

# The Producer

Process is power

## Creative Strengths

Strong leadership skills, ability to make things happen

## Untapped Potential

Balancing productivity with purpose

## Ideal Collaborator

The Dreamer

The PRODUCER is the quintessential “doer” of all the creative types. People-oriented, analytical, pragmatic, and dynamic, you have a **highly creative nature** that’s balanced by a grounded realism and “get it done” attitude. In your eyes, an idea has real value only when it’s turned into something that others can enjoy and benefit from.

Highly goal-oriented and results-driven, you pursue your desired outcomes with a laser-like focus. You derive great pride and satisfaction from your ability to implement ideas, and you find joy in the process of creation with all its ups and downs. A **natural organizer** with an ability to motivate and inspire others, you gravitate to collaborative and leadership roles. You know how to make everything, and everyone, work together to see a project through to the end.

Along with your intellectual prowess and strong work ethic, your greatest strength is your ability to keep a cool head and single-pointed focus as you work through any and all challenges that arise during the creative process. But while you’re keeping your eyes on the prize, don’t get too fixated on results. Your greatest challenge is anchoring your productivity in a deeper sense of purpose. You’ll **tap into your true creative depths** when you can tune into the voice of your intuition and use it as a source of guidance.

Seek out the company of idealistic and imaginative DREAMER types, who remind you that there is limitless inspiration to be found within. Let the DREAMER spark your imagination and inspire you to think even bigger.

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