

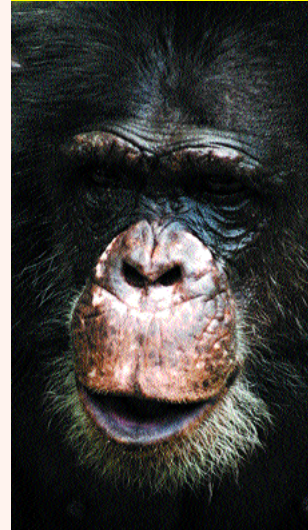
Time Type,



Activity Type,



Relation Type.



*Information about
Psychography,
a solution-oriented
typology
of personalities.*

*"He who
knows people
is reasonable.
He who
cognized
himself is
enlightened."*

Laotse



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Imprint:

In 2005 the first edition of this information was compiled by Christine Hahn, Bellinda Niehüser, Petra Rupp and Gerd Rückert. The texts were extracted from the following sources, amongst others: Winkler, Werner: Lehrbuch Psychographie (Schoolbook Psychography, 2004) Winkler, Werner: Gesamtordner Psychographie (Complete Folder on Psychography, 2005), and www.psychographie.de. Photos of primates: Kathleen Engel. Photos: www.fotolia.de, archive. All rights reserved and final editing: W. Winkler, 2005-2007; 4. edition 1/2009, Ordering address: Winkler Verlag, Membergstr.10, D-70734 Fellbach, Germany wewinkler@t-online.de, telephone 0049-711-528 2882 Translation: NM-TranSolutions, Nancy Mandody, info@nm-transolutions.de

Where does Psychography come from?

Ever since the ancient world, mankind has developed models to describe the fundamental differences between people. The oldest attempt is perhaps found in ancient Indian Ayurveda.

Sigmund Freud observed a trisection of the human psyche, likewise Eric Berne, who developed the transactional analysis ("child", "adult" and "parent" ego). Stephen Karpman created the well-known "drama triangle", which shows different roles in behaviour.

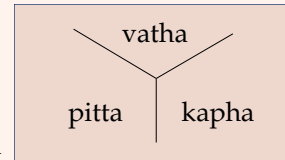
Dietmar Friedman, however, recognized that each person shows "preferred" as well as "avoided roles" and accordingly he determined in 1990 three personality types. He called this typology "psychography", although this term had already been applied before in psychology, e.g. by Gordon Allport. In 1999,

Werner Winkler expanded the model and ever since 81 different combinations of primary and subtypes are possible. The characteristic of psychography is the connection to the solution-oriented approach according to Paul Watzlawick and Steve de Shazer, and therefore this model is also referred to as the "solution-oriented knowledge of human nature".

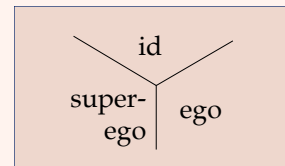
In 1999, the Psychography-Initiative e.V. was founded as a non-profit organization. It supports the idea on an honorary basis, arranges expert conferences, maintains an archive as well as an internet discussion forum and carries out the certification of type counsellors and workshop conductors.

What is Psychography?

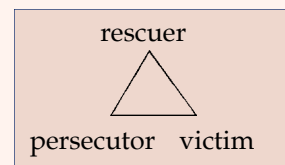
Psychography is a typology of personalities, which explains that each person shows an obvious emphasis in certain 'areas in life' (e.g. in thinking, doing and perceiving). A wide variety of typical characteristic features appear from this predominant emphasis (preferences and neglections), such as the behaviour in solving problems, choice of language or life style etc. The differences may also be proven biologically (possibly by means of "epigenetics").



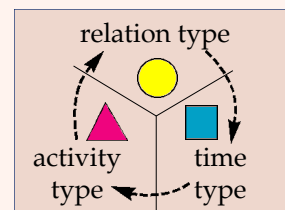
three types ("doshas") in Ayurveda



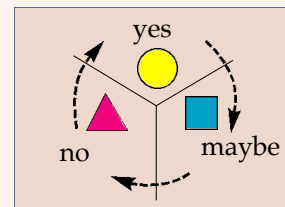
trisection by Freud



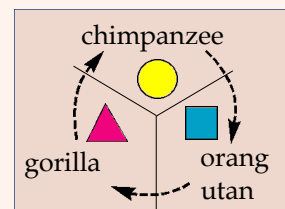
drama triangle (transactional analysis)



process orientation in psychography



a triad in psychography



metaphors for the three basic types

The Objective of Psychography

Psychography strengthens social skills and self-awareness, helps to increase teamwork capabilities and simplifies social interactions at work or in private. It offers an explanation for the differences in personality, which are often the main reason for misunderstandings.

The main objective of psychography is to help understand yourself and others better, which is the basic condition for a type-compliant approach and interaction.

The practise of psychography opens up completely new fields for us in dealing with people in various daily routine situations.



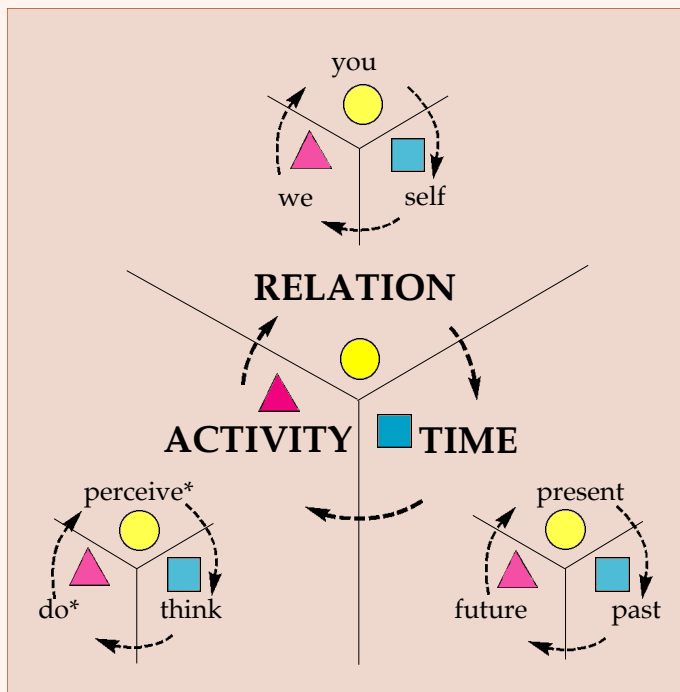
*"Type-compliant"
means respecting
the other person in
his type-specific
behaviour, needs and
communication style
and not to judge others
by one's own standards.*

Psychography also deals with practical knowledge, such as:

- personal strengths and weaknesses
- what irritates the different types
- what is helpful or beneficial for the different types
- which problems and complaints are typical
- which solution approaches are helpful and beneficial
- how to raise children in a type-compliant way
- how school children can be taught in type-compliance
- to which extent couples or teams of different types can interact in harmony and communicate in a way to avoid misunderstandings

The Map of Psychography

According to "Winkler's Psychography", each type is classified by the individual emphasis in each one of the following areas in life (the illustration shows arrows which point out the direction for development, balance and problem solving). People who prefer the life area "time" are so-called "time types"; preferences in the life area "activity" relate to the "activity type" and preferences in the field of relation are distinctive for the "relation type". These are the three different primary types in psychography



Winkler's Map of Psychography, 1999.

* you can substitute "perceive" by "feel" and "do" by "express".

The inner circle gives a general view of the three primary types (subtypes as of page 11):

Type	Preferred Area in Life	Animal Metaphor
Time type	Time (being, existence)	Orang-utan, blue whale
Activity type	Activity (actions, doing)	Gorilla, shark
Relation type	Relation (correlations)	Chimpanzee, dolphin

Examples for Identifying Characteristics of the Primary Types

■ Time Types

- behave in the attitude of "maybe" / "as well as" / "either... or"
- have difficulties in saying "no" and finishing something (phone calls)
- need strong motivation to spend their money
- organise their own time very well
- consider their time as precious capital
- like to stack paper, however, find their way through the piles very well (with a bit of time)
- are very cautious, considerate as well as understanding

▲ Activity Types

- predominant attitude is rather "no" / negative than "yes" / positive
- strong need for harmony and peace in private
- avoid seeing a doctor in spite of pain
- prefer high quality clothes and shoes
- as adults able to hold their drink; are merry and relaxed under the influence of alcohol
- work is the centre of their life
- are willing to go in debt for an equivalent value (house, condo)

● Relation Types

- often say "yes" (too quickly); often have a positive (uncritical) attitude; 'playful'
- have various fields of interest, however deal with them superficially; change the priority of their interests quickly
- are open to unknown and new things
- like fun things, in variety
- face clearly shows their feelings (mimic)
- establish relationships quickly, however only lead them steady in exceptional cases
- are rarely unhappy



Selection of Strengths of the Primary Types

■ Time Types

- are deeply engaged in details of a subject
- show persistence, patience and endurance
- are good listeners
- have remarkable concentration skills

▲ Activity Types

- have a diplomatic attitude at work, deal with power in a fair way
- have a sense of justice; act against injustice
- pay attention to law, order and cleanliness
- are reliable, responsible, goal-oriented

● Relation Types

- are generally creative and full of fantasy
- have a positive attitude
- are highly inspirational to others, full of ideas
- are outgoing, generous and approachable
- recognize correlations quickly

Examples of Weaknesses

■ Time Types

- try to avoid taking over responsibility; consider personal success as a pure coincidence or a stroke of luck
- low motivation to get into action
- tend to be chaotic
- remain in a state of self-defense for quite a long time; keep trouble bottled up inside

▲ Activity Types

- have difficulties in establishing private relationships with strangers
- fantasy / readiness for unknown things is poorly developed
- tendency to exaggerated negative judgements
- inclined to be perfectionist
- have difficulties in recognising correlations between things

● Relation Types

- often deal with time and money in a careless way
- are uncareful, uncritical, gullible
- weak sense of reality
- have great difficulties in accepting advice / help
- find it difficult to concentrate on one subject
- often interfere, have difficulties in minding their own business

Basic Reasons for Distress and Annoyance

■ Time Types

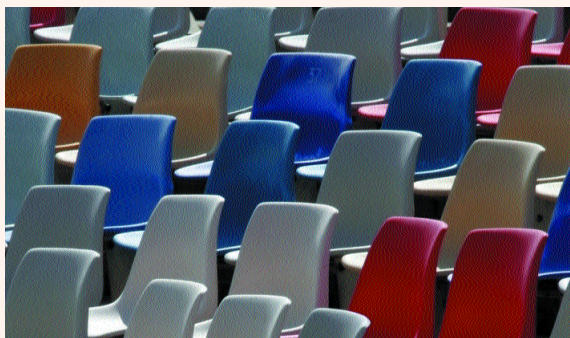
- disrespect, unrequested (personal) criticism or being ignored by the people around
- financial losses, failures at work
- exaggerated tidy people
- making mistakes / losing games

▲ Activity Types

- physical weakness, pain, blockades, feelings of powerlessness
- chaos, unfairness, superficial people
- disturbance in sleep and peace
- lack of harmony; if things do not go by their rules

● Relation Types

- feelings of being helpless or unloved
- being considered dumb or unskilled
- shattered dreams
- having to see other people suffer, and not being able to help
- feelings of meaninglessness



“Could a greater miracle take place than for us to look through each other’s eyes for an instant?”

*Henry David Thoreau,
Walden*

Helpful Tools for Happiness

■ Time Types

- success, appreciation, attention
- physical activities and physical attention
- taking over responsibility, building up courage
- clearly say "no"
- practical experiences

▲ Activity Types

- establish good relationships (also with animals)
- attend a hobby
- enjoy peace (e.g. holiday, weekend)
- sufficient undisturbed sleep

● Relation Types

- have enough time (and money)
- have a better understanding of things
- experience or start something exciting
- when personal ideas are realised / accepted

Tips for a Type-compliant Approach

■ Time Types

Do not outpace the time type e.g. by using your activity or relation type power to draw him out of his (apparent) shell.

Give him time to make a decision. Maybe you can tune into his nature and understand him.

Pay attention to him, even if he prefers to do his work quietly and without a great stir.

Do not be bothered by his way of organising things, even though it may appear chaotic. He likes to sort things in chronological order and then succeeds in finding them again.

▲ Activity Types

Do not approach an unacquainted activity type on an intimate level. He will prefer to talk about work or practical things in the beginning. Usually he only discusses private matters with close friends.

The activity type often appears to be loud and very energetic – an absolutely normal attitude for him. Therefore you can tell him your opinion quite frankly; he is used to that and usually does the same thing. If he emphasizes his point strongly, you can stress your own opinion with the same force, creating a higher chance of being acknowledged by him.

● Relation Types

If you are interested in a long-term relationship with a relation type, you have to cultivate it regularly.

The acquaintance does not automatically mean that he will keep in touch with you. Your relationship will only become steady if you find common interests and activate them regularly.

Be tolerant if he cancels dates or forgets promises. His life is often so full of various interests, which has got nothing to do with his feelings towards you. Even after many years, you can still easily get back in touch with relation types.

Typical Examples of Repeated Mistakes

■ Time Types

- lethargy, inactivity
- exaggeration of chaos
- indecisiveness
- considering themselves as victims; not being active
- not saying "no" although they want to
- avoid taking over responsibility

▲ Activity Types

- working too much
- ignoring private matters; no holidays
- giving up hobbies
- losing their high spirits
- insufficient sleep
- sacrificing relations for the sake of work
- consulting a doctor too late

● Relation Types

- not taking their time
- being uncritical / uncareful
- dramatic reactions
- saying "yes" too quickly
- acting on an emotional level although objective matters are concerned
- being too bona fide



"Whoever has lost himself can be healed by treatment with his own self."

Novalis

Examples for Celebrities

■ Time Types

Woody Allen
Björk
Celine Dion
Albert Einstein
Jodie Foster
Mahatma Gandhi
Bill Gates
Al Gore
Hugh Grant
Prince Charles
John Lennon
Michael Phelps

▲ Activity Types

Anastacia
Hillary Clinton
George Clooney
Kevin Costner
Leonardo di Caprio
Queen Elisabeth II.
Harrison Ford
Nicole Kidman
Madonna
Jack Nicholson
Meg Ryan
Arnold Schwarzenegger

● Relation Types

Sandra Bullock
Ally McBeal
Jim Carrey
Bill Clinton
Princess Diana
Richard Gere
Tom Hanks
John F. Kennedy
Barack Obama
Julia Roberts
Britney Spears
Steven Spielberg

Ways to Learn More about Psychography

Literature

Since 1990, over 20 books have been published on psychography (in German, by Friedmann, Fritz, Winkler). Please click the site www.psychographen.de/literatur to find the current literature list.

Training, Seminars:

Different German institutes and schools offer education and training in psychography. Courses and trainings can also be held for teams or inhouse. Psychography is license-free – course participants are permitted to pass on their knowledge.

Mentoring Project

The Psychography-Initiative offers a mentoring service: Upon request you will be contacted by a mentor, who will supervise your learning for approx. two years. Click this link to find information and a list of mentors www.psychographie.de/mentoren.htm



Information in the Internet

General information on psychography is also available on the site www.psychographie.de, which has links to many other sites on psychography.

Psychography Days

Since the foundation in 1999, the Psychography-Initiative e.V. organises at least one so-called "Psychography Day" per year. You will find information on the next dates by clicking: www.psychographen.de/termine

Internet – Forum

Since the beginning of 2004, there is an internet forum to discuss psychography: www.psychographen.de/forum – if you click this link you will find several thousand statements on different issues.

Consultants

On the site www.team81.de (lead by Stefanie Neumüller) you can check out consultants, type advisors or trainers and view their profiles.

Educational Material

For various learning tools and educational material on psychography (type analysing cards, files for psychography lessons, presentation CDs etc.) please click www.winkler-verlag.de

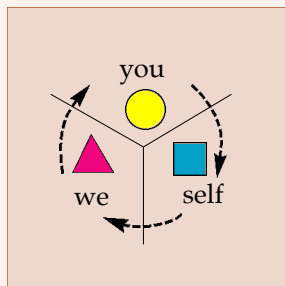
The Subtypes in Psychography

The model of subtypes, developed by Werner Winkler, enables a further classification of each one of the three primary areas – as shown in the “map of psychography” – which provides a clearer picture on distinct preferences and negligences.

Each one of us shows a preference in each of the four psychographical fields in the map e.g.:

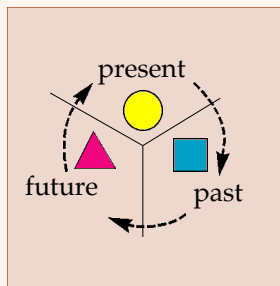
- time type
- we-related type
- present-oriented type
- feeler

In an interview, specially trained psychographers (“type consultants”) can determine the primary and subtypes – in a so-called “typescope”. Type tests are also available in the internet (www.psychographen.de/typentest), however these results do not automatically identify the primary type and subtypes.



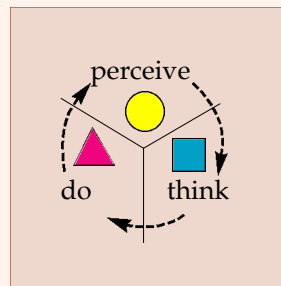
*Subtypes
in the “Relations” Field:*

You-related
Self-related
We-related



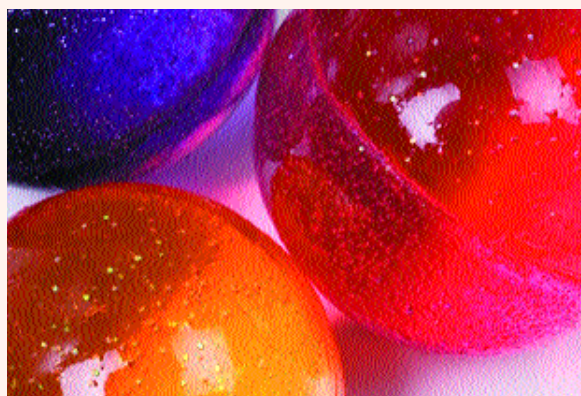
*Subtypes
in the “Time” Field:*

Present-oriented
Past-oriented
Future-oriented



*Subtypes
in the “Activity” field:*

Feeler
Thinker
Doer



If you cannot identify your personal type, please contact a certified psychographic type consultant (address and more information under www.psychographen.de).

A type analysis can also be made on the phone.

Typical Features for the Subtypes



Past-oriented

Favoured perception and memory of the past, reduced awareness and attention to the future.

Benefit is achieved by involving future perspectives more strongly in their lives.



Future-oriented

Favoured perception of the future and future plans, reduced awareness and attention to the present moment or "now".

Benefit is achieved by getting more involved with the present moment, with "now".



Present-oriented

Favoured perception and emphasis on the present moment ("now"), vague memory of the past.

Benefit is achieved by a stronger connection to the past (e.g. remembering earlier success).



Thinker

Prefers thinking (processing, planning, sorting out, assimilating). The area "doing" is neglected (talking, writing, performing, expressing), however more behaviour in this area offers the best personal progress.



Doer

Prefers doing things (talking, writing, performing, expressing). The area "feeling" (perception) is neglected (looking at things, listening, feeling, eating etc.), however more behaviour in this area offers the best personal progress.



Feeler

Prefers feeling or perceiving (looking at things, listening, feeling, eating etc.). The area "thinking" is neglected (processing, planning, sorting out, assimilating), however more behaviour in this area offers the best personal progress.



Self-related

Strongly refer to themselves (me, myself, mine) and personal desires. Disregard the "we-orientation" (common things, groups, teams, the whole) – balance and development is achieved by behaving in this field.



We-related

Very strong reference to we-relations (family, company, group, the whole) and their desires. Disregard the "you-orientation" (the counterpart, partner, child) – balance and development is achieved by behaving in this field.



You-related

Strongly refer to the counterpart (you, yours, yourself) and his/her desires. Disregard the "self-orientation" (me, myself, mine) – balance and development is achieved by behaving in this field.

Distinctive Characteristics of the Subtypes



Past-oriented

- have an excellent memory of the past
- sometimes miss the past / are afraid that s. th. from the past reoccurs
- rarely forget anything
- have a better memory of things they learned compared to others



Future-oriented

- focus on things which will happen next or on upcoming matters
- have a vivid picture of the hypothetic future
- being caught up in the moment (e.g. strong fascination in a conversation) is an exceptional experience



Present-oriented

- live entirely for the present moment, are totally in the state of 'now', as if time stands still
- past issues do not bother that much; are not too involved with the past
- forget what happened after a short time, or what others said



Thinker

- process stimuli intensely
- find it difficult to put thoughts into words
- easily get caught up in thinking in circles, which can hardly be stopped
- are clumsy at doing things at first, then learn by repeating the process



Doer

- talk quite a lot, also on the job
- often do not listen to themselves speaking
- can rely on their feelings, if they pay attention to them
- hardly realize feelings of hunger, thirst, pain or feeling cold



Feeler

- can often listen very closely / exactly perceive what's going on
- love to read, listen to music / watch a lot of TV
- often suffer from their emotional life
- have difficulties in thinking (processing stimuli), which is however helpful



Self-related

- talk in the first-person, even if the talk is about two other persons or a group
- demonstrate a strong ego or self-confidence; however easily feel unconfident in groups
- have difficulties in socializing with a group



We-related

- put the comfort of a group above their own; overlook single individuals in a group
- automatically feel connected to "many people"
- notice existing "we-relations" quickly
- think / act for common interests



You-related

- talk in the second-person ('you'), even when they speak about themselves
- think/act/feel nearly equally with the counterpart
- easily get lost in the counterpart, often define themselves through others

Examples of Fields of Application of Psychography (1)

The principle of psychography deals with a variety of fields, such as:

- knowledge of human nature in everyday life
- differences in personality
- development process of the personality
- interaction between parents and children
- interaction between adults (couples, colleagues, family members, teams)
- personal identity, self-understanding, personal strengths / weaknesses
- behaviour in problem solving, problem prevention
- dealing with patients, clients and customers
- understanding the differences between people
- understanding the phenomena 'same wave length', 'splitting image', 'immediate sympathy'
- differences between siblings



Type Analysis / Relationship Analysis / Family Analysis

In the course of a psychographic type analysis, the primary type and subtypes are determined. A type analysis usually takes approx. one to two hours per person. The main objective from the psychographic point of view is to determine the individual areas a person emphasizes, which reveal the strengths (preferences) and weaknesses (neglections). The interactive patterns in relationships or families become more transparent.

Type-specific Approach for Children and School Children

Psychography provides special assistance for groups or classes with „difficult“ children and offers suitable intervention possibilities as well as specific support for each individual. In addition, the persons involved become aware of the repeated interactive patterns, which result from the differences in types – this behaviour can then be changed for mutual benefit. Parents, grandparents as well as children benefit from a type-compliant approach – also due to the fact that siblings are not all 'measured by the same yardstick'.

Examples of Fields of Application of Psychography (2)

Selection of Personnel

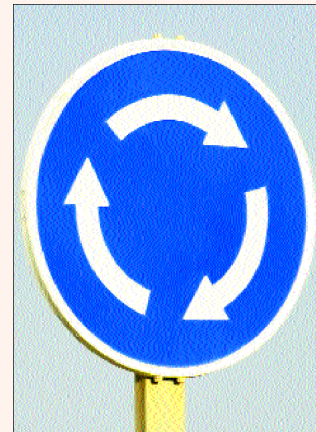
A specific consideration of the typical personality characteristics helps to determine which employee or applicant is ideally suited for a particular job or team.

Ideally, this issue is discussed with a psychographer prior to running a job ad or job replacement, so that the wording of the job ad can be devised to attract as many applicants of the desired type as possible. A further option is to invite prospective applicants based on the analysis of their favoured application papers. In order to obtain further certainty, a type analysis can be carried out with applicants on the shortlist.

Profiling/Career Management:

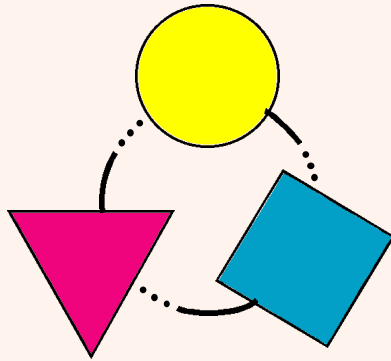
Job applicants are often not aware of the personal strengths and weaknesses they have in addition to their professional skills and work experience.

An interview with a specialised psychographer can reveal totally new insights or even set a new focus on previous experience. Furthermore, knowledge of their personality structure can assist job applicants in showing more flexibility and performing adequately in job interviews.



Coaching/Supervision/(Relationship-) Consulting

Psychography offers tools to recognize and understand your own personality type and accordingly enables a desired development in personality. On the one hand the consultant/ coach/ supervisor, who works with psychography, can recognise the differences between his client's personality structure (and experiences) and his own. On the other hand he can offer his client approaches to solutions from a field of experience, which is not familiar with his own (if he is not the same type as his client), as this solution field is specified by psychography.



Logo of the Psychographie-Initiative e.V.

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More Information on Psychography:

www.psychographen.de
Literature, type test, archive, forum, list of dates,
addresses, downloads.

www.psychographie.de
Infos and links to many sites on psychography.

www.dreifarbenwelt.de
Psychography edited for children.