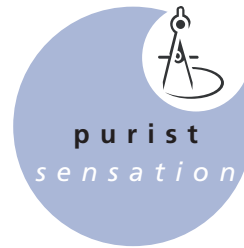




# LifeTraits™

DISCOVER YOUR DESIGN PERSONALITY.



“GRASP ALL YOUR OPPORTUNITIES TO FIND OUT WHO YOU ARE, WHAT YOU WANT TO BE, AND HOW YOU WANT TO LIVE.” –POLLY

## LifeTraits™ History

Polly created the Life Traits Quiz in an effort to better understand her residential clients and their needs for their personal living spaces. She realized that their unique personalities affected their choices and how they communicated with her through the design process. Thus, she developed her philosophy that design is a personal process that should reflect the uniqueness of each person. Polly began researching personality tests and discovered that the concept of categorizing personalities by type was not without precedence. The following is a brief outline of past research in the area of personality profiling.

Hippocrates (400 BC) was one of the first to recognize that the environment affected a person's behavior and appearance and noted that most personalities could be categorized into four groups: sanguine, melancholic, choleric and phlegmatic.

Carl G. Jung (1921) published “Psychological Types” in Germany and identified four types of personalities categorized by their psychological functions: thinking, feeling, sensation and intuition.

William M. Marston (1928) most known for his contributions in lie detection, published “The Emotions of Normal People” in which he described peoples' behavior in a quadrant arrangement including: dominance, inducement, steadiness and compliance. This became the basis for the DISC model, further developed since the 1970s by Bill Bonstetter and Target Training International, and which is in use today by management professionals.

Polly Zeleny (2001) published Creating Your LifeSpace, including the LifeTraits Quiz, based primarily on the Jungian model, which applies the four personality types to a person's unique environment.

## LifeTraits™ Quiz

LifeTraits is a 20-question quiz that provides an understanding of how personality connect with environment and how design choices are made. LifeTraits results enhance planning of space, color and lighting at design appointments. Taking the LifeTraits Quiz can help sales/design staff and customers select product quickly. LifeTraits icons on products in your showroom can increase product sales and buyer confidence. Color cards and reference materials along with in-store brochures and displays guide customers and staff.