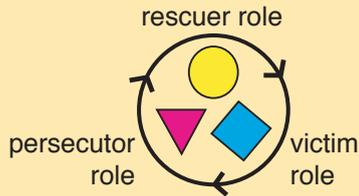
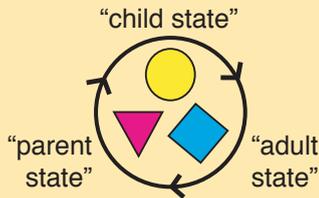
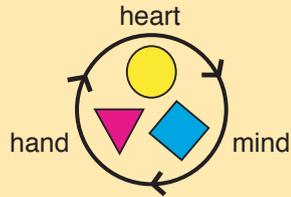


*Hippocrates of Cos
(460-370 b.c.)*

Although the science of inner nature had already been discovered by ancient Indian Ayurvedic doctors, it still fell largely into oblivion.

In this sense, the 123-Model is only a modern approach to answer ancient questions based on latest knowledge.

The Enneagram as well as the types identified by C.G. Jung, for example, are currently the most common typologies. It is also very popular to pathologise differences in personality based on the gender, however this cannot pass a critical examination, just as little as the assumed correlation between dates of birth and certain personality traits (zodiac signs).



Three, Four or 81 Inner Natures?

In contrast to Hippocrates, who defined four different temperaments, the Ayurvedic doctors depicted three constitution types. Pestalozzi (1746-1827) also recognised that there are three aspects (mind, heart and hand), each of which has to be developed individually.

This principal of threes is also echoed in the enneagram typology, which is most probably very old, as the heart, mind and gut feeling and later on in Sigmund Freud's (1856-1939) three levels of consciousness ("id, ego, super ego").

In 1990, Dietmar Friedmann (*1937) developed three types based on the transactional analysis created by Eric Berne and the "drama triangle", which was conceived by Stephen Karpman (*1940). He called his model of types "Psychography".

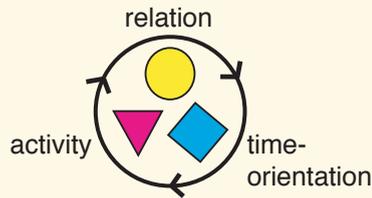
In 1999, Werner Winkler (*1964) expanded this model of "Psychography" ("science of inner nature") and developed the "123-Model", which provides the possibility of distinguishing between up to 81 strengths profiles.

*The value
of science
lies in
the happiness
brought
to the people.*

Wassili Grossman

The basis of the 123-Model

is the observation, that we have the tendency to prefer one out of three options in a triad – and to neglect the next following option. This phenomenon can be compared with the innate preference of one hand over the other and lasts probably for the rest of our lives.



The basic triad of the 123-Model

Apparently, we all tend to consider one of these three options as the most important in our lives and behave accordingly. This preference matches one of the three inner nature groups – the so-called “primary types”. Furthermore there are three “sub levels” out of which altogether 81 strengths profiles can be extrapolated in full detail (continued on page 7)

*We do not see
things as they are,
we see things
as we are.*

Anais Nin

The three terms in the basic triad are associated with other subject terms. They create an overall picture of everything which is equally linked to the preference of one option at the same time:

● **Associated with relation (“yellow”)**: Relationship, relation, heart, emotions, positive basic attitude, childish nature, trust, ideas, openness, curiosity, creativity, reactive, fun, “yes”-attitude, joy, playful approach

◆ **Associated with time-orientation (“blue”)**: Amount of time spent, economics, mind, existence, common sense, objectivity, detailed understanding, knowledge, patience, comprehension, sense of sacrifice, perseverance, “maybe”-attitude, precision, avoidance of mistakes

▲ **Associated with activity (“red”)**: Physical strength, job, work, pursuit of goals, results, success, figures, reliability, “no”-attitude, law, order, cleanliness, practice, skills, assumption of responsibility

Yellow Type Group

Relation Type, Relationist

Obvious traits:

- often say “yes”, “okay” (too quickly)
- usually have a positive and open (uncritical) basic attitude
- various fields of interest, however only superficially; change the priority of their interests quickly
- face clearly shows their emotional state (mimic)

Typical strengths:

- creative and full of fantasy
- in a good mood usually, open attitude - enthusiastic
- identify correlations quickly

What annoys them particularly:

- being helpless, unloved or considered dumb
- being regarded as incompetent
- having to do meaningless things

What is good for them:

- having enough time and money
- understanding something very well
- acceptance of their ideas

Metaphors for the yellow type group: dolphin, chimpanzee.

Blue Type Group

Time types, Temporists

Obvious traits:

- stick to “maybe” for a long while
- have difficulties to say „no”
- very considerate and understanding towards others - have a more passive basic attitude, it's not easy to motivate them to activities
- take mistakes and criticism very seriously, and therefore suffer for a long time

Typical strengths:

- common sense, objective, smart
- careful; they take their (a lot of) time
- serious, precise, persistent
- calmness; expert knowledge

What annoys them particularly:

- to lose, loss, failure
- being ignored or overlooked
- over-exaggerated tidiness

What is good for them:

- (physical) attention
- good food, sports, movement
- success and acknowledgement

Metaphors for the blue type group: blue whale, orang-utan.

Red Type Group

Activity types, Actionists

Obvious traits:

- work is the main focus in life
- often in an attitude of high-performance/readiness for conflict
- goal-driven and results-oriented
- basic attitude is rather “no” than “yes” - prefer high-quality clothing
- assume too much responsibility
- pay special attention to appearance
- in great need of harmony in private

Typical strengths:

- committed to their careers, reliable
- leadership figure
- strong sense of duty and responsibility; predictable

What annoys them particularly:

- being blocked in their activities
- injustices; untidiness
- physical weakness; powerlessness

What is good for them:

- good personal relationships
- leisure time for hobbies, games/fun
- enough undisturbed sleep

Metaphors for the red type group: shark, gorilla.

Social Behaviour Manual for the Yellow Group

What to usually expect from “yellow”:

- broken promises
- quick enthusiasm, fast loss of interest
- rather superficial and non-critical attitude
- overlooking of economic aspects (time and money needed)
- tendency towards “wanting to have everything perfect”

What “yellow” does not really like:

- unfriendly looks
- if others make their helplessness worse
- being considered dumb
- no interest in their concerns

What “yellow” does often like:

- being taken seriously and not being firmly committed for a long time
- honest and open communication
- feeling of community
- taking their time, if they have some

Social Behaviour Manual for the Blue Group

What to usually expect from “blue”:

- more time requirement than expected
- little incentive to make decisions
- extremely cautious, hesitance
- very economic behaviour
- need for attention
- low ambition towards goals
- tendency towards “wanting to be perfect”

What “blue” does not really like:

- being criticised in public
- being overlooked and ignored
- denial of attention
- surprise attacks, persuasion
- high risks, heavy responsibility

What “blue” does often like:

- good food, endurance sports
- hiking, sauna sessions, being massaged
- respect for official titles and success
- making money with expert knowledge
- no pressure in making decisions

Social Behaviour Manual for the Red Group

What to usually expect from “red”:

- work harder than necessary
- personal level is suppressed
- they give “all they have” to reach their goals
- aggressive stance, ready to fight
- spontaneous “no” in reply to questions
- extreme need for tidiness
- tendency to “do things perfectly”

What “red” does not really like:

- mixing professional and private life
- being touched without being asked
- many questions, inquisitiveness
- being restricted or hindered
- disturbances in sleep and peace

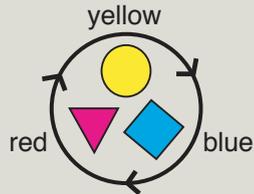
What “red” does often like:

- reliable agreements
- clear messages, plain words
- high quality (clothing, car)
- rules, rituals, continuity
- good ideas, honest emotions

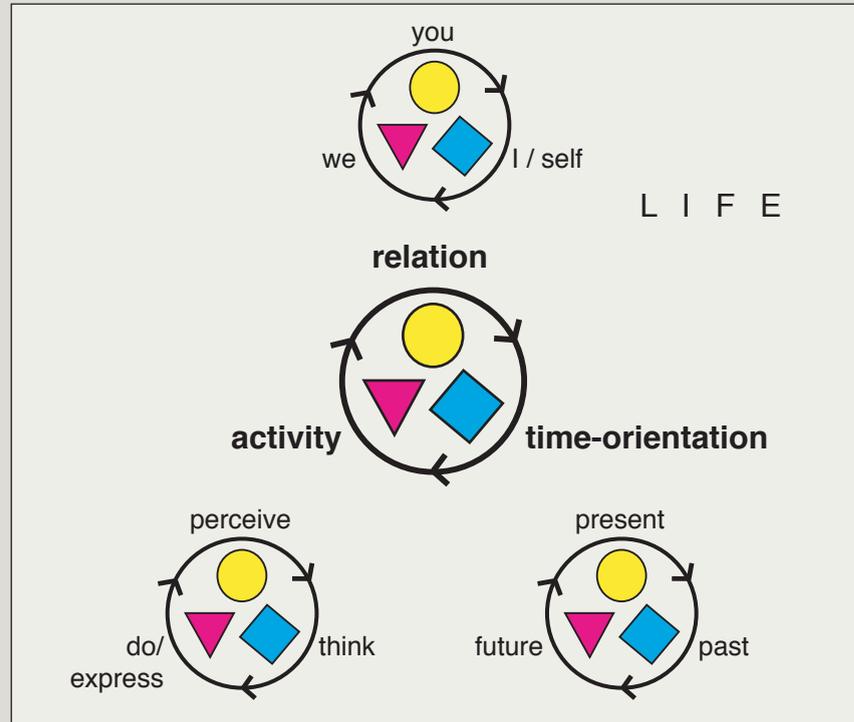
The "Map of Consciousness"

The primary level (relation, time-orientation, activity) as well as the three sublevels, which branch off, show the same phenomena as discovered by Dietmar Friedmann:

1. Each one of us shows a preference or respectively tendency to one of the options in the triad.
2. The next option in the direction of the arrow is neglected.
3. The neglected option is a valuable resource and is also highly efficient for both problem solving as well as personality development.



The colour symbols stand for the characters related to the options.

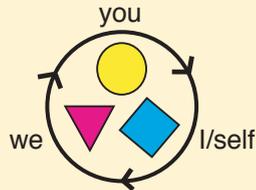


"Map of the 123-Model" according to Werner Winkler, 1999/2010

This "map" was developed in 1999. It shows twelve options, which we favour to various degrees (either prefer or neglect).

If the preferences in all four levels are known, then you can assign yourself (or others) to one of the 81 strengths profiles (test on page 13).

Subgroups Relation



● You-related

- get deeply involved with the other person (i.e. "you") and put their own interests aside
- more emphasis to "me/I" serves them well

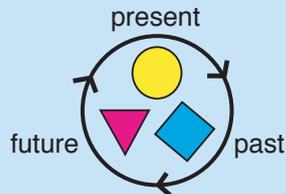
◆ I-related

- take very good care of themselves; take many things personally
- more emphasis to common interests ("we/us") serves them well

▲ We-related

- immediately establish a "we"-connection (common interests)
- more emphasis to connecting to one other person ("you") serves them well

Subgroups Time-orientation



● Present-oriented

- intense awareness of the present moment
- forget past issues quickly
- benefit is achieved by studying the past

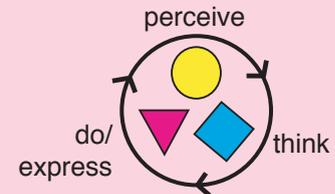
◆ Past-oriented

- intense awareness of past issues
- future plans are rarely made
- deliberate orientation towards the future and foresight is beneficial

▲ Future-oriented

- prefer to live in the future
- the present moment is suppressed
- more awareness of the moment serves them well

Subgroups Activity



● Feeler

- strong perception of various stimuli (see, hear, feel, read ...)
- poor ability to process these stimuli
- time to digest stimuli serves them well

◆ Thinker

- strong ability to process stimuli
- have trouble in expressing themselves (speak, write)
- more expression is beneficial to them

▲ Doer

- express themselves almost automatically
- show what they think/feel
- rather reduced perception of stimuli
- more input serves them well

81 Different Strengths Profiles

A detailed analysis can tell the preferences in all four levels, like this one, for example:

Time-orientation (= blue type*)
 We (= we-oriented)
 Future (= future-oriented)
 Think (= thinker)

This strengths profile is one out of 81 and bears the "type code" 2332 (see short test on pages 13/14).

A detailed description of each one of the 81 strengths profiles can be downloaded for free from the internet under www.123modell.de/81.htm (presently only in German).

It also shows graphs of this strengths profile, as shown in the next picture.

* In this case, some users prefer the terms "time type" or "temporist"

In order to find out which personal preferences are most evident, and to which group you consequently belong, a strengths-profile analysis can be made. This can be done in a telephone appointment or coaching session.

The numbers show the strength relations.

Relation	6	we	→	2	4	I/self
				you		
Activity	3	think	→	1	2	perceive
				do		
Time-Orientation	9	future	→	3	6	past
				present		

Even a self-analysis is possible, by either using the literature or by taking a tick box test (however these are not professionally ideal).

Analysis for Couples, Families and Teams

The practical experience over the past few years has shown that not only individuals benefit from knowing their own personal strengths profile, but also couples, families and entire teams.

For this purpose, first all individuals' strengths profiles are analysed, then they are informed about the model and finally the individual profiles are compared.

By this means, couples can find out e.g. why they deal with each other in a certain way; families gain a much better understanding of their day-to-day communication and teams can benefit by assigning tasks more appropriately according to the available strengths profiles. In most cases, a deeper sense of harmony

Practical Effects and Applications of the Model

For the majority of those, who get to know the 123-Model and become familiar their own strengths profile, the enhanced self-awareness, as a practical consequence, ranks first and foremost.

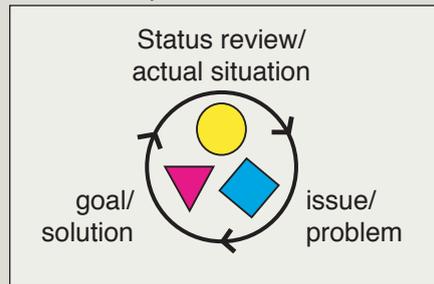
In many cases, a better understanding is gained of other people's way of "being", especially in the own family, among friends or at work.

This way, many parents get to know their children from a completely new perspective. Students get to understand why they learn easily from one teacher, and have difficulties with others. Teachers can improve their interactions with different types of children and parents.

By applying this model, it is easier for doctors and nurses to respond to the needs of different groups of patients and to communicate in a more clear and comprehensible manner.

There are typical patterns in communication styles and in problem solving approaches, which are revealed in the fields of consulting, psychotherapy, supervision, pastoral care and coaching.

The so-called guideline triangle enables the application of a communication style according to the inner nature of a person:



Whereas "yellows" often begin with a "status review" of their situation and have difficulties realizing a single problem that has to be solved, "blues" tend to get caught up in the issue.

It is tedious for "blues" to set a goal or put a solution into practice. And "reds" often miss noticing the existing positive aspects (skills, positive experiences) in a given situation because they get carried away by their high ambition towards goals.

Knowledge about the different starting points and various approaches to solutions, which are reflected in the triangle, is very useful, especially in couple counselling cases or team conflicts.

Further examples of use:

- improved selection of applicants process; advice in choosing a career
- adjustment of the job description wording to the desired inner nature (to fit the team and specific assignments)
- optimising marketing communication and discussions with customers (e.g. in case of complaints)
- improved personnel development and feedbacks
- advanced training to suit the relevant type and personality development
- enhanced special tuition

Terminology of the 123-Model

Some of the terms used in the 123-Model are clear – such as presence, past and future. However, other terms must be defined more clearly, as they are also used in everyday language and therefore do not automatically carry the same meaning as intended in the terminology of the 123-Model.

Preference

means that a person is specialized in particular areas or options in life due to the innate inclination (inner nature), and has therefore acquired a higher competence and experience in this field. This can be compared with the preference of one hand over the other. This also implies that we develop a greater awareness of the preferences and consequently perceive them, think about them or even apply them in a practical way in our lives.

Neglect

means the opposite of preference, i.e. the tendency to avoid and often ignore a certain way of life, which also weakens the inclination towards that particular way of life. At the same time, the neglects are also considered as “resources”, because they contain untapped or overlooked potentials.

So, in the sense of optimising the whole personality or improving problem solving skills, they can be used in a conscious way and more often as an option.

Strengths Profile

means a certain combination of preferences and neglects in all four levels of the “map” of the model.

Consciousness

stands for what we experience as a living, self-aware being. From the perspective of the model, Descartes' famous saying “I think, therefore I am” could be interpreted as follows: “I perceive, therefore I am”, “I communicate, therefore I am” or “I breathe, therefore I am”.

Feel

means to perceive stimuli by using the senses, such as sight, hear, taste, read, eat or smell – and is therefore also called “perception” to clearly distinguish “feeling” from “emotional experience”.

Think

stands for (conscious and unconscious) processing of stimuli, which also includes digestion, analysis, evaluation or sorting out things heard, seen and read.

Do

covers all activities which create stimuli, such as talk, sing, communicate, write, make music or physical activities, which produce something which is visible and present (e.g. a piece of artwork).

Inner Nature

is the part of the whole personality, which is neither formed by heredity, upbringing, personal biography nor culture, but probably in the embryonic phase instead (by an epigenetic programming).

Terminology of the 123-Model

(continued)

Relation

covers the emotional approaches to the world, oneself and others, as well as phenomena of love, attraction (or repulsion), affection, sympathy, happiness etc.

Time-orientation

besides the specific orientation in space and time, it also means the consciousness that we are beings with a limited amount of time. Terms such as “being” and “existence” belong to this category just like the understanding of “being in space and time”, mind, intelligence and common sense.

Activity

is everything someone does, whether consciously or not, by investing power and energy and using the body or matter.

You, you-relation

means the aspects of relation or connectedness with regard to the other person or object. In a strong you-relation, it is very typical to put personal interests aside.

I, I-relation

stands for the personal relation to oneself and the focus on “me/I”. This typical behaviour is observed whenever someone takes issues personally, which are of no real personal concern.

We, we-relation

is shown by the reference and emotional involvement in “common interests”, groups, nature or even the whole universe. “We” can mean two or seven billion people.

Map

is the synonym used for illustrations in a model, which turn the invisible into a picture; it is also used as an abbreviation for the main map of the model (page 7).

Metaphor

are used as soon as highly complex phenomena are described in simple pictures – for example, when the three primary types of the 123-Model are called “dolphin”, “blue whale” and “sharks” for short.

Models

help to present things, which are either too big, small or not directly visible (e.g. the solar system, the human psyche). A model does not claim to be “the truth” itself, but it tries to be as close to it as possible.

Triad

is a connection of three terms, which stand in a clearly defined correlation with each other, such as “yes”, “maybe” and “no” (see page 4).

Type

is a member of a group, which is different from others based on specified characteristics. Typology is the name of a model which is made of types.

Type Test – short version

Procedure

On this page and the next you will find a short description of three options in four columns. Please read all three of them carefully (or ask someone, who knows you very well, to read it out loud to you) and then decide which option suits you best.

Even though we all use all of the described option, nevertheless one preference should be evident. The way you act in everyday life and under stress is key for your decision.

Make a note of the number next to chosen option, so that you will have four numbers in the end. This is your “type code” (e.g. 2112) with which you can call up a website and download one out of 81 descriptions for free. (presently only in German - 2014)

Step 1: Your Preference in the Primary Level of the “Map”

● Relation (1)

- very creative, full of ideas
- low perseverance
- fields of interest change quickly
- emotional/dramatic reaction
- childish-playful-inquisitive-open
- mimic clearly shows the mood
- enthusiastic, easily distracted

◆ Time-orientation (2)

- economy is important (time/money)
- hard to motivate to do activities
- avoids decisions and risks
- cautious, wants to avoid mistakes
- extensive expert/detailed knowledge
- high ability to concentrate
- has difficulties to say no, is irritated by criticism

▲ Activity (3)

- work is the main focus in life
- oriented towards performance/goals
- makes clear and plain statements
- often has an attitude of “no”
- use of physical strength is normal
- predictable behaviour
- reliable, straightforward, rigid

Step 2: Your Preference on the Sublevel “Relation”

● You-relation (1)

- strong relation to the other person
- puts personal interests aside
- says e.g. “you must ...”, although they speak about themselves
- thinks, feels and acts nearly automatically with the other person (empathic)
- often considers oneself as being too egoistic

◆ I-relation (2)

- takes very good care of themself
- has no problems is being called “egotistical”
- easily spends time alone
- has difficulties in entering a “we-relation”, however enjoys it when it works out fine
- often says “I”, “me”, “my” etc

▲ We-relation (3)

- has a sense of connection with others (also with the world/nature)
- automatically takes care “for all”
- often says “we”, “one”, “us” etc.
- has difficulties in engaging with a single person
- often forms a network of groups

Step 3: Your Preference on the Sublevel "Time-orientation"

● Presence (1)

- lives mainly in the present moment
- considers the moment as important
- past issues do not bother much
- weak memory; often forgets appointments, misplaces things
- often says "just now", "today", "now"
- changes the mood rapidly

◆ Past (2)

- strong focus on past issues
- memory of the past in full detail
- bears grudges, memorizes a lot
- often ignores the future
- hardly plans, thinks or looks ahead
- has a far better memory of names, places and dates than others
- likes to keep and collect things

▲ Future (3)

- automatically looks ahead and into the future; experiences upcoming events as if they were already there
- often misses the moment
- appears to be absent quickly if the situation is boring (moves inwards into the future)

Step 4: Your Preference on the Sublevel "Activity"

● Perceive/Feel (1)

- strong perception of stimuli by using all senses; sees, hears, senses more than others
- often feels full of impressions
- processes stimuli well during sleep
- reduction of stimuli helps cognitive thinking

◆ Think (2)

- processes stimuli intensely
- often thinks in silence; usually only says something when asked
- searches for the right words to thoughts; speaks in half-sentences
- often says "think", "thought" etc.
- it serves well to talk or write

▲ Do/Express (3)

- wears one's heart on one's sleeve"
- has to express oneself
- talks very often and for a long time
- cannot stand the silence very well
- does not listen properly, overlooks things
- less sensitive to pain

Evaluation

Now, take a pencil and write the four numbers (1, 2 or 3) down, which stand in each step next to the assumed preference:

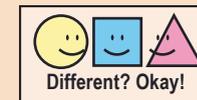
My Type Code:

Number in Step 1 2 3 4

Then, please visit the website www.123modell.de and after the forward slash in the browser line at the end of the web address, please enter your type code and .htm, like this e.g.:

www.123modell.de / 2112.htm

Here, you will find the link to download a PDF-file with a description of the type and evaluation of this type code free of charge (presently only available in German - 2014).



Questions

In a scientific sense, the inevitable question is whether the above-mentioned differences in inner nature are only “a mental product, or if they can (also) be measured in an factual-scientific way, like metabolism, for example.

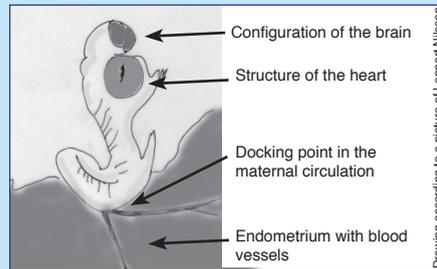
A closely related, exciting question is why people with the same “type code” also resemble one another in outer appearance, facial expressions or in the way they talk (look-alike phenomenon). Or why there are so many great similarities between “yellows” and chimpanzees, between “blues” and orang-utans as well as between “reds” and gorillas?

Let’s not forget the question why the inner nature can also be observed in mammals, (especially dogs, cats, horses) – is our perception playing a trick on us, or are there some similar biological reasons?

Astounding signs

The reasons for the differences

Since the very beginning of the discoveries described here, the question has been about the fundamental reason for these differences.



A widely discussed hypothesis says that the preferences develop shortly after nidation of the embryo in the uterus (picture shows an embryo at approx. day +24) and are embedded epigenetically. The evidence to date is strong and there is little to contradict this idea. Even the question as to whether the three constitutional types in Ayurveda and the ones described in this article could be identical, is well worth being investigated.

Discussions

Who is a good match to whom?

Nearly in each seminar or lecture on the subject of “type differences”, the question is often asked about the impact of differences in inner nature with regard to attraction, choice of partner or quality of the relationship – and this question has been discussed between experts right from the beginning, for example in the expert forum at www.psychographen.de

Learning according to the type

As we obviously see the world through many different eyes, it would appear quite logical for us to also learn in different ways. Should this not be also considered in the education system, in schools and teaching institutions? Would not a “red” teacher often have a complete misunderstanding of a “blue” student, for instance?

How significant is the inner nature with regard to moral issues, the general attitude to life, in religion, philosophy and politics?

Websites

(in German)

Detailed information:

www.naturellkunde.de
www.123modell.de

Type tests:

www.123modell.de/test.htm
www.psychographen.de/typentest

Archive, forum, dates etc.

www.psychographen.de (in German and English)

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www.mandody.com

Status of all information:
Oktober 2014

Learning, Literature

You can learn this model ...

... by training yourself (using the literature, free websites and downloads at psychographen.de and 123modell.de/akademie.htm - in German)

... in seminars, courses, trainings
... in individual coaching sessions (apparently the most effective method) with experienced practitioners, meaning a regular exchange with a person who knows and applies the model – preferably in the same field of application

Why are we so different?

is the standard reference work for the 123-Model since 2005. It is available (in German) as an eBook at Amazon-Kindle and as a printed book by mail order (www.winkler-verlag.de).

Further books on the subject are stated in the current literature list at www.psychographen.de/literatur

The Psychographie- Initiative Assoziation

The Psychographie-Initiative Association

was founded in Stuttgart in 1999 and is a non-profit organization to promote the model of types.

It maintains an archive and provides i.a. a forum as well as an extensive download section in their websites.

www.psychographen.de

