

Contents

8

Personality 101

10 THE SCIENCE OF IDENTITY

Personality is multifaceted and complex, but researchers can measure it through five core traits. Take our surveys to find your place on the spectrum—and how you'll handle stress.

18 PERSONALITY IN BLOOM

Babies are born with personality, but parenting, friendships and experience can bring out the best.

22 THE VERSATILE SELF

Personality isn't fixed. The essential elements of personality can change with experience, desire and the passage of time.



28

The Power of Personality

30 STICKING WITH IT

Find a calling, not a job. When knocked down, get back up. Grit trumps talent; but sometimes you must change course.

36 A PRAGMATIST'S GUIDE TO OPTIMISM

While positive thinking is a powerful tool for success, blind optimism can trip us up.

42 THE CREATIVITY CODE

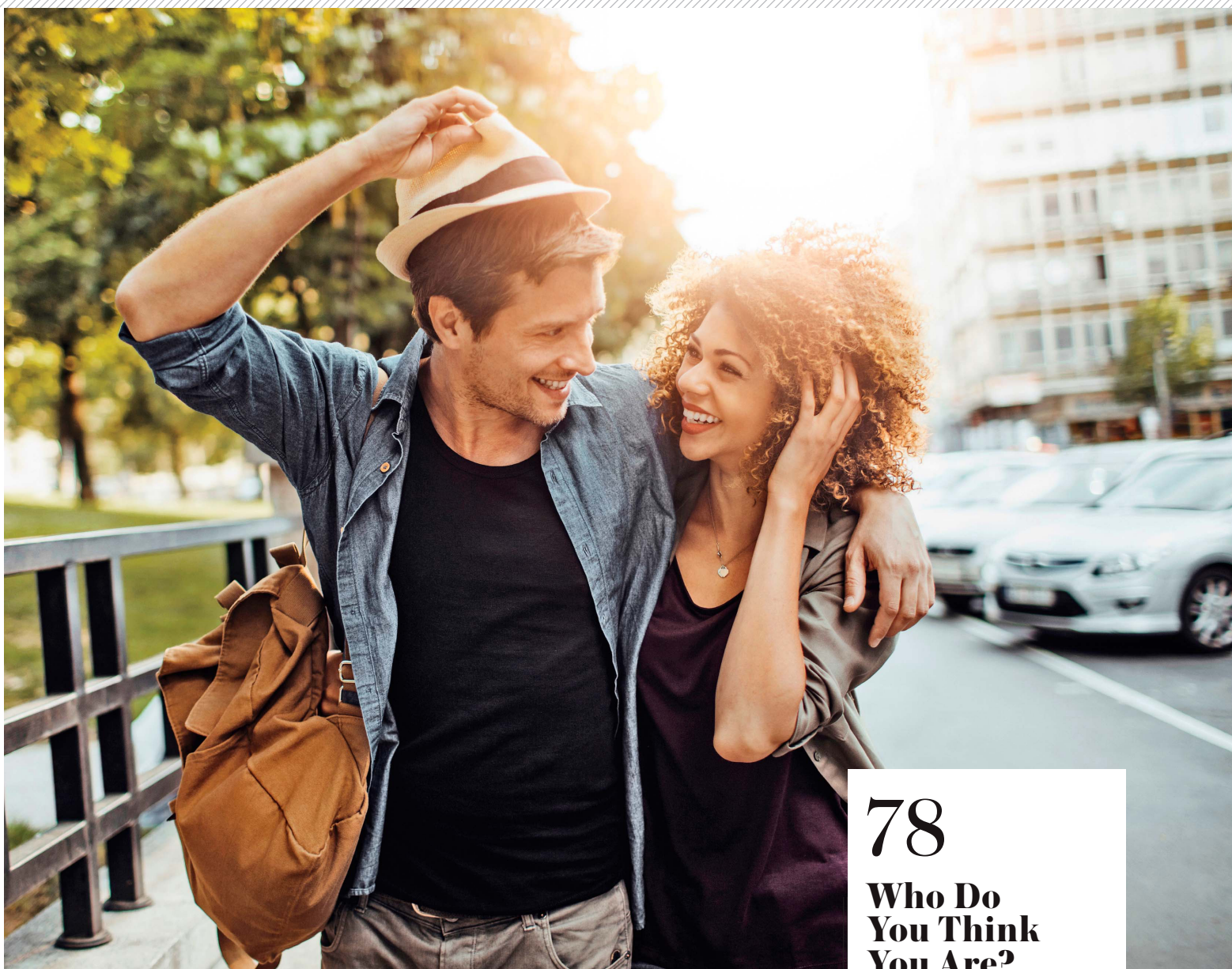
Look into the distance, reach for inspiration, spend time alone for your generative self to emerge. The muse lives inside all of us.

50 THE PSYCHOLOGY OF COURAGE

Physical bravery is just one version of valor. Face your fear and try something new to claim courage for yourself.

56 THE FOCUSED MIND

Focus comes from finding the things we love and coming to terms with our true self.



78

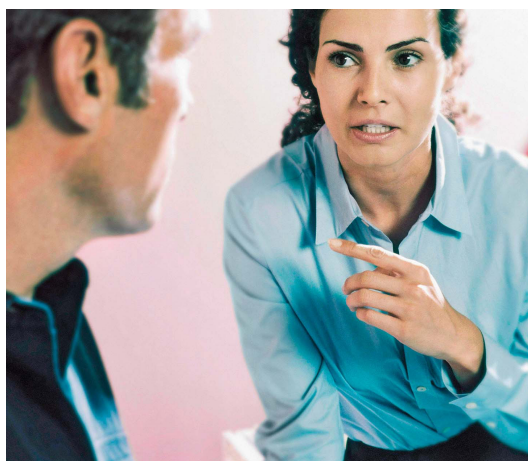
Who Do You Think You Are?

80 POP-MUSIC MATCHUP

Immerse yourself in lyrics to love songs, take the test and see if you and your partner (or office crush) really mesh.

88 PERSONALITY, FROM THE OUTSIDE IN

Personality is expansive, radiating outward and touching every person and experience in your life. You don't really know yourself until you grasp how others see you. Take our public image test to see yourself through the eyes of the world.



62

The Dark Side

64 MASTERS OF MAYHEM

Narcissism. Sadism. Machiavellianism. Psychopathy: When a single person embodies all the dark traits simultaneously, the world is at risk.

72 BALANCE AT THE BORDERLINE

Borderline Personality Disorder was long considered untreatable, but now sufferers can heal.