

OPENNESS vs. STEADINESS

IMAGINATION	People with phantasy have a rich imagination and often let their thoughts wander.	People in whom this facet is strong “live in the here and now.” They are oriented on facts.	REALITY ORIENTATION
SENSE OF AESTHETICS	This facet characterises a person’s interest in aesthetic impressions such as arts, literature, design, music, etc.	Purposefulness and functionality are at the forefront of their interests and evaluation criteria for persons in whom this facet is strongly pronounced.	MODERATE SENSE OF AESTHETICS
FEELING-ORIENTED DECISION-MAKING	People in whom this facet is strongly pronounced decide by evaluating the alternative decisions by which emotional impressions they trigger.	People in whom this facet is strongly pronounced make decisions by evaluating the alternatives at the objective level.	FACT-ORIENTED DECISION-MAKING
ACTION INNOVATION	People, who are innovative when it comes to actions, have a propensity of trying out new activities, even if the path so far has been tried and proven. They love change and have an open-mind for it.	People with high action continuity appreciate tried and proven things and uphold it for as long as there are no strong arguments for a change.	ACTION CONTINUITY
CONCEPTUAL INNOVATION	This facet is about a person’s openness to theoretical ideas, concepts and discussions. People with a strong trait like to discuss matters of principle, abstract ideas and they demonstrate a high level of inquisitiveness.	Pragmatic people rather focus their interest on thematic areas they know. They prefer implementing things instead of dealing with theoretical considerations.	PRAGMATISM
CRITICISM ORIENTATION	Critical persons tend to question existing norms and value systems. They even question religious beliefs, hierarchies and leaders.	People with strong norm orientation follow rules and requirements instead of constantly querying them. It comes easy to them to accept and follow authorities.	NORM ORIENTATION