

Discover your writing personality

Whether you realize it or not, aspects of your personality show through in your writing. Some writers adore facts and figures, and excel at gathering and reporting the smallest details; others prefer to focus on the bigger picture, drawing conclusions and making recommendations.

To assess your writer's personality, read the 20 statements below. If a statement appeals to you as accurate, or even partially accurate, click the coloured box to its right. If the statement does not apply to you, simply move on.

1	I polish as I draft, imagining how my writing is going to affect the end client.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	I love words and would like to spend more time reading dictionaries.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	I have to get to know something in depth before I am comfortable writing about it.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I get bored if I have to use the same format over and over again.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5	I'm happiest when I know I've been really thorough and complete.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I'm happiest when I know I've been really accurate and precise.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I love writing strong recommendations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8	I like to get everything down first so I can refine without having to fret about content.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I'm strongest in a support role. I tend to be more quiet and watchful than others.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I believe strongly that shorter is usually better, because convincing the client to make much needed improvements is what it's all about.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
11	I enjoy writing, but can lose interest quickly when a report goes into multiple revisions.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12	I am not comfortable using metaphors, analogies and similes in my writing as they tend to obscure the facts.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	I sometimes play word games in my writing, such as never repeating a word, using alliteration, or trying phrases I've never used before.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
14	When I research, I often spot relationships between facts and figures that others don't.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	I believe that people are persuaded by original thought... not just facts and figures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
16	I find briefing notes and executive summaries difficult because they are so short, and can therefore become superficial.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Others often say that they find me creative.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
18	It's only the outcome that matters. Frankly, I'd be as happy making a strong oral presentation as writing a long report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
19	I enjoy staying unbiased, using my powers of observation to collect important information that I can present to my clients.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	I'm proud when I get all the facts right. Sometimes I wish I didn't have to make recommendations at all.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Add up the filled in check marks in each column, then turn the page.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A	B	C	D

What is your writing personality?

The four writing personalities described below are integral to corporate communications. Observers and refiners collect and refine details at the early stages of a project; creators and persuaders provide analysis and recommendations to make a solid case for action. The higher your individual personality score, the more predominant that personality is in you as a writer.

A	B	C	D

To learn more about what your writing personality means, or about our writing training services, please contact get@stiff.ca



A. The observer

You see connections between elements that others don't. You put more value on listening than on speaking, because when others talk they reveal important facts and insights. You enjoy working with different personality types, and perform well on a team. You admire creativity in others, but don't see yourself as the creative type.



B. The refiner

You're a details person, someone who needs to make certain that all the facts are 100 percent accurate. You don't like exaggeration. You want to see a project through to the finish, and the quality of that product is a matter of personal and professional responsibility.



C. The creator

You're always up for something new, and have an uncommon ability to solve problems. You believe that originality is critical—and most valuable to your clients. While you appreciate the need for routine, it gets boring quickly. To satisfy yourself, you always put something uniquely yours in everything you write.



D. The persuader

You yearn to make a difference. You look at recommending improvements to others as a duty. You believe that change is healthy, and know that any bad decision can always be reversed. To you, writing should be more than accurate. It should be convincing, compelling, even inspiring.