



Adrian Ruiz

Executive Director

Joined YDN Team 12/31/2007

Birthday: May 03

Five Favorites:

- 1) Favorite Color: **PURPLE (not the Donny Osmond kind but more the royal bad a** PRINCE type)**
- 2) Favorite Restaurant or Cuisine: **Thai or Japanese**
- 3) Favorite Movie by Title or Theme: **The Usual Suspects**
- 4) Favorite Song by Title & Singer: **“If I Was Your Girlfriend” by his royal bad a** PRINCE**
- 5) Favorite “Gift Card” Venue: **ITUNES!**

Top five Themes of talent, ranked in the order revealed by responses to the Clifton StrengthFinder:

Communication – (Adrian)

You like to explain, to describe, to host, to speak in public, and to write. This is your Communication theme at work. Ideas are a dry beginning. Events are static. You feel a need to bring them to life, to energize them, to make them exciting and vivid. And so you turn events into stories and practice telling them. You take the dry idea and enliven it with images and examples and metaphors. You believe that most people have a very short attention span. They are bombarded by information, but very little of it survives. You want your information — whether an idea, an event, a product’s features and benefits, a discovery, or a lesson — to survive. You want to divert their attention toward you and then capture it, lock it in. This is what drives your hunt for the perfect phrase. This is what draws you toward dramatic words and powerful word combinations. This is why people like to listen to you. Your word pictures pique their interest, sharpen their world, and inspire them to act.

Working with others who have Communication – (Adrian)

- This person finds it easy to carry on a conversation. Ask them to come to social gatherings, dinners, or any events where you want to entertain prospects or customers.
- Take the time to hear about this person’s life and experiences. They will enjoy telling you, and you will enjoy listening. And your relationship will be closer because of it.
- Discuss plans for your organization’s social events with this person. They are likely to have good ideas both for entertainment and for what should be communicated at the event.

Ideation – (Adrian – Eric – James)

You are fascinated by ideas. What is an idea? An idea is a concept, the best explanation of the most events. You are delighted when you discover beneath the complex surface an elegantly simple concept to explain why things are the way they are. An idea is a connection. Yours is the kind of mind that is always looking for connections, and so you are intrigued when seemingly disparate phenomena can be linked by an obscure connection. An idea is a new perspective on familiar challenges. You revel in taking the world we all know and turning it around so we can view it from a strange but strangely enlightening angle. You love all these ideas because they are profound, because they are novel, because they are clarifying, because they are contrary, because they are



bizarre. For all these reasons you derive a jolt of energy whenever a new idea occurs to you. Others may label you creative or original or conceptual or even smart. Perhaps you are all of these. Who can be sure? What you are sure of is that ideas are thrilling. And on most days this is enough.

Working with others who have Ideation – (Adrian – Eric – James)

- This person enjoys the power of words. Whenever you come across a word combination that perfectly captures a concept, idea, or pattern, share it with them. It will stimulate their thinking.
- This person will be particularly effective as a designer, whether of sales strategies, marketing campaigns, customer service solutions or new products. Whenever possible, try to make the most of their ability to create.
- Try to feed this person new ideas; they thrive on them. They will not only be more excited about their work, but they will also use these new concepts to generate new insights and discoveries of their own

Maximizer – (Adrian – Jim - Eric – Rachel - Janice)

Excellence, not average, is your measure. Taking something from below average to slightly above average takes a great deal of effort and in your opinion is not very rewarding. Transforming something strong into something superb takes just as much effort but is much more thrilling. Strengths, whether yours or someone else's, fascinate you. Like a diver after pearls, you search them out, watching for the telltale signs of a strength. A glimpse of untutored excellence, rapid learning, a skill mastered without recourse to steps — all these are clues that a strength may be in play. And having found a strength, you feel compelled to nurture it, refine it, and stretch it toward excellence. You polish the pearl until it shines. This natural sorting of strengths means that others see you as discriminating. You choose to spend time with people who appreciate your particular strengths. Likewise, you are attracted to others who seem to have found and cultivated their own strengths. You tend to avoid those who want to fix you and make you well rounded. You don't want to spend your life bemoaning what you lack. Rather, you want to capitalize on the gifts with which you are blessed. It's more fun. It's more productive. And, counter-intuitively, it is more demanding

Working with others who have Maximizer – (Adrian – Jim - Eric – Rachel - Janice)

- This person is interested in taking something that works and figuring out ways to make the most of it. They may not be particularly interested in fixing things that are broken. If possible, avoid asking this person to do things that demand continual problem solving. Instead ask them for help when you need to uncover best practices.
- If you do not have someone around you who regularly focuses on your strengths, spend more time with a maximizer. They are naturally inquisitive about excellence and will help you hone in on what you do best.
- This person will expect you to understand her strengths and to value them for them. They will become frustrated if you spend too much time focusing on their weaknesses.



Strategic – (Adrian – James - Janice)

The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking, “What if this happened? Okay, well what if this happened?” This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. You cull and make selections until you arrive at the chosen path — your strategy. Armed with your strategy, you strike forward. This is your Strategic theme at work: “What if?” Select. Strike.

Working with others who have Strategic – (Adrian – James - Janice)

- Involve this person in planning sessions. Ask them, “If this happened, what should we expect? If that happened, what should we expect?”
- Always give this person ample time to think through a situation before asking for their input. They aren’t likely to voice their opinion until they have played out a couple of scenarios in their mind.
- When you hear or read of strategies that worked in your field, share them with this person. It will stimulate their thinking.

Woo – (Adrian)

Woo stands for winning others over. You enjoy the challenge of meeting new people and getting them to like you. Strangers are rarely intimidating to you. On the contrary, strangers can be energizing. You are drawn to them. You want to learn their names, ask them questions, and find some area of common interest so that you can strike up a conversation and build rapport. Some people shy away from starting up conversations because they worry about running out of things to say. You don’t. Not only are you rarely at a loss for words; you actually enjoy initiating with strangers because you derive satisfaction from breaking the ice and making a connection. Once that connection is made, you are quite happy to wrap it up and move on. There are new people to meet, new rooms to work, new crowds to mingle in. In your world there are no strangers, only friends you haven’t met yet — lots of them.

Working with others who have Woo – (Adrian)

- Help this person meet new people every day. They can put strangers at ease and help them feel comfortable with your organization.
- If you need to extend your own network, reach out to someone with strong woo talents. They will help you broaden your own connections and get what you want.
- Understand that this person values having a wide network of friends. If they are quick to meet and greet and then move on, do not take it personally.