The Twelve COREstyles™

Your COREnology COREstyle™ is based upon your top core values. The COREvalues are organized within four quadrants: artistic, inspired, ethical, and productive. The quadrant with the highest number of your core values is your primary quadrant; the next highest is your secondary quadrant. Together, they make your Quadrant Blend also known as your COREstyle!

Below you will find helpful explanations of our 12 COREstyles™

Advocates (inspired/ethical): They seek to achieve an ideal goal while considering what is good, right, and best in the situation. They think through the changes needed to achieve a goal, then act. Advocates are passionate champions of justice who give voice to those who cannot speak for themselves. They bring conviction and empathy but may struggle with rigidity or overzealousness. Their gift is mobilizing others toward fairness and meaningful change.

Benefactors (ethical/inspired): They are thoughtful and principled, and desire to use these principles to achieve ideal goals. They are motivated to do what is right and to help others flourish. They are comfortable making decisions. Benefactors are dependable and values- driven, though sometimes hesitant to embrace change or new approaches. Their gift is being a steady moral compass for the people and causes they care about.

Builders (productive/artistic): They rely on measurables and processes to engage the world around them. They connect with others through action and decision-making. Builders are steady, results-driven contributors who value order, accountability, and lasting systems. They are dependable and disciplined but may resist change or innovation. Their gift is laying the strong foundations that others can build on.

Cultivators (inspired/artistic): They like to think about change, especially change that achieves an ideal goal. They engage those around them to champion their goals. Cultivators are intentional nurturers who bring beauty, meaning, and depth into the lives of others. They are creative and values-driven, though sometimes slow to decide or act. Their gift is fostering growth and refinement over time.

Developers (artistic/productive): They prefer to focus on action as they engage with others to optimize experiences. They are willing to pivot quickly to hit just the right process. Developers transform raw ideas into lasting, functional outcomes while staying grounded. They are systematic and thoughtful and like to engage others. They may get stuck perfecting instead of producing. Their gift is shaping potential into sustainable value.

Directors (productive/ethical): They are decisive about plans and processes and are comfortable acting on their decisions. They desire to optimize situations based on a clear set of principles. As principled leaders, directors combine fairness with structure to guide people and projects. They are dependable and strategic but may become overly rigid or demanding. Their gift is keeping groups aligned, accountable, and on mission.

Drivers (productive/inspired): They thrive in the tension between achieving an ideal goal and maximizing a process. They act decisively and balance a need for change with a need for mindfulness. Drivers are motivated achievers who pair discipline with purpose, always pushing toward meaningful goals. They are focused and principled, though sometimes resistant to new experiences or perspectives. Their gift is seeing things through with consistency and resolve.

Founders (ethical/productive): They are thoughtful and decisive about what is best in a situation, and they use these guiding principles to optimize the experience. They like both ideas and plans. As entrepreneurial pioneers, founders embrace both ideas and plans, bringing creative ideas into tangible reality. They are quick starters and bold initiators, though they may sometimes move too fast and miss details. Their gift is opening new pathways and launching meaningful ventures.

Galvanizers (artistic/ethical): They balance engaging others with embracing principles. They tend to blend action with thought and are willing to make decisions that incorporate change. Galvanizers are catalysts who combine principles with creativity, using story, art, or communication to shift perspectives. They inspire others to consider new ways of living out values but may drift toward idealism without follow-through. Their gift is igniting enthusiasm and moving people forward.

Generators (ethical/artistic): They rely on a set of principles to engage the world around them. They balance thought with action, and decisiveness with change. Generators are energizers who turn ideals into momentum, inspiring others to take action. They bring purpose and drive but can risk overcommitting or burning out. Their gift is sparking progress and sustaining it long enough for real results.

Influencers (inspired/productive): They balance achieving an ideal with a structured, measurable process. They tend to act on their thoughts, embracing change even while making clear decisions. Influencers inspire others, bringing both innovation and momentum. They spark energy and action but may struggle with routine or consistency. Their gift is sparking dialogue and influencing culture.

Trailblazers (artistic/inspired): They like action and change. They want to passionately engage others in achieving ideal goals. Trailblazers are courageous and creative visionaries who pursue both imagination and ideals. They thrive on exploring new ideas and inspiring others but may struggle with turning concepts into action. Their gift is opening minds to fresh possibilities and higher aspirations.