

THE BIRDS



THE EAGLE

“Dominant Eagle”

Slogan: *just do it!*

Decisions: *deliberate, to the point*

Priority: *the task & bottom line results*

Behavior: *leader, controlling, must be #1*

Fear: *being taken advantage of*



THE PEACOCK

“Social Peacock”

Slogan: *I just want to have fun*

Decisions: *are made spontaneously*

Priority: *relationships & prestige*

Behavior: *social butterfly*

Fear: *loss of prestige*



THE DOVE

“Diplomatic Dove”

Slogan: *peace & love*

Decisions: *emphasis on harmony & teamwork*

Priority: *low risk, security, helping others*

Behavior: *diplomatic, security minded*

Fear: *sudden, unexpected change*



THE OWL

“Wise Owl”

Slogan: *who, what, when, where, why?*

Decisions: *well-thought-out with facts and info*

Priority: *accuracy, quality, reliability*

Behavior: *analytical, left-brain, wise*

Fear: *criticism of their work*