

# THE 9 ENNEAGRAM TYPES: Core Motivations & Key Strategies

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## TYPE 1: THE REFORMER

**Motivation:** Be good; Do it right; Avoid being bad or wrong

**Strategies:** Listen to inner critic; Be above reproach; Judge and critique; Avoid mistakes; Make wrong things right

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## TYPE 2: THE BEFRIENDER

**Motivation:** Be loved and appreciated; Avoid rejection

**Strategies:** Win approval and love; Be indispensable to others; Deny own needs

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## TYPE 3: THE ACHIEVER

**Motivation:** Be seen as successful; Win admiration; Avoid failure

**Strategies:** Achieve successes; Outshine others; Shapeshift to suit the audience; Be highly productive

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## TYPE 4: THE INDIVIDUALIST

**Core Motivation:** Be unique, special, and authentic; Avoid meaninglessness

**Strategies:** Feel inferior; Envy what others have; Search for meaning; Focus on suffering; Express oneself uniquely

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## TYPE 5: THE OBSERVER

**Motivation:** Possess knowledge; Conserve energy; Avoid being under-resourced

**Strategies:** Collect knowledge, deepen expertise; Protect alone time and energy; Be self-sufficient; Focus on thinking, not feeling

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## TYPE 6: THE QUESTIONER

**Motivation:** Be safe and secure; Belong; Avoid being unprepared and unsupported

**Strategies:** Envision problems, prepare for the worst; Test for trustworthiness; Find a trusted leader, group, or ideology

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## TYPE 7: THE ENTHUSIAST

**Motivation:** Experience life's pleasures without limits; Avoid negative emotions

**Strategies:** Seek pleasure and positivity; Avoid commitment and limitations; Focus on possibilities; Deny negative emotions

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## TYPE 8: THE CHALLENGER

**Motivation:** Be strong and in control; Avoid vulnerability

**Strategies:** Take charge, be direct; Don't be controlled; Deny one's own weakness; Protect others; Engage conflict

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## TYPE 9: THE PEACEMAKER

**Motivation:** Experience ease, peace, and harmony; Avoid conflict

**Strategies:** Don't rock the boat; Go with the flow; Don't develop strong opinions and desires; Empathize with all sides