

🔍 Visual Comparison Matrix

Tool	Focus	Primary Use	What Question It Answers	Best For	Change Over Time	Cost
MBTI	🧠 Preferences	Self-awareness	How do I prefer to think and decide?	Communication, teamwork	🔄 Somewhat	💰 Free to \$100+
DiSC	⚡ Behavior	Team dynamics	How do I show up in groups or under stress?	Collaboration, leadership	🔄 Yes	💰 Free to \$100+
StrengthsFinder	👉 Talents	Performance	What should I lean into to do my best work?	Engagement, development	— Mostly stable	💰 \$25-\$60+
Working Genius	💬 Work energy	Productivity	What type of work gives me energy?	Team workflow, roles	— Stable	💰 \$25+
True Colors	🎨 Motivation	Understanding differences	What drives & motivates me?	Education, DEI, teams	🔄 Somewhat	💰 \$50+
Enneagram	❤️ Motivation & emotion	Growth & coaching	Why do I do what I do?	Deep emotional growth	— Stable	💰 Free to \$100+

🔗 Icon Key (for Fast Scanning)

- 🧠 Thinking / Preferences
- ⚡ Observable Behavior
- 👉 Strengths / Talents
- 💬 Work Flow / Energy
- 🎨 Values / Motivation
- 🔄 Can Change Over Time
- ❤️ Motivation & emotion
- — Largely Stable
- 💰 Cost

★ Key Takeaway

No single tool tells the whole story. Each framework offers a different lens—together, they create a fuller picture of how people think, work, and collaborate. Use multiples tools in combination, not competition. Use multiple tools **in combination**, not competition.