



# Discovery<sup>®</sup>

Personal Profile

Luke Wiltshire

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Foundation Chapter

## Personal Details

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## Introduction

This Insights Discovery profile is based on Luke Wiltshire's responses to the Insights Preference Evaluator which was completed on 12 May 2025.

The origins of personality theory can be traced back to the fifth century BC, when Hippocrates identified four distinct energies exhibited by different people. The Insights System is built around the model of personality first identified by the Swiss psychologist Carl Gustav Jung. This model was published in his 1921 work "Psychological Types" and developed in subsequent writings. Jung's work on personality and preferences has since been adopted as the seminal work in understanding personality and has been the subject of study for thousands of researchers to the present day.

Using Jung's typology, this Insights Discovery profile offers a framework for self-understanding and development. Research suggests that a good understanding of self, both strengths and weaknesses, enables individuals to develop effective strategies for interaction and can help them to better respond to the demands of their environment.

Generated from several hundred thousand permutations of statements, this profile is unique. It reports statements which your Evaluator responses indicate may apply to you. Modify or delete any statement which does not apply, but only after checking with colleagues or friends to identify whether the statement may be a "blind spot" for you.

Use this profile pro-actively. That is, identify the key areas in which you can develop and take action. Share the important aspects with friends and colleagues. Ask for feedback from them on areas which seem particularly relevant for you and develop an action plan for growth personally and interpersonally.

## Overview

These statements provide a broad understanding of Luke's work style. Use this section to gain a better understanding of his approaches to his activities, relationships and decisions.

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### Personal Style

Luke seeks greater fulfilment in his life through the offering of help and service to others. At his best in jobs which deal with people and situations that require co-operative working, he dislikes impersonal tasks and work demanding factual accuracy, unless he can be free to include the people factor. He is inventive, independent and can be extremely perceptive of the potential contained within the views of others. He is comfortable letting others manage the more technical aspects of a project so he can devote his full energies to creating a co-operative, comfortable environment. He should take care to include the practical details in his projects and continually try to look at situations from an objective viewpoint rather than just his own perception.

At times, events can overwhelm him and he may find it almost impossible to say “No”, even when the demands are unreasonable. Luke is stimulated by challenges and often shows ingenuity in meeting them. He gravitates to other people and is highly skilled at understanding others' needs and motivations, usually appearing friendly, tactful and sympathetic. When an inspiration materialises, he will throw himself into it completely. Luke wants to sample the best that life can offer. He has a sense of adventure and likes to keep his spirits and expectations high.

He is always interested in seeing the possibilities, particularly in people, beyond the present moment. He may become pessimistic and gloomy when he is thwarted or fails to see ways to make the important changes in his life. He will take every possible opportunity to generate new relationships or to be with others. Attending to others' wants is felt by him to be a satisfying, legitimate way of expressing his own deeper needs. Seen by others as spontaneous and charming, Luke is persuasive, loves surprises and enjoys finding unique ways of bringing delight and unexpected pleasure to others.

Luke can combine social expertise within his normally assertive behaviour. He tends to enjoy the company of like-minded people and may be somewhat less interested in his opposite types, perceiving them as drab, rather predictable and conventional. Luke enthusiastically and co-operatively joins in activities and can juggle several activities at once. He has an urge for lifelong learning and may shake off a temporary malaise by finding projects that fascinate him. He possesses a natural gift for presentation. His focus is on the immediate, resulting in a rather low tolerance for detailed procedures and routines.

He is motivated by approval and reacts unfavourably to indifference or rejection from others. He is used to doing several things at once, but others may view some of this as superficial activity. Luke can be very effective in using his concern for others to ensure involvement. He is warm and gracious and believes in a philosophy of “live and let live”. Able to cope with a number of projects at once, Luke gets a lot of enjoyment from the social aspects of work.

### Interacting with Others

An unconditional positive regard for others is a strongly held feeling that Luke values. Luke is very co-operative and articulate, communicating sympathy, concern and a willingness to become

involved. He may experience his emotions with unusual intensity when under pressure. He prefers communicating verbally rather than through the written word. He may assume that he can talk his way round anybody. He is warm-hearted, popular and sociable, with a large number of friends or acquaintances.

He does not appreciate critical comments about his personal qualities as he sees these comments as personal attacks on his integrity. Placing a high value on his harmonious relationships, it is not surprising that people turn to Luke for encouragement, nurture and support. Acutely aware of what is and isn't appropriate behaviour, he is often seen as gracious, charming, personable and social. His outgoing nature may lead him to misinterpret the significance of some issues. Even-tempered and tolerant, Luke constantly tries to be the diplomat. He excels in promoting harmony around him.

He attracts many friends and acquaintances. He is careful not to hurt colleagues feelings and will take peoples well-being into account whenever possible. Luke's ingenuity, warmth and his understanding of others allows him to proceed through life with great confidence. He is very effective in a leadership role, able to persuade others of the value of his vision. He likes to seek out the company of others and is a good conversationalist. His ability to empower others is one of his most impressive qualities.

### Decision Making

Luke will usually encourage democratic or even consensus decisions, as opposed to having them imposed autocratically. In decision-making he may prefer to apologise for exceeding his authority rather than getting permission in the first place. He may often make decisions based upon how he feels about a situation, rather than how the situation actually is. He may be perceived by others as a somewhat impulsive decision maker. He prefers tasks or projects which allow flexibility of scheduling.

When a situation demands forceful tactics, he can take the action necessary but will seldom go to extremes to obtain retribution or reward. He is a quick decision maker and considers people within the context of the result of the task. He recognises judgements that rely heavily on logical analysis, but then may ignore this in making his decisions. His direct, sometimes erratic approach tends to work against him being totally consistent on a day to day basis. He tends to make choices around his own personal feelings which may be as important to him as more objective data.

He may make decisions without considering all the consequences of his actions. Preferring a harmonious outcome, Luke will go to great lengths to ensure the preservation of relationships. His occasional failure to face up to disagreeable facts can mean that problems are sometimes ignored rather than solutions sought. Through his intuitive feeling personality, he may have difficulty in limiting himself to a single project and usually prefers to keep many balls in the air. He may unconsciously manipulate the process to get his own way.

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### Personal Notes

## Key Strengths & Weaknesses

### Strengths

This section identifies the key strengths which Luke brings to the organisation. Luke has abilities, skills and attributes in other areas, but the statements below are likely to be some of the fundamental gifts he has to offer.

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#### Luke's key strengths:

- Effective and flexible in relationships.
- Sees the positive in every situation.
- Has an outgoing nature and builds relationships quickly.
- Highly resourceful around people.
- Can be bubbly, effusive and spontaneous.
- Willing to be involved in most activities.
- Resilient and resourceful.
- Appreciative of others' contributions.
- Articulate and active in communication.
- Imaginative and dynamic.

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#### Personal Notes

## Key Strengths & Weaknesses

### Possible Weaknesses

Jung said “wisdom accepts that all things have two sides”. It has also been said that a weakness is simply an overused strength. Luke's responses to the Evaluator have suggested these areas as possible weaknesses.

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#### Luke's possible weaknesses:

- May not follow through to completion.
  - Has to work hard to maintain a specific focus.
  - May take criticism of his work personally.
  - May not finish everything he starts.
  - Gets so involved may ignore his own and others needs.
  - Can be rather patronising or somewhat superior.
  - May overpower with emotional rationale.
  - Not always attracted to what is practical.
  - His solutions may appear rather “off the wall”.
  - Vocally defends his faults when challenged.
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#### Personal Notes

## Value to the Team

Each person brings a unique set of gifts, attributes and expectations to the environment in which they operate. Add to this list any other experiences, skills or other attributes which Luke brings, and make the most important items on the list available to other team members.

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### As a team member, Luke:

- Is seen as a positive team player.
  - Motivates others with contagious enthusiasm.
  - Makes full use of every initiative.
  - Knows nothing is impossible.
  - Is innovative and imaginative.
  - Ensures there is never a dull moment where he is involved!
  - Creates considerable activity.
  - Provides inspiration and ingenuity.
  - Is a constant source of inspiration and fun.
  - Has foresight and farsight.
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### Personal Notes

## Communication

### Effective Communications

Communication can only be effective if it is received and understood by the recipient. For each person certain communication strategies are more effective than others. This section identifies some of the key strategies which will lead to effective communication with Luke. Identify the most important statements and make them available to colleagues.

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#### Strategies for communicating with Luke:

- Don't be too serious, dull or severe.
  - Use an easy-going and fun approach.
  - Give praise and thanks for a job well done.
  - Keep up a lively, but steady pace.
  - Talk about him and areas he finds stimulating.
  - Keep the conversation lively.
  - Share in and promote his ideas and visions.
  - Be aware of his becoming defensive by watching his body gestures.
  - Use colourful and bold language in conversing.
  - Adapt to sudden changes in direction.
  - Maintain personal content in communication.
  - Use warm gestures and expressive body language.
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#### Personal Notes

## Communication

### Barriers to Effective Communication

Certain strategies will be less effective when communicating with Luke. Some of the things to be avoided are listed below. This information can be used to develop powerful, effective and mutually acceptable communication strategies.

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#### When communicating with Luke, DO NOT:

- Be dull, dour or redundant.
  - Stick rigidly to business issues.
  - Spend too much time discussing “what ifs”.
  - Forget to agree outcomes or decide conclusions.
  - Make your lack of interest in his “problems” too obvious.
  - Speak too slowly or hesitantly.
  - Overload him with irrelevant information.
  - Ignore or disregard his views.
  - Appear slow, sluggish or too formal.
  - Forget to offer praise and recognition when it is due.
  - Create a hostile environment devoid of feelings.
  - Attempt to impose too much structure and formality.
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#### Personal Notes

## Possible Blind Spots

Our perceptions of self may be different to the perceptions others have of us. We project who we are onto the outside world through our “persona” and are not always aware of the effect our less conscious behaviours have on others. These less conscious behaviours are termed “Blind Spots”. Highlight the important statements in this section of which you are unaware and test them for validity by asking for feedback from friends or colleagues.

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### Luke's possible Blind Spots:

Luke has a difficult time saying no or asking for help. He should rein in his enthusiasm when a more reserved approach would be warranted. He could learn to protect himself against closed-mindedness by waiting a few seconds more before speaking, giving others the chance to offer input.

He values friends and may tend to filter only their positive attributes. The desire to remain open and responsive to new challenges can make him appear rather erratic, and appear inconsiderate of the best laid plans and schedules of others. He values fast action and doing many things at once. When under pressure he may get the job done by cutting corners or neglecting quality. He can sometimes make mistakes by making decisions before receiving all the information. He often overlooks his own needs due to his desire to please or help other people.

He would do better if he sought the advice of more practical people to find out how workable and useful his ideas are. He should learn how to accept and deal with conflict as a necessary part of bettering his relationships with others. He may need to learn and apply time management and long-range planning techniques to help him complete his projects. By applying some objectivity and even scepticism to his analysis, he might become a better judge of others. Often after he has enjoyed an initial experience, if necessary backup to attain the anticipated outcome is not forthcoming, he blocks the experience from his mind and moves on.

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### Personal Notes

## Opposite Type

The description in this section is based on Luke's opposite type on the Insights Wheel. Often, we have most difficulty understanding and interacting with those whose preferences are different to our own. Recognising these characteristics can help in developing strategies for personal growth and enhanced interpersonal effectiveness.

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### Recognising your Opposite Type:

Luke's opposite Insights type is the Observer, Jung's "Introverted Thinking" type.

Observers are precise, cautious and disciplined and are painstaking and conscientious in work that requires attention and accuracy. They are objective thinkers, concerned with the right answer and will avoid making quick decisions. Luke may see the Observer as hesitating to acknowledge a mistake or as becoming immersed in researching for data to support an isolated view.

Observers tend not to trust strangers and will worry about outcomes, their reputation and their job. They are reticent about expressing their feelings and Luke will often see the Observer as unresponsive, cool and uncaring. Observers draw conclusions based on factual data. They may be slow at producing results, as gathering data is the stimulating part of the job for them.

Observers like to make rules based on their own standards and apply those rules to daily life. Luke may find himself at odds with Observers due to their private nature and lack of enthusiasm for social events. Introverted analysis may prevent the Observer from expressing thoughts as readily as Luke would wish.

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### Personal Notes

## Opposite Type

### Communication with Luke's Opposite Type

Written specifically for Luke, this section suggests some strategies he could use for effective interaction with someone who is his opposite type on the Insights Wheel.

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#### Luke Wiltshire: How you can meet the needs of your Opposite Type:

- Respect his privacy.
- Leave personalities out of the discussion.
- Take things one step at a time.
- Keep personal comments to yourself.
- Allow plenty of time for him to assimilate new ideas or changes in plan.
- Use “should” rather than “must”.

#### Luke Wiltshire: When dealing with your opposite type DO NOT:

- Do not assume that his lack of response means tacit agreement with what is proposed.
  - Assume that he is disagreeing with you because he questions you thoroughly.
  - Jump in head first or too quickly.
  - Be too informal or waste time on social trivia.
  - Take adversity light-heartedly.
  - Be oversensitive to his critical nature.
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#### Personal Notes

## Suggestions for Development

Insights Discovery does not offer direct measures of skill, intelligence, education or training. However, listed below are some suggestions for Luke's development. Identify the most important areas which have not yet been addressed. These can then be incorporated into a personal development plan.

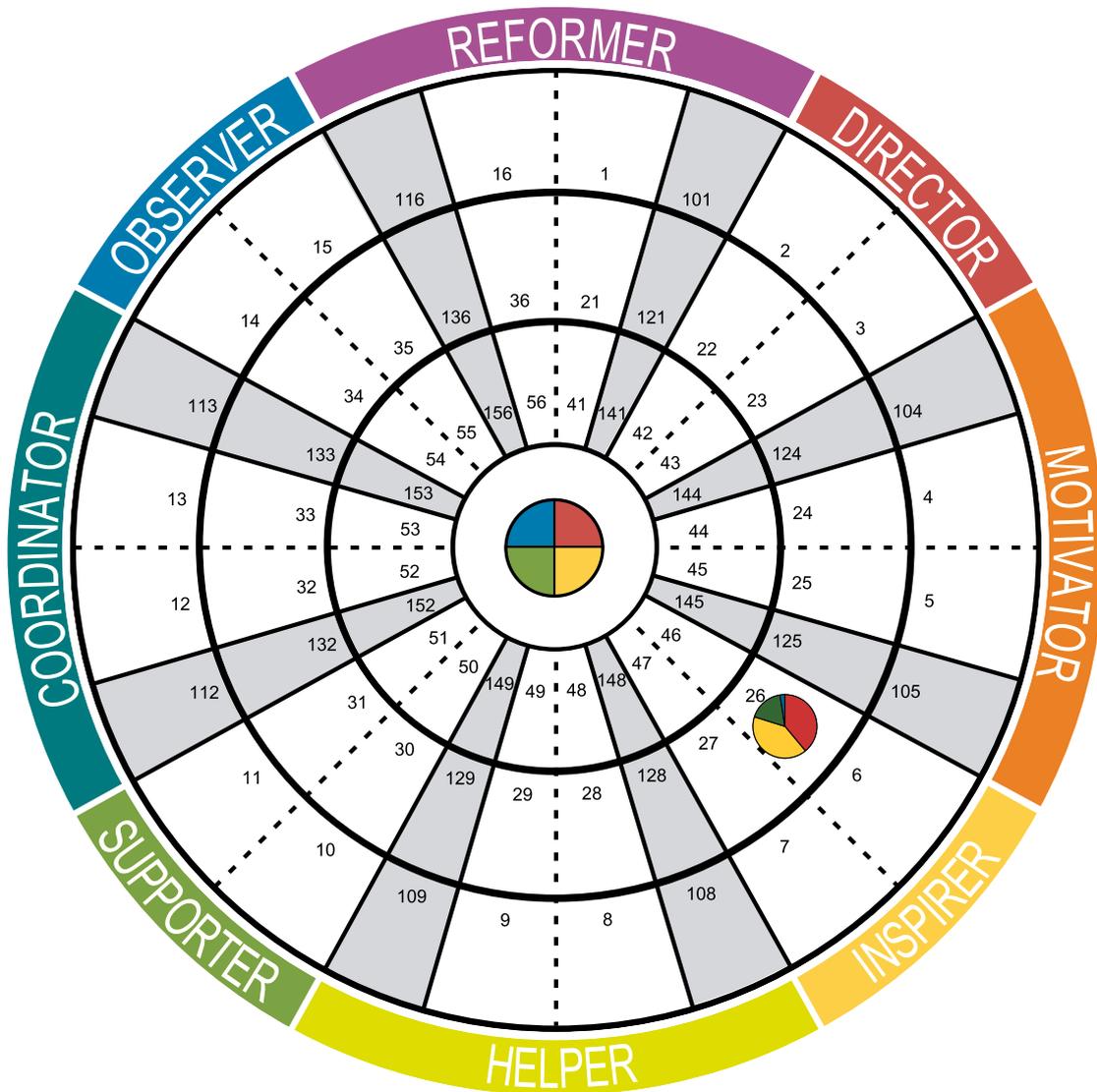
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### Luke may benefit from:

- Reflecting for a moment before responding.
  - Reaching decisions only after weighing up all the alternatives.
  - Becoming less intense, steadier and more reliable.
  - Listening more than he talks.
  - Experiencing from the past and focusing on the present.
  - Paying attention to every detail and developing a systematic methodology.
  - Really listening to the views of others.
  - Accepting rather than rejecting negative feedback.
  - Paying meticulous attention to detail before leaping to a conclusion.
  - Gathering more information than he feels may be necessary at times.
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### Personal Notes

# The Insights Discovery® 72 Type Wheel

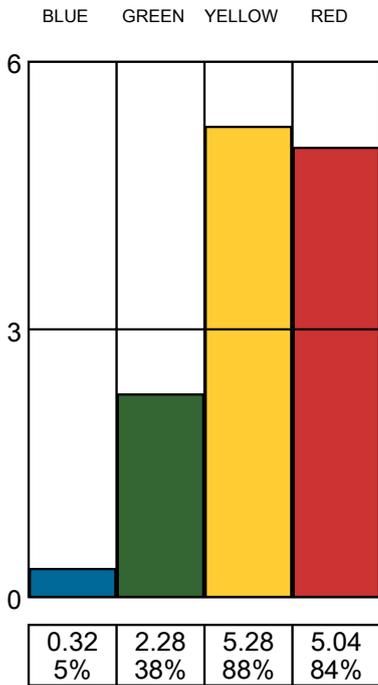


**Conscious Wheel Position**  
26: Motivating Inspirer (Classic)

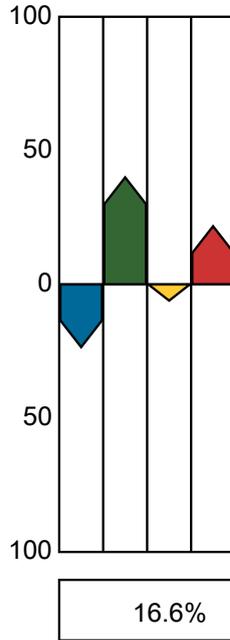
**Less Conscious Wheel Position**  
26: Motivating Inspirer (Classic)

# The Insights Discovery® Colour Dynamics

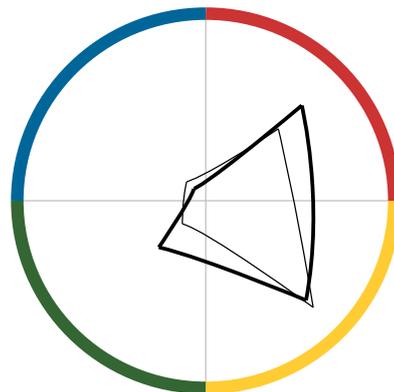
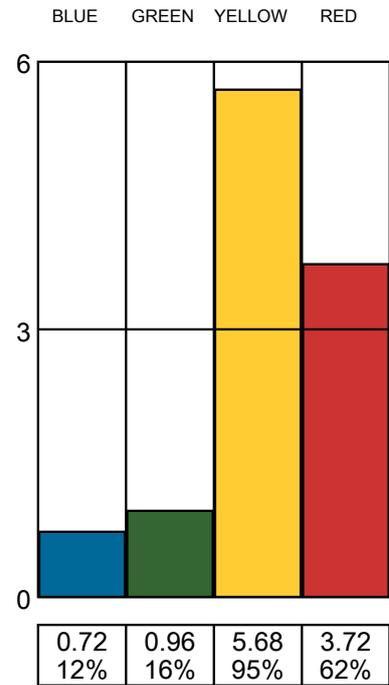
Persona (Conscious)



Preference Flow



Persona (Less Conscious)



— Conscious  
— Less Conscious



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