

Key Advice For Entrepreneurs Willing to Understand Their Personality Type with the Enneagram

This video delivers comprehensive guidance on how the nine Enneagram personality types influence business success, organized by the three intelligence centers and their manifestations.

The Somatic (Body) Intelligence Center

Type 8: The Challenger/Boss/Protector (Extrovert)

Strength: The **monumental volume of energy and endurance** that Type 8 entrepreneurs possess enables them to drive businesses to market-disrupting success. This physical intensity and relentless drive can transform entire markets.

Challenge: The intensity of their energy often creates **friction with team members, suppliers, and clients**. Type 8s can be physically intense, loud, and confrontational, which may not be matched by their peers' energy levels.

Key Advice: Learn to **self-moderate and bring others along** as you grow the business and transform markets. Your energy is a gift, but it can become your greatest challenge unless managed thoughtfully.

Type 9: The Human Gardener (Blocked/Somatic)

Strength: Type 9s offer **incredible softness, diplomacy, acceptance, and inclusion**. They excel in creating harmonious environments and are naturally drawn to nurturing activities.

Challenge: Despite tremendous internal energy, Type 9s struggle to **move into action quickly** and often hesitate to make decisions. They tend to keep their business playground small to avoid feeling overwhelmed.

Key Advice: Work on **translating dreams into action** and developing decisiveness. Don't let internal conflict between acceleration and braking paralyze your entrepreneurial ambitions.

Type 1: The Perfectionist/Reformer (Introvert)

Strength: Type 1s demonstrate **incredible endurance, focus on process, tremendous discipline, and perfectionist excellence**. Your commitment to quality management and doing things the right way is impeccable.

Challenge: You expect the best from yourself and others. When others don't match your discipline, you can become **critical and judgmental**, creating friction with your team.

Key Advice: Balance your high standards with **praise and recognition** for your team. Remember that not everyone shares your discipline level, and that's okay.

💖 The Emotional (Heart) Intelligence Center

Type 2: The Helper (Extrovert)

Strength: Type 2s are **excellent human connectors** with a focus on relationships. You excel in HR, non-governmental organizations, and any field where people need help.

Challenge: Your defense mechanism of **suppressing your own needs** can translate into ignoring fundamental business needs like **finance management and process management**. You may overlook non-human-centric aspects of your business.

Key Advice: Don't let your people-focus blind you to business fundamentals. **Ground yourself in the complex reality** of business, which extends beyond relationships and human connection.

Type 3: The Winner/Achiever/Star (Blocked/Emotional)

Strength: Type 3s are **driven to make their business the most successful in their market** and will stop at nothing to achieve their objectives. You're among the most visible and successful personality types.

Challenge: Beware of **workaholism and exclusive focus on success** at the expense of relationships. You may also overlook context and resort to deception on your path to success, which can **damage stakeholder relations**.

Key Advice: Remember that **sustainable success requires relationships and integrity**. Don't sacrifice people and ethics for achievement—it will ultimately undermine your business.

Type 4: The Individualist/Creative (Introvert)

Strength: Type 4s possess **exceptional creative potential** with a deep connection to human experience and emotion. You can **translate emotions into creative artifacts** that conquer hearts and inspire audiences.

Challenge: Emotional ups and downs can be difficult to manage and hard for your team to read. These fluctuations can impact your business stability and team morale.

Key Advice: Develop emotional awareness and management strategies to stabilize your creative output. Your emotional depth is your superpower—learn to channel it consistently.

The Rational (Head) Intelligence Center

Type 5: The Observer/Investigator (Introvert)

Strength: Type 5s possess **phenomenal intelligence** with the capacity to understand things and the world in remarkable depth. Your analytical abilities are exceptional.

Challenge: There's often a **disconnection between the world in your head and the world outside**. Your brilliant ideas may remain isolated from those who could help bring them to life.

Key Advice: Bridge the gap between your internal world and external reality. Find ways to share your ideas and connect with people who can help manifest your vision into practical impact.

Type 6: The Loyalist/Skeptic (Blocked/Head)

Strength: Type 6s excel at **mapping environments, anticipating futures, and creating scenarios**. You're excellent entrepreneurs in forecasting, analysis, and prediction fields.

Challenge: Existential fears and anxiety drive procrastination on important matters. You may find reasons to delay decisions, even when you understand the logic of moving forward.

Key Advice: Acknowledge and work with your fears rather than letting them paralyze you. Recognize that procrastination is fear-based, and develop strategies to move forward despite uncertainty.

Type 7: The Enthusiast (Extrovert)

Strength: Type 7s are **visionaries with incredible optimism and resilience**. You see around corners, connect dots, and inspire others with your positive outlook.

Challenge: You tend to **chase too many opportunities simultaneously**, resulting in **cluttered, fragmented business models with thinly spread energy**. You're trying to catch all rabbits at once.

Key Advice: **Bring your energy back and focus it with intention on one health**. Your visionary gifts are most powerful when concentrated, not scattered across multiple directions.

Next Steps

This presentation is an **appetizer**. For deeper learning, join [the Revenue Reinvention Retreat](#) to access the **Virtual Enneagram Academy**—a comprehensive on-demand video course covering personality types in greater detail with focus on business manifestation, leadership, team dynamics, and personal development strategies.