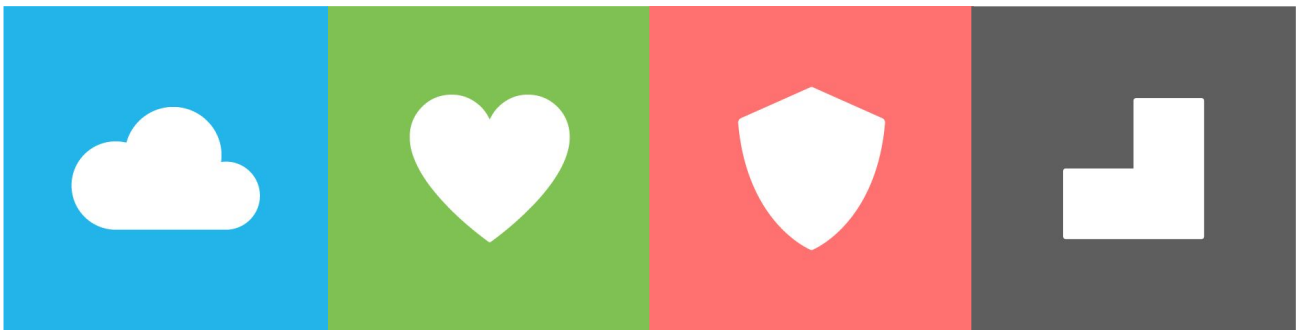


# You're an Evangelist.

**/Thinking pattern.**

# Evangelists build support for new ideas.

**Outcome-creating.**



About 11% of the population  
are Evangelists.

Evangelists create  
outcomes by bringing  
people on board.

You have persuasive  
conversations for  
possibility.

# Evangelists are driven by Vision.

**Outcome-creating.**



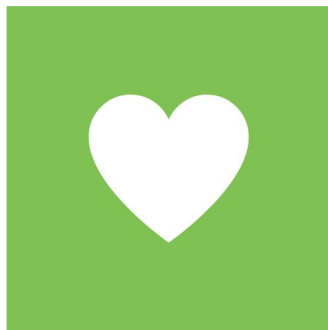
You orient towards a bigger picture and future.

You tell stories about what could be.

With Vision, you inspire and set direction. You describe the what. You define what's important. You offer inspiration and hope.

# Evangelists are anchored to Ethics.

**Outcome-creating.**



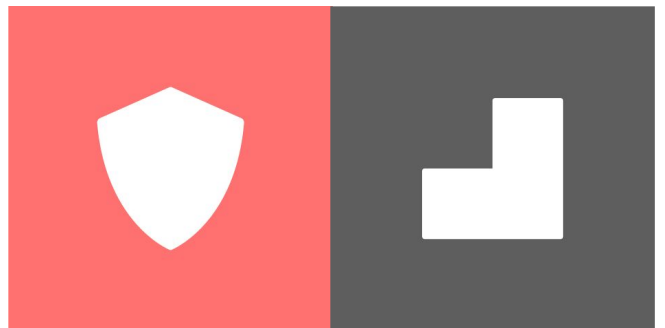
You explain how the idea can improve the lives of others.

You want to do something new for people.

With Ethics, you have conversations for commitment..

# You create outcomes with **Courage** & Reality.

**Outcome-creating.**



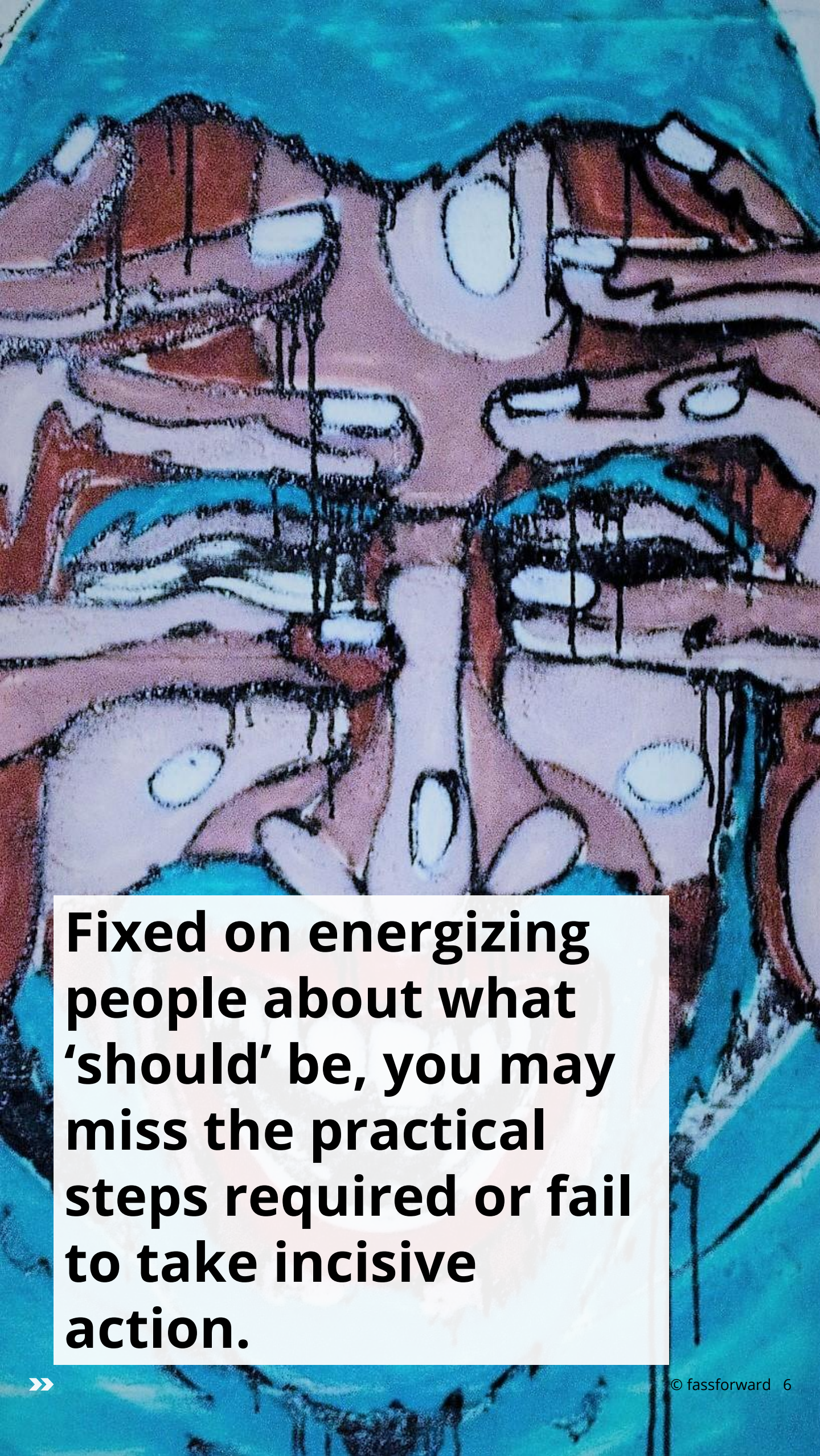
Taking managed risks

Using data to steer  
execution.

With Courage, you exercise will and  
champion. You set the when. You  
do what's difficult.

With Reality, you have  
conversations for facts and  
assessment.



An abstract artwork featuring several stylized faces in shades of pink, purple, and blue. The faces have large, white, oval eyes and are surrounded by thick, dark, dripping paint or ink. The background is a mix of teal and blue. The overall style is expressive and somewhat chaotic.

**Fixed on energizing people about what 'should' be, you may miss the practical steps required or fail to take incisive action.**



# Write the facts down.

When you find yourself reacting to problems and under stress, focus on Reality. Write the facts down.

Do I have data to support this?

What are the other relevant facts?

How do I plan to do this?

Ask, don't tell. Have conversations that are:

Fact-based

Planning-based

Detailed

# Set a deadline

When you find yourself reacting to problems and under stress, focus on Courage. Ask other people.

What do I want to make happen?

When do I want it done?

What challenges must we overcome?

Ask, don't tell. Have conversations that are:

Deadline driven

Difficult

Pro-active



# More Thinking Patterns<sup>SM</sup>.

    Mediator

    Advocate

    Idealist

    Analyst

    Innovator

    Evangelist

    Champion

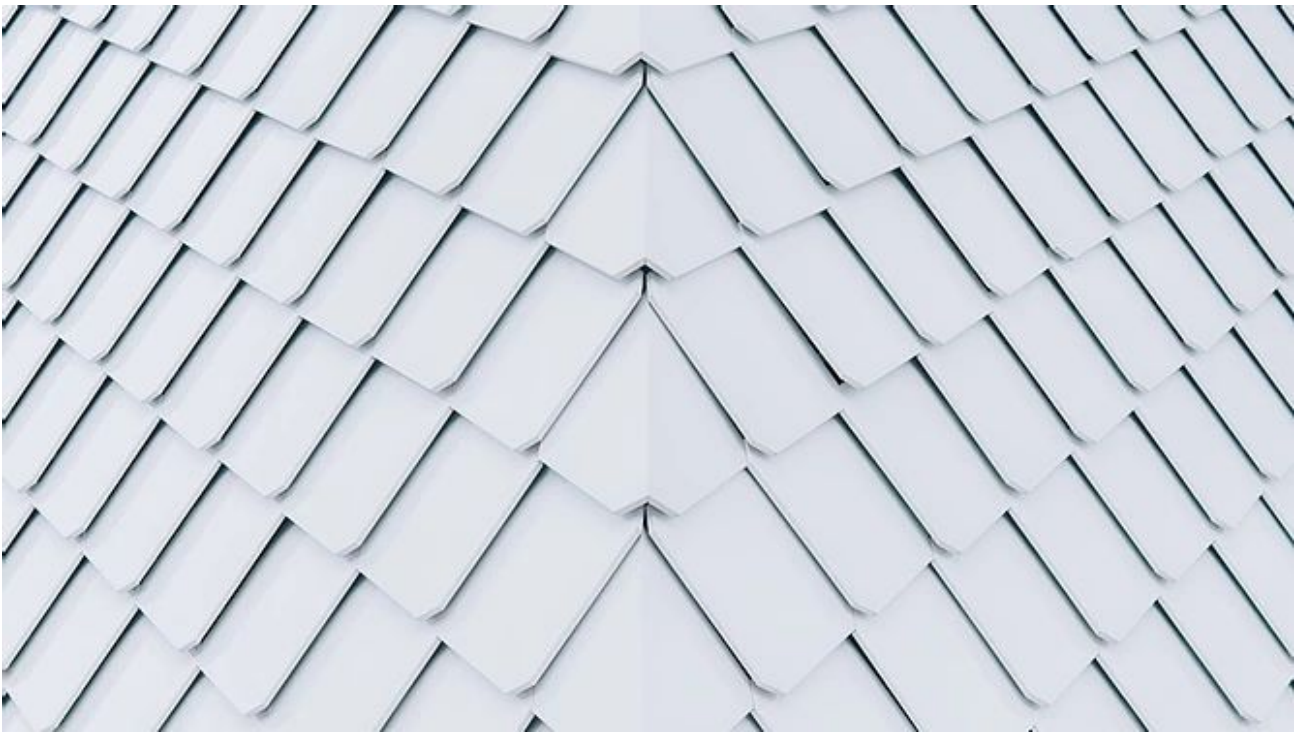
    Entrepreneur

    Operator

    Steward

    Pragmatist

    Strategist



## Thinking Patterns — How you think, act, and lead.

I remember getting a call from a recruiter about a sales and marketing job for a high-tech start-up. I was working at a Fortune 500 company. After several promotions, I had a nice

[... more](#)



The How Company

## About fassforward.

Over the years, clients have come to call us “The How Company” because we keep it practical, outcome-based, and rooted in neuroscience — all to help our clients learn, lead, and communicate more effectively.

We work in two areas:  
Business Leadership and  
Business Storytelling.

Our [Coaching](#) is a thinking partnership to help leaders think differently and create outcomes.

Our [Training](#) programs focus on closing the “Thursday-Monday gap” — the gap between ‘aha’ and practical application at work.