



Advocate

Personality

INFJ-A / INFJ-T

Introduction

“Treat people as if they were what they ought to be and you help them to become what they are capable of being.” -- Johann Wolfgang von Goethe

The Advocate personality type is very rare, making up less than one percent of the population, but they nonetheless leave their mark on the world.

Advocates have an inborn sense of idealism and morality, but what sets them apart is that they are not idle dreamers, but people capable of taking concrete steps to realize their goals and make a lasting positive impact.

They tend to see helping others as their purpose in life, but while people with this personality type can be found engaging rescue efforts and doing charity work, their real passion is to get to the heart of the issue so that people need not be rescued at all.

Help Me Help You

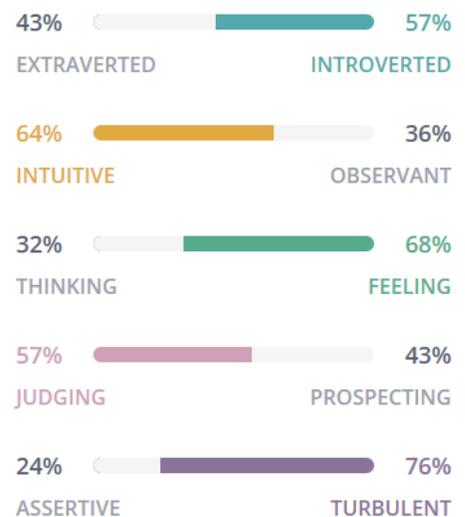
Advocates indeed share a unique combination of traits: though soft-spoken, they have very strong opinions and will fight

tirelessly for an idea they believe in. They are decisive and strong-willed, but will rarely use that energy for personal gain - Advocates will act with creativity, imagination, conviction and sensitivity not to create advantage, but to create balance.

Egalitarianism and karma are very attractive ideas to Advocate personalities, and they tend to believe that nothing would help the world so much as using love and compassion to soften the hearts of tyrants.

Nothing lights up Advocates like creating a solution that changes people’s lives.

Advocates find it easy to make connections with others, and have a talent for warm, sensitive language, speaking in human terms, rather than with pure logic and fact. It makes sense that their friends and colleagues will come to think of them as quiet Extraverted personality types, but they



would all do well to remember that Advocates need time alone to decompress and recharge, and to not become too alarmed when they suddenly withdraw.

Advocates take great care of other's feelings, and they expect the favor to be returned - sometimes that means giving them the space they need for a few days.

Live to Fight Another Day

Really though, it is most important for people with the Advocate personality type to remember to take care of themselves. The passion of their convictions is perfectly capable of carrying them past their breaking point and if their zeal gets out of hand, they can find themselves exhausted, unhealthy and stressed.

This becomes especially apparent when Advocates find themselves up against conflict and criticism - their sensitivity forces these personalities to do everything they can to evade these seemingly personal attacks, but when the circumstances are unavoidable, they can fight back in highly irrational, unhelpful ways.

To Advocates, the world is a place full of inequity - but it doesn't have to be. No other personality type is better suited to create a movement to right a wrong, no matter how big or small.

Advocates just need to remember that while they're busy taking care of the world, they need to take care of themselves, too.

Strengths & Weaknesses

Advocate Strengths

- **Creative** - Combining a vivid imagination with a strong sense of compassion, Advocates use their creativity to resolve not technical challenges, but human ones. People with the Advocate personality type enjoy finding the perfect solution for someone they care about, and this strength makes them excellent counselors and advisors.
- **Insightful** - Seeing through dishonesty and disingenuous motives, Advocates step past manipulation and sales tactics and into a more honest discussion. Advocate personalities see how people and events are connected, and are able to use that insight to get to the heart of the matter.
- **Inspiring and Convincing** - Speaking in human terms, not technical, Advocates have a fluid, inspirational writing style that appeals to the inner idealist in their audience. Advocates can even be astonishingly good orators, speaking with warmth and passion, if they are proud of what they are speaking for.
- **Decisive** - Their creativity, insight and inspiration are able to have a real impact on the world, as Advocates are able to follow through on their ideas with conviction, willpower, and the planning necessary to see complex projects through to the end. People with the Advocate personality type don't just see the way things ought to be, they act on those insights.

- **Determined and Passionate** - When Advocates come to believe that something is important, they pursue that goal with a conviction and energy that can catch even their friends and loved ones off guard. Advocates will rock the boat if they have to, something not everyone likes to see, but their passion for their chosen cause is an inseparable part of their personality.
- **Altruistic** - These strengths are used for good. Advocates have strong beliefs and take the actions that they do not because they are trying to advance themselves, but because they are trying to advance an idea that they truly believe will make the world a better place.

Advocate Weaknesses

- **Sensitive** - When someone challenges or criticizes Advocates' principles or values, they are likely to receive an alarmingly strong response. People with the Advocate personality type are highly vulnerable to criticism and conflict, and questioning their motives is the quickest way to their bad side.
- **Extremely Private** - Advocates tend to present themselves as the culmination of an idea. This is partly because they believe in this idea, but also because Advocates are extremely private when it comes to their personal lives, using this image to keep themselves from having to truly open up, even to close friends. Trusting a new friend can be even more challenging for Advocates.
- **Perfectionistic** - Advocate personalities are all but defined by their pursuit of ideals. While this is a wonderful quality in many ways, an ideal situation is not always possible - in politics, in business, in romance - and Advocates, especially Turbulent ones, too often drop or ignore healthy and productive situations and relationships, always believing there might be a better option down the road.
- **Always Need to Have a Cause** - Advocate personalities get so caught up in the passion of their pursuits that any of the cumbersome administrative or maintenance work that comes between them and the ideal they see on the horizon is deeply unwelcome. Advocates like to know that they are taking concrete steps towards their goals, and if routine tasks feel like they are getting in the way, or worse yet, there is no goal at all, they will feel restless and disappointed.
- **Can Burn Out Easily** - Their passion, poor patience for routine maintenance, tendency to present themselves as an ideal, and extreme privacy tend to leave Advocates with few options for letting off steam. People with this personality type are likely to exhaust themselves in short order if they don't find a way to balance their ideals with the realities of day-to-day living.

Romantic Relationships

“Love comes more naturally to the human heart than its opposite.”--Nelson Mandela

When it comes to romantic relationships, Advocates take the process of finding a partner seriously. Not ones for casual encounters, people with the Advocate personality type instead look for depth and meaning in their relationships.

Advocates will take the time necessary to find someone they truly connect with - once they've found that someone, their relationships will reach a level of depth and sincerity that most people can only dream of.

Getting to that point can sometimes be a challenge for potential partners, especially if they are the impatient type, as Advocates are often perfectionistic and picky.

People with this personality type aren't easily talked into something they don't want, and if someone doesn't pick up on that, it's a trespass that is unlikely to be forgiven, particularly in the early stages of dating.

Even worse is if a suitor tries to resort to manipulation or lying, as Advocates will see right through it, and if there's anything they have a poor tolerance for in a relationship, it is inauthenticity.

Is This for Real?

Advocates will go out of their way to seek out people who share their desire for authenticity, and out of their way to avoid those who don't, especially when looking for a partner.

All that being said, people with the Advocate personality type often have the advantage of desirability - they are warm, friendly, caring and insightful, seeing past facades and the obvious to understand others' thoughts and emotions.

One of the things Advocates find most important is establishing genuine, deep connections with the people they care about.

Advocate personalities are enthusiastic in their relationships, and there is a sense of wisdom behind their spontaneity, allowing them to pleasantly surprise their partners again and again.

Advocates aren't afraid to show their love, and they feel it unconditionally, creating a depth to the relationship that can hardly be described in conventional terms. Relationships with Advocates are not for the uncommitted or the shallow.

When it comes to intimacy, Advocates look for a connection that goes beyond the physical, embracing the emotional and even spiritual connection they have with their partner. People with the Advocate personality type are passionate partners, and see intimacy as a way to express their love and to make their partners happy.

Advocates cherish not just the act of being in a relationship, but what it means to become one with another person, in mind, body and soul.

Friendships

“The most I can do for my friend is simply be his friend.”--Henry David Thoreau

There is a running theme with Advocates, and that is a yearning for authenticity and sincerity - in their activities, their romantic relationships, and their friendships.

People with the Advocate personality type are unlikely to go for friendships of circumstance, like workplace social circles or chatting up their local baristas, where the only thing they really have in common is a day-to-day familiarity.

Rather, Advocates seek out people who share their passions, interests and ideologies, people with whom they can explore philosophies and subjects that they believe are truly meaningful.

Closed Book and Speed Reader

From the start, it can be a challenge to get to know Advocates, as they are very private, even enigmatic.

Advocate personalities don't readily share their thoughts and feelings, not unless they are comfortable, and since those thoughts and feelings are the basis for Advocate friendships, it can take time and persistence to get to know them.

Meanwhile, Advocates are very insightful and have a particular knack for seeing beyond others' facades, interpreting intent and compatibility quickly and easily, and weeding out those who don't share the depth of their idealism.

In friendship it is as though Advocates are searching for a soul mate, someone who shares every facet of their passions and imagination.

Advocates are often perfectionistic, looking for ultimate compatibility, and yet also look for someone with whom they can grow and improve in tandem. Needless to say, this is a tall order, and Advocates should try to remember that they are a particularly rare personality type, and even if they find someone compatible in that sense, the odds that they will also share every interest are slim.

If they don't learn to meet others halfway and recognize that the kind of self-improvement and depth they demand is simply exhausting for many types, Advocates are likely end up abandoning healthy friendships in their infancy, in search of more perfect compatibilities.

Like Finding a Needle in a Haystack

Further complicating things are Advocates' eloquence and persuasiveness, which lead to a lot of (unwanted) attention and popularity. Their quiet, determined idealism and imaginative expression naturally draw influence, and if there's anything Advocate personalities avoid, it's the accumulation of power over others - and the people who are drawn to that type of power.

Advocates will find themselves more sought after than they'd ever care to be, making it even more difficult for them to find someone they truly have an affinity with. Really the only way to be

counted among Advocates' true friends is to be authentic, and to have that authenticity naturally reflect their own.

Once a common thread is found though, people with the Advocate personality type make loyal and supportive companions, encouraging growth and life-enriching experiences with warmth, excitement and care.

As trust grows, Advocates will share more of what lies beneath the surface, and if those ideas and motives are mutual, it's the sort of friendship that will transcend time and distance, lasting a lifetime.

Advocate personalities don't require a great deal of day-to-day attention - for them, quality trumps quantity every time, and over the years they will likely end up with just a few true friendships, built on a richness of mutual understanding that forges an indelible link between them.

Career Paths

"It's better to fail while striving for something wonderful, challenging, adventurous, and uncertain, than to say, 'I don't want to try because I may not succeed completely.'"--Jimmy Carter

Advocates are likely to find that most corporate career paths are not designed for them, but for those focused on status and material gain. This doesn't mean that people with the Advocate personality type struggle to see viable options though.

In fact, they are likely to face the opposite problem - many Advocates struggle to begin a career early on because they see ten wildly different paths forward, each with its own intrinsic rewards, alluring but also heartbreaking, because each means abandoning so much else.

Truth, Beauty, Purpose

First and foremost, Advocate personalities need to find meaning in their work, to know that they are helping and connecting with people - an Advocate Ferrari salesperson is a non-sequitur.

This desire to help and connect makes careers in healthcare, especially the more holistic varieties, very rewarding for Advocates - roles as counselors, psychologists, doctors, life coaches and spiritual guides are all attractive options.

Advocates' needs don't end at meaning though - any productive work can be rationalized to be meaningful, as any productive work helps someone, somewhere. Advocate personalities crave creativity too, the ability to use their insight to connect events and situations, effecting real change in others' lives personally.

For Advocates, money and Employee of the Month simply won't cut it compared to living their values and principles.

Two Roads Diverged in a Yellow Wood

These needs are hard to meet in a corporate structure, where Advocates will be forced to manage someone else's policies alongside their own. For this reason, people with the Advocate personality type are more likely to, despite their aversion to controlling others, establish their independence by either finding a leadership position, or simply starting their own practice.

As independents, sole proprietors in the parlance of business, Advocates are free to follow their hearts, applying their personal touch, creativity and altruism to everything they do.

This can be the most rewarding option for Advocate personalities, as they will step out of the overly humble supporting and noncompetitive roles they are often drawn to, and into positions where they can grow and make a difference.

Advocates often pursue expressive careers such as writing, elegant communicators that they are, and author many popular blogs, stories and screenplays. Music, photography, design and art are viable options too, and they all can focus on deeper themes of personal growth, morality and spirituality.

Where Advocates fall flat is in work focusing on impersonal concerns, mundanity, and high-profile conflict. Accounting and auditing, data analysis and routine work will leave people with the Advocate personality type fidgety and unfulfilled, and they will simply wilt under the scrutiny, criticism and pressure of courtroom prosecution and defense, corporate politics and cold-call sales.

Advocate personalities are clever, and can function in any of these fields, but to be truly happy, they need to be able to exercise their insightfulness and independence, learn and grow alongside the people they are helping, and contribute to the well-being of humanity on a personal level.

Workplace Habits

Advocates have pretty tall demands when it comes to a satisfying work environment. Not only does this personality type need to be able to express their creativity and insight, Advocates need to know that what they are doing has meaning, helps people, leads to personal growth and, all the while, is in line with their values, principles and beliefs.

Oftentimes the best way for Advocate personalities to achieve this is to not have to answer to others' rules at all - to be their own boss, neither above nor below anyone else, just directly interacting with the people and ideas that are important to them.

All that being said, Advocates are a clever and inspired group, and with a few of the right conditions, most any position can be made to work.

Advocate Subordinates

As subordinates, Advocates are likely to chafe under hardline rules, formal hierarchies and routine tasks. People with the Advocate personality type value diplomacy and sensitivity, and the more democratic and personal their manager's style is, and the more they feel their independence and input are valued, the happier they'll be.

Advocates act on their convictions, so when they do something, it's something that has meaning to them - if those actions come under criticism, even justified complaints, but especially unwarranted ones, their morale is likely to tank spectacularly.

A manager's values need to be naturally aligned with their Advocate subordinates for both parties to be most effective. Though usually idealistic, if they feel in conflict, people with the Advocate personality type can lose touch with that sense and end up all too bitter.

But if it's a balance they can handle, with a little encouragement every now and then, Advocates will be hardworking, trustworthy, and more than capable of handling their responsibilities and professional relationships.

Advocate Colleagues

As colleagues, Advocate personalities are likely to become quite popular, being seen as positive, eloquent and capable friends, identifying others' motives and defusing conflicts and tension before anyone else even senses a disturbance.

Advocates are likely to prioritize harmony and cooperation over ruthless efficiency, encouraging a good, hardworking atmosphere and helping others when needed. While this is usually a strength, there is a risk that others will take advantage of Advocates' commitment to their responsibilities by simply shifting their burdens onto their more dedicated Advocate colleagues' desks.

It should also be remembered that at the end of the day, Advocates are still Introverts (I), and their popularity isn't always welcome - they will need to step back and act the lone wolf from time to time, pursuing their own goals in their own ways.

An unhealthy version of this tendency may pop up if Advocates sense that their values are being compromised by a more ethically relaxed colleague.

Advocate Managers

As managers, Advocates are often reluctant in exercising their authority, preferring to see their subordinates as equals, coordinating and supervising people, leaving the technical systems and factual details to more capable hands, and working hard to inspire and motivate, not to crack the whip.

That's not to say that people with the Advocate personality type have lax standards - far from it - as Advocates' sense of equality means that they expect their subordinates to be as competent, motivated and reliable as the Advocates themselves.

Though sensitive, understanding, principled and just, able to appreciate individual styles and to make accurate judgments about others' motivations, if a subordinate's actions or attitude undermines Advocates' ethics or values, they will find little comfort in these qualities.

Advocate personalities have no tolerance for lapses in reliability or morality. But, so long as no such lapse occurs, Advocates will work tirelessly to ensure that their subordinates feel valued and happy.