

MARC LEYSSENS PROFILE  
**ENFP-A : ASSERTIVE CAMPAIGNER**

## INTRODUCTION

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Campaigners are true free spirits – outgoing, openhearted, and open-minded. With their lively, upbeat approach to life, they stand out in any crowd. But even though they can be the life of the party, Campaigners don't just care about having a good time. These personality types run deep, as does their longing for meaningful, emotional connections with other people.

Few personality types are as creative and charismatic as Campaigners. Known for their idealism and enthusiasm, these personalities excel at dealing with unexpected challenges and brightening the lives of those around them.

*Campaigners' curiosity, imagination, and energy are invaluable in many areas, including their own personal growth.*

Campaigners will spend a lot of time exploring different relationships, feelings, and ideas before they find a path for their lives that feels right. But when they finally do find their way, their imagination, empathy, and courage can light up not only their own lives but also the world around them.

## ASSERTIVE (ENFP-A) VS TURBULENT CAMPAIGNERS (ENFP-T)

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Our research shows that, despite their considerable commonalities, Assertive Campaigners (ENFP-A) and Turbulent Campaigners (ENFP-T) are not identical.

- Assertive Campaigners are much more likely to say they see themselves in a positive light than Turbulent Campaigners.
- Turbulent Campaigners tend to hang on to their mistakes longer than their Assertive counterparts. Should they not find it too painful, this clinging to missteps may allow them to see and deal with problems that Assertive Campaigners might overlook.
- More Assertive Campaigners say they deal effectively with stressors and have control over their emotions. This difference can represent both an advantage and disadvantage in life for either Campaigner personality type.
- Research suggests different levels of concern over the opinions of others. Turbulent Campaigners are likely to look for the approval of others, while Assertive Campaigners prefer independence from the appraisal of others.

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## STRENGTHS

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**Curious** : Campaigners can find beauty and fascination in nearly anything. Imaginative and open-minded, these personalities aren't afraid to venture beyond their comfort zones in search of new ideas, experiences, and adventures.

**Perceptive** : To people with this personality type, no one is unimportant – which might explain how they can pick up on even the subtlest shifts in another person's mood or expression. Because they're so sensitive to other people's feelings and needs, Campaigners can make full use of their caring, considerate nature.

**Enthusiastic** : When something captures their imagination and inspires them, Campaigners want to share it with anyone who will listen. And they're just as eager to hear other people's ideas and opinions – even if those thoughts are wildly different from their own.

**Excellent Communicators** : Campaigners brim with things to say, but they can be caring listeners as well. This gives them a nearly unmatched ability to have positive and enjoyable conversations with all sorts of people – even people who aren't particularly sociable or agreeable.

**Festive** : Campaigners may live for deep, meaningful conversations, but they can also be spontaneous and lighthearted. These personalities know how to find fun and joy in the present moment – and few things give them more pleasure than sharing their joy with others.

**Good-Natured** : All of these strengths come together to form a person who is warmhearted and approachable, with an altruistic spirit and a friendly disposition. Campaigners strive to get along with pretty much everyone, and their circles of acquaintances and friends often stretch far and wide.

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## WEAKNESSES

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**People-pleasing** : Most Campaigners are uncomfortable with the prospect of being disliked. To maintain the peace, they may compromise on things that matter to them or allow other people to treat them poorly. And when they fail to win someone over, they might lose sleep trying to figure out what to do about it.

**Unfocused** : The thrill of a new project – especially one that involves collaborating with other people – can bring out the best in Campaigners. But this personality type is known for having ever-evolving interests, meaning that Campaigners may find it challenging to maintain discipline and focus over the long term.

**Disorganized** : Campaigners' enthusiasm is legendary, but it doesn't extend to everything. Specifically, people with this personality type may try to avoid boring, practical matters, such as chores, maintenance, or paperwork. The resulting sense of disorganization can become a major source of stress in their lives.

**Overly accommodating** : Campaigner personalities feel called to uplift others, and they may find themselves saying yes whenever anyone asks them for guidance or help. But unless they set boundaries, even the most energetic Campaigners can become overcommitted, with too little time and energy to tackle the necessities of their own lives.

**Overly optimistic** : Optimism can be among this personality type's key strengths. But Campaigners' rosy outlook can lead them to make well-intentioned but naive decisions, such as believing people who haven't earned their trust. This trait can also make it difficult for Campaigners to accept hard but necessary truths – and to share those truths with others.

**Restless** : With their positive, upbeat attitude, Campaigners rarely seem upset or dissatisfied on the outside. But their inner idealism can leave them with a nagging feeling that some major areas of their life just aren't good enough – whether that's their work, their home life, or their relationships.

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## CAREER PATHS

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Campaigners are known for having a wealth of ideas, interests, and hobbies – to the extent that they may struggle to fit everything that they care about into their lives. Campaigners can use their boundless curiosity and imagination to propel themselves forward in nearly any profession.

*When selecting a career, Campaigners tend to find that their main issue isn't a lack of options. It's that there are just so many fascinating and worthy possibilities to explore.*

Campaigners have a way of brightening the world around them – including their workplaces. With the right mindset, these personalities can find pleasure and gratification in nearly any job.

That said, Campaigners are more likely to be fulfilled by work that meets certain criteria. First, they need to believe that what they do on a daily basis aligns with their core values. Second, most people with this personality type feel best in jobs that use – and build on – their talents.

These personality types may feel that something is missing if they take on a career that doesn't allow them to use and improve their people skills. Campaigners also tend to be most motivated in careers that offer learning opportunities and room for creativity – including the opportunity to experiment with side projects that catch their interest, allowing them to balance creativity with a sense of human connection.

For people with this personality type, few things are as demoralizing as a job where every day is the same. Predictability and repetition can make Campaigners feel not only bored but also a little disheartened. Although they benefit from a degree of structure and accountability, they may lose steam in work environments that rely on strict regimentation and hierarchy.

Campaigners crave variety, and they love to ask questions. To maintain motivation, they need to feel as if they're pushing boundaries and exploring new ideas. Any job that expects them to keep quiet and follow protocol is effectively turning two of Campaigners' greatest strengths into liabilities.

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## AT THE WORKPLACE

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With their warmth and open-mindedness, Campaigners often find ways to make their workplaces more creative, inspiring, and caring – no matter where they may be on the career ladder.

As employees, Campaigners often impress their managers with their creativity and adaptability. People with this personality type are happy to experiment with new ways of doing things and to change course when necessary. They also stand out as excellent listeners, always eager to consider other people's perspectives.

Campaigners care about doing a good job, and they often feel that they do their best work when they can move at their own pace and do things in their own style. They don't like to be micromanaged, but may do benefit from some direct management and oversight.

Campaigners are always on the search for win-win solutions to any problem. They don't want to succeed at other people's expense, and they rarely put down a colleague to make themselves look good. Instead, they give credit where it's due and lavish praise on anyone who does a good job. Group brainstorming is their forte. Campaigners listen to other people's viewpoints and suggestions not just with tolerance but also genuine excitement.

What sets Campaigners apart is how they can transform their popularity into natural leadership, inspiring their colleagues to band together in teams and collaborate to reach their goals.

Campaigner bosses don't talk down to the people who work for them. In fact, managers with this personality type behave much like they did before they were in charge – they establish real connections with their employees, and they inspire by example rather than shouting orders from behind their desks.

***Campaigners prefer to focus on the big picture, letting their employees use their own judgment when it comes to handling details.***

These personalities have the sensitivity and insight to recognize when their team needs more structure or discipline in order to thrive. And while it may not be easy, Campaigners can use their communication skills and empathy to handle even the most challenging workplace situations in a way that is kind and fair.