UNLOCK THE SECRET TO
UNDERSTANDING YOUR BOSS,
YOUR COLLEAGUES, YOUR FRIENDS...
AND YOURSELF

Take the
IDISC™ Online
Personality
Profiler to
Discover
Your Type

The
Personality
Code

BASED ON THE GROUNDBREAKING GLOBAL STUDY
OF MORE THAN 500,000 PEOPLE THAT REVEALS THE
14 FUNDAMENTAL PERSONALITY TYPES

TRAVIS BRADBERRY
COAUTHOR OF *THE EMOTIONAL INTELLIGENCE QUICK BOOK*

The Personality Code

Travis Bradberry

Download now

Read Online ➔

The Personality Code

Travis Bradberry

The Personality Code Travis Bradberry
A revolutionary approach to success and fulfillment-already being used by hundreds of thousands of individuals and organizations-now available for the first time in an accessible, practical book.

The Personality Code clearly and persuasively demonstrates how personality determines why we do what we do and how we can maximize our strengths, work smarter with others, and profit from better relationships in our careers.

Based on the IDISC(tm) Personality Profile-an updated and rigorously validated proprietary version of DISC, the world's most popular form of personality testing-the book provides insights and strategies for individuals and organizations that promote self-awareness and foster excellence.

Readers will have free access to the online IDISC(tm) Personality Profile (each book will include a unique code number), which will reveal their own profiles from among the fourteen personality types that have been refined and defined through the author's decade-long international study involving more than five hundred thousand participants.

Travis Bradberry shows readers how to discern the fixed characteristics that explain three-quarters of human behavior. Most important, they will learn how to leverage these traits in order to capitalize on their strengths and sidestep weaknesses in themselves as well as in other people.

The Personality Code Details

Date   : Published April 19th 2007 by Putnam Adult (first published 2007)
ISBN   : 9780399154119
Author : Travis Bradberry
Format : Hardcover 224 pages
Genre   : Self Help, Psychology, Nonfiction, Business, Personal Development, Leadership, Relationships, Womens, Reference, Counselling

⬇ **Download** The Personality Code ...pdf

🗎 **Read Online** The Personality Code ...pdf

Download and Read Free Online The Personality Code Travis Bradberry

From Reader Review The Personality Code for online ebook

Dave says

Much like StrengthsFinder 2.0 this book is really aimed for someone who has not found themselves yet. The book does offer some interesting insights and tips on dealing with other people. This book is also just a delivery vehicle for an access code on the publishers website, where you take the test.

Stacy says

This was actually pretty interesting, but it was hard to follow as an audiobook once they started talking about the different personality types. Still, I think it would have been cumbersome to read at that point, because they went into the types so quickly without examples.

There is a quiz you can take online, which I would have liked to do. However, the code to do that wasn't with the library CD.

Jen Cloos says

I liked this book, and the accompanying online quiz. It confirmed what I already knew - that I'm a diplomat who tries to people please, doesn't like change and doesn't stand up for herself. Oh, well. At least I'm generally liked. That's something, right?

V says

oversimplified 14 types. Self-awareness is the highest soft skill surprises me. I'm of type "enterprenur"?

the important, with ranking from top:

1. self-awareness
2. relationship-management
3. courage
4. self-management
5. communication
6. planning
7. acumen.
8. vision
9. risk-taking
10. rehearsal
11. flexibility
12. values differences
13. research

14. decision-making
15. teamwork
16. results-focus
17. mobilizing others
18. lifelong learning
not that important, continued:
19. social awareness
20. integrity
21. rules
22. credibility
23. information-sharing
24. outcome concern
25. building commitment
26. empowerment

but with Jung career indicator, I'm an idealist, teacher. disappointed
http://www.humanmetrics.com/cgi-win/J...
Your Type is
ENFJ
Extraverted Intuitive Feeling Judging
Strength of the preferences %
56 25 12 22

Matt Burgess says

The Personality Code (2007), Travis Bradberry

The last book in the Quick Start portion of the Personal MBA program is The Personality Code by Travis Bradberry. Bradberry uses a simple formula similar to those found in Now, Discover Your Strengths by Marcus Buckingham and by Tom Rath. First, a case is made for understanding your personality as categorized by the iDISC, which is an improvement to DISC (Dominance, Influence, Steadiness, Conscientiousness) derived from William Marstons original research. Then, you are presented a code to use on their website which allows to take the iDISC assessment and view results. Finally, the book and the website presents explanations, descriptions and strategies centered around your personality.

Although the Personality Code felt like deja vu as the followup to I would recommend it. It is a quick read with interesting research and entertaining stories, and was surprisingly accurate in identifying my personality which is the point of the exercise. Just like , the Personality Code focuses on the importance of self awareness and how that leads to purpose, satisfaction and success. The 28 questions that make up the assessment rarely had an obvious choice which made me doubtful of its conclusion, but when I read the results I could not disagree.

Click here to see my personality type as defined by the Personality Code iDISC assessment…

Identifying and understanding your personality by taking the assessment and reading about it in this book will bring clarity to many aspects of your life. If you are in any form of management whether that be middle

management, parenting, coaching, etc. you will find the breakout chapters helpful. They explain how to work with other personalities and identify conflicting personalities. The Personality Code makes a great reference for this reason. Either now or some time soon you will deal with various personalities. Its highly unlikely you can remember the 14 types of personalities defined by iDISC in this book, so keep a copy to reference later, especially when personalities collide but also to be a constant reminder of who you are.

Amalie Simper says

The most disappointing part of the book is you have to own a brand new book to be able to take the personality test for yourself online. Without a code you really miss being able to apply the majority of the book. I do plan on buying this book though, it was such a great breakdown of different personality types. There are 14 types and they pair them into hard to work together types. In each description of a type they offer the strengths, challenges of each and ways to work with other types and also people of the same type. I could really use this is a quick to refer to boom while teaching students. The book was exceptionally quick to read and really unless you need to figure your own type out, I feel this is best used in reference if a problem would come up between you and another person. The last chapter explained great ideas between two clashing personality types and how to work with them. It specifically helped me formulate a plan on how to work out problems with a current co worker and my struggles with that person.

Mel says

Good... but disappointing that the only way you can get the results it to either buy the book new or to pay for the test (which works out to be alot more expensive than just buying the book). I would have no problem paying for the test separately but I dislike the fact that second hand or library books become useless because of a desire to re-coup maximum profits. It may be a very good way to understand other people but really think they've missed the mark by not allowing for a more reasonable cost on the separately purchased test.

Simon Cleveland, PhD says

Great work.
It examines the study of 500,000 people from 94 counties (large sample size), their 123,000 personality combinations and the resulted 14 distinct human personalities.
The advice that appealed to me the most was to become aware of what my personality traits are and focus on using them to my advantage. This idea contrasts sharply with the traditional self-help books where one is encouraged to change to resemble someone he/she will never become.

The book investigates the reasons behind human personality, how and when it solidifies and why we can't change who we are beyond a certain point in our lives. Very intriguing.

I highly recommend it.

John says

Am I late to the game or what? This was a good analyses of the 14 different types of people.

Kelly says

Robust methodology but not as in depth or intuitive as other systems/books of its type.

Full disclosure, my copy of the book had a code that had already been used so I couldn't take the quiz. I have a good idea of my type I think, but I might have felt differently if I'd had the full experience.

Flo says

I enjoy books like this because it makes you aware of the kind of person you are. This is especially useful in the work environment. For example, I learned that I don't like it when I can't control my work environment (i.e. hate one of my coworkers and want him fired). As a result, I get stressed about not getting the results I want.

Kevin Hanks says

Very interesting book that gave me a lot to think about. I really like this idea of learning about your strengths and learning how to build on those strengths. I was first exposed to this concept and the DISC profile from Manager Tools... They offer many excellent ways to put this knowledge into practice, and I've always been curious to learn what foundation they built these recommendations on. I did listen to the book from a cd, and I think there was some important imnformation I missed simply due to the fact that I could not actually take the online profile or myself and more thoroughly study the info in the book with my own profile in hand.

John Martindale says

The personality code started out pretty interesting, giving the example of the identical twins who had the same personality and though raised in different environments, both not only had the same mannerisms but also became body builders and owners of fitness clubs, pretty much the entirety of their life went along the exact same tract. The author pretty much claimed personality will determine ones life and after childhood and personality can't be altered, however, through self-awareness, one can steer ones personality towards success. But yeah, this was a very brief part of the book. I was listening to the audiobook, so there wasn't any code by which one can get the personality test which the rest of the book is based on, if I did, I may have found the bulk of this short book more interesting

Albert Richard says

After having read this book and taken the test I felt that it was a very underwhelming experience. The test was short and after getting the results I was questioning the accuracy and effectiveness of the test. After receiving the results the descriptions of each personality type is a bit vauge and uninsightful. The Myers-Briggs psychology test, which you can take for free online, is much more insightful and useful. Don't waste your money on this book.

Zac Scy says

Might be good if you want to start understanding yourself (or others) better. However, personality isn't as fixed as the the book portrays. One might as well start with Myers-Briggs personality test (which isn't fixed either) and go on from there.

Not a worthless read by any means, but it needs to be heavily supplemented with other reading as well.