



THE STYLE PRAGMATIST

The Sensing and Thinking (ST) Super
Style





I am practical and like to take action based on facts and logic. I like proven methods and work best when I have all the details and a clear path

STYLE DO'S

1

Identify what you want your style to do. Eg: further your career, develop greater confidence, convey more credibility, signal polish and efficiency. This is often the motivation for taking the time to work on your signature style

3

Find your own style "twist"—eg: always adding a scarf, a unique brooch or sterling silver handmade jewellery. Twists can say "This is me" and keep your style lively

2

Embrace your love of consistency. You know which basics you want to have on hand in more than one flattering color.

4

Search out what will be appropriate. Showing up in the "wrong" clothing is often more anxiety-producing for you than researching or asking others what they'll be wearing

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STYLE DON'TS

1

Slip into "boring." E.g., too many of the same item, just different colors? Or too many shirts with safe but almost identical prints?

3

Be too predictable, e.g. grabbing the same outfit every Monday or every special occasion. Review hairstyle and make-up, too!

2

Dismiss style, thinking it lacks substance. People judge what is inside by appearance, like it or not

4

Hang onto things too long. Once a season, inspect your closet for wear spots, loss of shape, and whether it is getting dated. Looking out of date may suggest to others that your ideas are out of date



THE STYLE PRAGMATIST

The ST style is defined by use of a traditional style expression, clear rules, and limiting options to ensure they are always appropriate and equipped for the situation.

You rely on trusted basics that are ready to go and always appropriate.

You want people to please be precise, realistic and objective.

Key Questions to Start Improving Your Style:

- How does your pragmatic nature impact on your style?
- What makes an outfit practical and functional to you?
- What useful style rules and parameters have you created for yourself?

What Makes the Style Pragmatist Pay Attention to Style?

Style Pragmatists are often drawn to paying attention to their style when they realize it's a necessary factor to achieve goals or outcomes, especially in important areas such as career.

Style Pragmatists are on the move, they are going places (often at a quick pace – they can be hard to keep up with). Style can be identified as another vehicle in an armory of vehicles to get where they need to go. Style is a necessity, it's a requirement, it's a factor of some significance in their overall plan.

Style is rarely going to be a big interest in and of itself, it simply isn't as interesting to the Style Pragmatist as it is to some other Super Styles. But once they identify it as an important tool, they will use style to advance their own priorities (goals, outcomes, success).

Underlying the Style Pragmatist efforts to be more stylish is a need to present a polished presence, perhaps to impress, to persuade, or to be appropriate. The Style Pragmatist style approach is not necessarily showy, it's often too pragmatic for that, but it can be precise, smooth and convincing.



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You take a pragmatic approach to style based on basics, creating a utilitarian look

The four style types who prefer Sensing and Thinking are

- The Appropriate Stylist, ISTJ: The Style Organizer
- The Effective Stylist, ESTJ: The Style Traditionalist
- The Individualist Stylist, ISTP: The Style Maverick
- The Resourceful Stylist, ESTP: The Style Explorer

Discover your Style Type and Get your Style Type Report [here](#)

Going Deeper into your Type

Are you keen to learn more about your type, at a deeper level?

If you want to delve into your flavour of the Style Pragmatist - which of four you are then your Style Type Report is your next step.

Inside you'll find specific information related to your 4 letter type including a blueprint to help you develop and grow your style in a type-specific way that is completely authentic to you.

Plus additional resources including a video with illustrative stories about your type, that brings your Style Type Report to life plus a Style Profile workbook and 10 ways you can get the most out of your report.

Inside you'll get:

Acknowledgment: you'll finally understand why you approach style the way you do.

Advice: specific, clear advice based on your personality

Aspiration: be inspired to become your most stylish self with our 4 stage style blueprint designed to enhance your style based on your personality.