THE INTERSECTION OF THE ENNEAGRAM AND MARKET RESEARCH

Understand how the growing consumer obsession with the Enneagram sheds light on consumer mindset. Discover the synergy between the Enneagram, researching people and their behaviors, and what this all means to us as market researchers.

ABOUT THE SPEAKERS

ERIN MAYS
As CEO of Ebco, Erin is an accomplished strategist and researcher having worked in an array of industries with some of the largest brands in the world. Erin’s career expertise has been in leading comprehensive research programs using an array of methodologies including in-depth interviews, ethnographies, collaborative work sessions, and usability testing for strategic innovation programs across major industries.

KALYN ROZANSKI
Kalyn is known for her vision and insights. As CEO and thought leader at Ebco, she is a constant consumer of voluminous amounts of information across categories and industries in search of meaningful emerging patterns. She also is an expert at interpreting and communicating what those patterns will mean to your brand in terms of future consumer and market desires and behaviors.

JUSTIN FOSTER
Justin Foster believes when you connect to your soul, everything changes. Based in Austin, Justin is the co-founder of the intrinsic branding firm Root + River as well as a speaker, author, mentor and poet.

ABI ROBINS
Abi Robins (they/them) is a certified Enneagram Teacher and Coach and Yoga Therapist whose teaching combines the deep and transformative insight of the Enneagram with the holistic and down to earth practices of Yoga Therapy. Robins seeks to share these two powerful systems to help people better understand themselves and those around them and live more fulfilling and meaningful lives.

DIANE RING
Diane has 20 years of extensive executive coaching and leadership development experience and owns Ring Results, a leadership development and executive coaching firm in Austin, Texas. Her clients include executives, managers and technical professionals from start-ups and private businesses to publicly traded, global Fortune 1000 companies. Diane has completed comprehensive studies in the Enneagram since 2002, is an accredited teacher with the International Enneagram Association, and a member of the global faculty for Integrative Enneagram Solutions where she trains practitioners on how to use the Enneagram and iEQ9 to coach individuals and teams.

ABOUT WIRe

WIRe champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. We believe in the positive impact of women in business. Our mission is to advance the contributions and voice of women in research, both for themselves and for the greater good of the industry.
“Enneagram” is from the Greek “ennea” (9) and “gram” (points). Each number represents a worldview and archetype that resonates with the way in which people think, feel and act and how they stand in relation to the world, others and themselves.

The Enneagram allows individuals to make sense of their motivational patterns, thereby unlocking awareness of “why we do things.” This enables consciousness shifts.

1. STRICT PERFECTIONIST

Ones are about improvement and ‘right action,’ ensuring things are done correctly. They are principled, with a clear sense of right and wrong and may seem idealistic, self-righteous or judgemental. They organize their world and value facts, precision and clarity, working hard to avoid mistakes. Their gift is in discernment, evaluation and knowing what is right.

2. CONSIDERATE HELPER

Twos want to meet others’ needs in a helpful, supportive way. Warm, giving and people-oriented, they seek affirmation from their relationships and may be sensitive and angry if they feel unappreciated. They may over-involve themselves in others’ lives and risk being manipulative. Their development challenge is to give unconditionally and to nurture themselves as well as others.

3. COMPETITIVE ACHIEVER

Threes are “doers” and tend to be practical, task-oriented and project a polished persona or image. They are competitive and will make sacrifices to achieve their goals and appear successful. They may become overstretched or workaholic and may resort to deception or expediency to win. At higher integration, they work toward self-acceptance and authentic influence, connecting heart and hands.

4. INTENSE CREATIVE

Fours search for meaning, depth and authenticity. They are emotionally sensitive and attuned to their environment, creative and expressive as individuals. They may seem emotionally moody, dramatic, focusing on what is lacking in their lives. As they integrate, Fours get in touch with their inner creative voice but are able to separate their identity and their emotions.

5. QUIET SPECIALIST

Fives are private individuals with an active mental life, observing and exploring how the world works. They struggle to share thoughts and feelings and may seem socially awkward or disinterested. At lower integration, Fives may be withdrawn, antagonistic and aggressively defend their isolation. At higher integrations, they are intellectual pioneers, bringing their perceptive wisdom unselfconsciously.

6. LOYAL SCEPTIC

Sixes easily tune into potential danger and risks, acting on a sense of anxiety, and think in sceptical ways. They value trust, responsibility and loyalty and need to feel they are safe and belong. At lower integration they may be paranoid, reactive and insecure as loyalty turns into dependency and over-sensitivity. At higher integration, self-reliant and grounded Sixes give confidence to those around them, resiliently coping with risk.

7. ENTHUSIASTIC VISIONARY

Sevens seek variety, stimulation and fun, tackling challenges with optimism and engaging with life in a future-orientated way. As team members, they bring creativity, energy and optimism. They may seem distracted, hedonistic, insensitive or irresponsible to others. Sevens are often unhappy by deny this, escaping into hyperactive and impulsive pleasure-seeking. At higher integration, they are present, finding joy within.

8. ACTIVE CONTROLLER

Eights are forces of nature, with a strong presence and personality that values being in control. They are guarded but caring and protective of those around them. As they mask any vulnerability with a tough, no-nonsense exterior, they may seem intimidating and confrontational. At higher integration, they combine their directness with compassion, collaborating with others while serving the greater good.

9. ADAPTIVE PEACEMAKER

Nines are diplomatic and attuned to the ideas of others, often as facilitators or mediators in groups. They form the glue between people with their friendly, grounding and stable demeanor. They struggle to connect their own point of view or say no, and often avoid all conflict. At high integration, they are independent and self-respecting, acting with self-awareness and autonomy.