

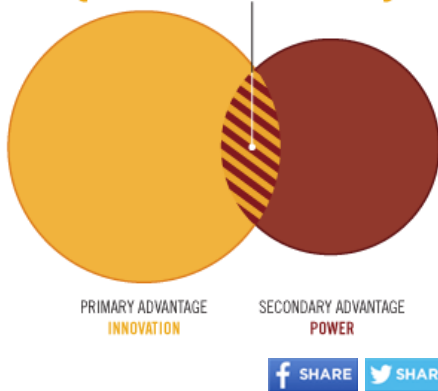
REPORT FOR: MARK ENTZMINGER

Overview | **Archetype** | Advantages | Specialty Adjectives | The Anthem | Team Value | Analytics

THE MAVERICK LEADER

PIONEERING | IRREVERENT | ENTREPRENURIAL | ARTFUL | DRAMATIC

{ THE MAVERICK LEADER }



HOW THE WORLD SEES YOU.

- You lead with a bold and unconventional vision
- You are unafraid to take the lead and happy to propose a new direction for a product or market strategy
- You're always full of new ideas, and almost a little restless. You definitely make sure there's no dull moments in your meetings
- If something starts to feel familiar, you'll probably start experimenting to see whether higher goals can be achieved



"HIGHEST AND BEST VALUE" OF THE MAVERICK LEADER

You're independent, confident, and perhaps a little eccentric. The Power Advantage tends to keep you on track to reach your goals, while your primary Innovation Advantage makes you creative, innovative, and sharp-witted. You're able to think in both linear and nonlinear ways. Free association allows you to come up with fresh ideas, while your logical mind helps you implement them. You are a natural leader with an adventurous spirit.

WHAT IS NOT THE "HIGHEST AND BEST VALUE" OF THE MAVERICK LEADER?

Maverick Leader dislike routine tasks. You get bored when forced to follow predictable patterns. You get the most out of building your own path, finding smart solutions to the usual rules, and finding your own way to do things.