

Dreamers & Doers

Finding your VAST Personality Type

Introduction

Understanding your core strengths and natural inclinations can significantly enhance how you run your business. In the entrepreneurial world, individuals often fall into one of two categories: Dreamers or Doers. Dreamers are the big-picture thinkers who envision the future and pave the way with innovative ideas. Doers, on the other hand, excel at executing these ideas, turning visionary concepts into tangible results. This relationship is Symbiotic, with both the Dreamer and Doer relying on the other to survive.

This eBook includes a comprehensive survey designed to help you determine whether you are a Dreamer or a Doer. Recognizing your primary role will enable you to leverage your strengths more effectively and identify areas where you might need to partner with others who complement your skills.



Chapter 1: Understanding Dreamers and Doers

The Dreamer

Dreamers are typically the idea generators, often seeing opportunities where others do not. They are characterized by their:

- **Creativity:** Ability to come up with innovative solutions.
- **Vision:** Skill in foreseeing market trends and business opportunities.
- **Strategic Thinking:** Proficiency in planning long-term strategies rather than focusing on day-to-day operations.

Dreamers tend to be forward thinkers, often pushing for innovative solutions, or conjuring ideas out of nowhere. They also tend to lack follow through, often moving too quickly onto the next big idea, or implementing systems that fail because they haven't figured out the details of their "big picture."

The Doer

Doers are the backbone of business operations, focusing on action and results. They are known for their:

- **Practicality:** A grounded approach to solving problems.
- **Efficiency:** Ability to organize resources effectively and optimize workflows.
- **Execution:** Skill in following through with plans and completing tasks.

Doers are the true backbone of a company. They specialize in getting things done. They can create processes and systems for any idea and make them work practically and efficiently. But seeing far away issues and industry trends are not their strong suits, they'd rather make their current systems work than try to find new ways of thinking.

Chapter 2: The Importance of Knowing Your Role

Understanding whether you are a Dreamer or a Doer can transform how you approach your business. It helps in:

- **Task Allocation:** Ensuring the right person is handling tasks that suit their strengths.
- **Team Building:** Assembling a team that balances visionary thinking and practical execution.
- **Leadership Development:** Enhancing your leadership by understanding your natural inclinations and how they affect your decision-making.

It is important to note that it is possible for one person to score highly in both the Dreamer and Doer categories, but usually, if you do your best to take an honest look at the following survey, you'll find you have clear preference and strength in one or the other. Understanding your role well helps you align yourself with your staff or partners to create the best possible outcome for your company. It's about finding balance in these roles.



Chapter 3: The Dreamer vs. Doer Survey

This chapter includes a detailed survey with questions designed to reveal whether you lean more towards being a Dreamer or a Doer. Answer each question honestly to get the most accurate results.

Instructions: Rate each statement on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Circle the number that best represents your agreement with each statement.

Round 1

Statement	1	2	3	4	5
I often find myself thinking about the future possibilities of my business.	☐	☐	☐	☐	☐
I am more interested in developing new ideas than managing daily tasks.	☐	☐	☐	☐	☐
I prefer strategic planning over daily task execution.	☐	☐	☐	☐	☐
I am always looking for new opportunities and innovations.	☐	☐	☐	☐	☐
I find it easy to delegate day-to-day tasks to focus on big-picture planning.	☐	☐	☐	☐	☐

Chapter 3: The Dreamer vs. Doer Survey Continued

Instructions: Rate each statement on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Circle the number that best represents your agreement with each statement.

Statement	1	2	3	4	5
I thrive on creating and conceptualizing, not just managing what already exists.	☐	☐	☐	☐	☐
I often need help to structure my ideas into actionable plans.	☐	☐	☐	☐	☐
I get more excited about starting projects than finishing them.	☐	☐	☐	☐	☐
I am often told that I inspire others with my vision.	☐	☐	☐	☐	☐
I feel restless if I have to perform routine tasks for too long.	☐	☐	☐	☐	☐

Total _____



Chapter 3: The Dreamer vs. Doer Survey Continued

Round 2

Statement	1	2	3	4	5
I enjoy the challenge of solving practical problems.	☐	☐	☐	☐	☐
I am focused on the efficiencies and optimizations within my business.	☐	☐	☐	☐	☐
I find satisfaction in completing tasks and projects.	☐	☐	☐	☐	☐
I prefer clear, immediate goals over long-term planning.	☐	☐	☐	☐	☐
I am usually the person who implements ideas effectively.	☐	☐	☐	☐	☐
I pride myself on being reliable and consistent.	☐	☐	☐	☐	☐
I am detail-oriented and meticulous in my work approach.	☐	☐	☐	☐	☐

Chapter 3: The Dreamer vs. Doer Survey Continued

Statement	1	2	3	4	5
I am often the person who others depend on to get things done.	☐	☐	☐	☐	☐
I am comfortable with routine and structured tasks.	☐	☐	☐	☐	☐
I excel in managing projects and ensuring everything runs smoothly.	☐	☐	☐	☐	☐

Total _____

Understanding your results:

Add up your scores for each section. If your score is higher in the Round 1 statements, you lean more towards being a Dreamer. If your score is higher in the Round 2 statements, you are more of a Doer. Congratulations!

- **High Dreamer Score:** Explore strategies to harness your visionary capabilities while partnering with Doers who can manage day-to-day operations.
- **High Doer Score:** Focus on strengthening your execution skills and consider collaborating with Dreamers to ensure your business continues to innovate.

Chapter 4: Leveraging Your Business Personality

Once you know your primary business personality, the next step is to use this knowledge to your advantage.

For Dreamers:

- **Partner with Doers:** To balance your visionary nature, partner with someone who can handle the details and implementation.
- **Focus on Innovation:** Continue to drive innovation in your business while letting others manage the execution.

For Doers:

- **Seek Dreamers:** Collaborate with Dreamers who can provide direction and new ideas that you can execute.
- **Enhance Operational Efficiencies:** Use your skills to streamline operations and improve the business's bottom line.

Conclusion

By understanding whether you are a Dreamer or a Doer, you can play to your strengths and build a more effective, balanced, and successful business. This insight allows you to focus on what you do best while finding the right partners or team members to complement your abilities. Embrace your role, collaborate wisely, and watch your business thrive.