



NTCAR | what is your  
character?

**How would you define character?**

## Traditional definitions of character [kar-ik-ter]

noun

1. the aggregate of features and traits that form the individual nature of some person or thing.
2. one such feature or trait; characteristic.
3. moral or ethical quality; *a man of fine, honorable character.*
4. qualities of honesty, courage, or the like; integrity; *It takes a character to face up to a bully.*
5. reputation: *a stain on one's character.*

## Traditional definitions of character [kar-ik-ter]

noun

6. The complex of mental and ethical traits marking and often individualizing a person, group or nation.

*“The character of the American People.”*

*“The character of the Dallas commercial real estate brokerage community.”*

## **Why do we talk about character in conjunction with building long lasting client relationships?**

Your character defines you.

People buy from people who they like and they trust.

## Why do we talk about character in conjunction with building long lasting client relationships?

The book Character Strengths and Virtues by Christopher Peterson and Martin Seligman classifies 24 specific strengths under six broad virtues that consistently emerge across history:

- Wisdom
- Courage
- Humanity
- Justice
- Temperance
- Transcendence

## The 24 Character Strengths

### WISDOM

**Wisdom/Perspective:** being able to provide good advice to others.

**Creativity:** coming up with novel and productive ways to think about and do things.

**Curiosity:** taking an interest in experience for its own sake; finding things fascinating.

**Open-Mindedness:** examining things from all sides and not jumping to conclusions.

**Love of Learning:** mastering new skills and topics on one's own or in structured learning environments.

# The 24 Character Strengths

## COURAGE

**Zest/Vitality:** approaching life with excitement & energy; feeling alive and activated.

**Grit/Persistence:** finishing what one starts; completing something despite obstacles; a combination of persistence and resilience.

**Bravery:** not shrinking from threat, challenge, or pain; speaking up for what's right.

**Integrity:** speaking the truth and presenting oneself sincerely and genuinely.



# The 24 Character Strengths

## HUMANITY

**Social Intelligence:** being aware of motives and feelings of other people and oneself.

**Love:** valuing close relationships with others; being close to people.

**Kindness:** doing favors and good deeds for others; helping them; taking care of them.

# The 24 Character Strengths

## JUSTICE

**Citizenship:** working well as a member of a group or team; being loyal to the group.

**Fairness:** treating all people the same; giving everyone a fair chance.

**Leadership:** encouraging a group of which one is a valued member to accomplish.

## The 24 Character Strengths

### TEMPERANCE

**Self-Control:** regulating what one feels and does; being self-disciplined.

**Forgiveness:** forgiving those who've done wrong; accepting people's shortcomings.

**Modesty/Humility:** letting one's victories speak for themselves; not seeking the spotlight.

**Prudence/Discretion:** being careful about one's choices; not taking undue risks.

# The 24 Character Strengths

## TRANSCENDENCE

**Gratitude:** being aware of and thankful for the good things that happen.

**Hope:** expecting the best in the future and working to achieve it.

**Humor:** liking to laugh and tease; bringing smiles to other people; seeing a light side.

**Appreciation of Beauty:** noticing and appreciating all kinds of beauty and excellence.

**Spirituality:** having beliefs about the higher purpose and meaning of the universe.

## The 24 Character Strengths

“Personality can open doors, but only character can keep them open.” *Elmer G. Letterman*

## The 24 Character Strengths

“Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired and success achieved .” *Helen Keller (1880-1968)*

“Surmounting difficulty is the crucible that forms character.” *Tony Robbins*

## The 24 Character Strengths

“Habits change into character.” *Ovid (Roman poet)*

“Character is power.” *Booker T. Washington*

## The 24 Character Strengths

“Ability may get you to the top, but it takes character to get you to stay there.” *Stevie Wonder*



## The 24 Character Strengths

“If you think about what you ought to do for other people, your character will take care of itself.”

*Woodrow Wilson*