

SPARKED

Discover
Your Unique
Imprint for Work
that Makes You
Come Alive

JONATHAN FIELDS

A PDF COMPANION TO THE AUDIOBOOK

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APPENDIX

The Satisfaction Spectrum™.

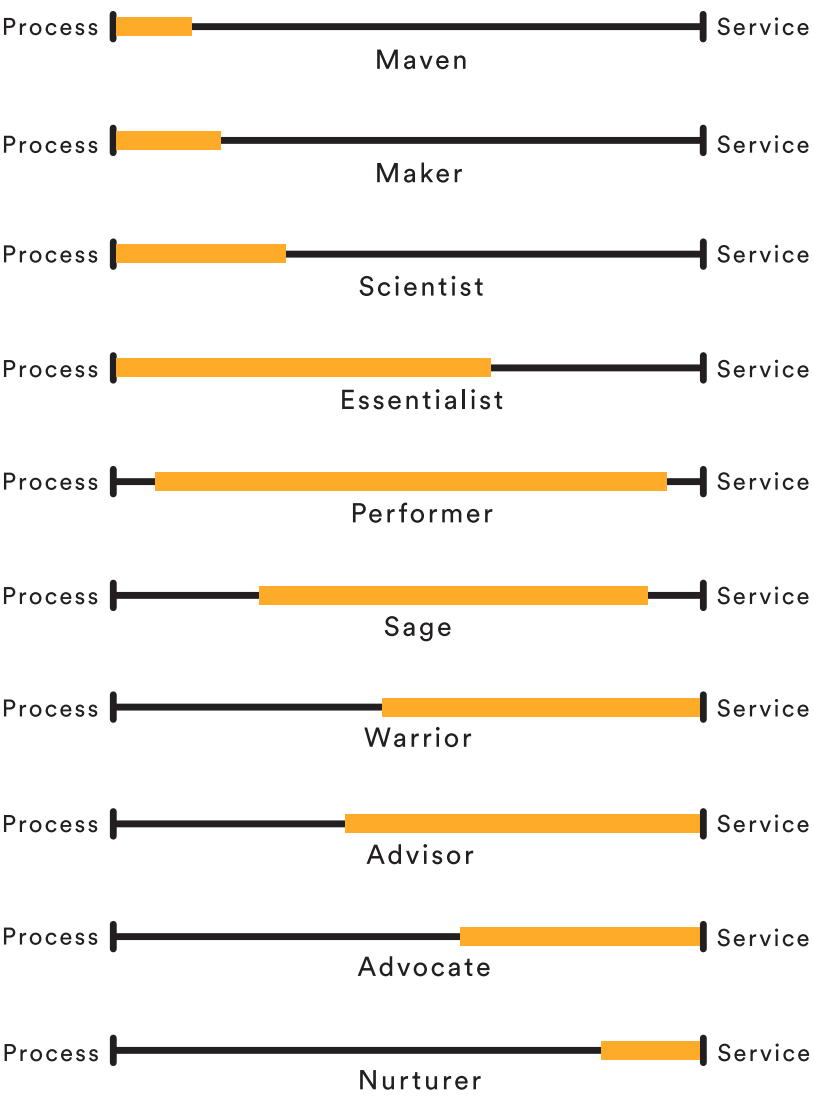
On the surface, the first step to becoming Sparked—to coming more fully alive—is to do more things that allow you to express your Sparketype. On a deeper level, there's a more nuanced and powerful awakening that adds to your understanding. Once you learn it, it'll explain so much about past experiences, and also help you more easily discern what to say *yes* or *no* to in the future. It may also, surprisingly, open up a wellspring of self-forgiveness and allow you to release unjustly accumulated shame.

All ten Sparketypes exist along what's known as the Satisfaction Spectrum.

On one side of the spectrum are Sparketypes that are fully expressed and most readily satisfied by a more internally oriented focus on process, like creation, problem-solving, learning, and distilling. The results of their work often serve and impact others in meaningful, sometimes groundbreaking ways. That's a great thing, it's meaningful, something they enjoy knowing, and it is often that outcome side that is connected directly to professional advancement. At the same time, though they might never say it out loud in polite company, that's not the main reason they do it. It's the process, itself, that Sparks them.

The other side of the spectrum is increasingly externally oriented. It is about service to others, impact, and outcomes. The fact that they've developed expertise in some process or

Satisfaction Spectrum for the Ten Sparketypes



mastered a craft along the way is far less meaningful than the simple knowledge that they've been of service. That's what they live for. To elevate others.

Each Sparketype represents a certain range along the Satisfaction Spectrum, some more readily fulfilled by pure process, others by pure service, and still others spanning the middle.

WHY DOES THIS MATTER?

Are there outliers? Of course, there always are. Still, knowing whether you're more expressed and fulfilled by process or service or some blend helps you better understand how to come alive. If you happen to be fueled by a Sparketype that lies more strongly on the process side of the equation, it may also free you from a bit of multigenerational baggage.

There's an old line that holds the only path to a meaningful, purpose-filled, fully expressed living or life is service. For some, especially those with Sparketypes that lie on the service side of the Satisfaction Spectrum, that is largely true. Without service in the mix, you literally cannot do the thing you're here to do. For process-driven Sparketypes, however, the understanding that what you do is of service to others, that it affects or impacts them, is "nice," maybe even makes you feel pretty good, but it's not the core reason you do what you do. For you, its central role is to serve as feedback, validation of your level of excellence and expertise in the process that both fuels and nourishes you, and also happens to serve others. The simple opportunity to immerse yourself in the process, fully resourced and unimpeded, is what holds your greatest reward and opportunity for expression. It's not about being selfish or ego-driven; it's simply that you get nearly all you need to feel Sparked through a more

inward-facing process, even when the output from it moves, serves, and elevates others. And that's okay.

This does not negate or deny the very real value and benefits of everyone, on some level, doing things that benefit others. The net positive effect on society is real and meaningful. We all want to live in a world that exalts caring for each other. As a general ethos, we all benefit from giving and receiving kindness. On a more psychological level, when you become other-focused, it helps break the cycle of neuroses and the anxiety that often consumes you when all you think about is yourself. It is hard to maintain the spin of self-defeating and often self-flagellating self-talk when you force your focus toward others. Plus, often, those you'd help elevate are, on some level, in more need than you. Finding yourself confronted with this reality in a very human, face-to-face way can bring you back to a state of gratitude. Givers don't just help others rise, they also benefit from elevated mood that often lasts days beyond the act of giving. Again, the net effect is you rise, and others rise. We should all help others, if for no other reason than it weaves the fabric of a kinder, more connected world, one we all want to inhabit. But it's important to distinguish these broader, societal motivators for service from the dated and, at least for those whose Sparketypes lie on the process side of the spectrum, shame-inducing overlay that says the only "valid" work and way to come alive is service.

Rather than shaming anyone for their ability to come alive through means other than direct service, maybe it's time to just acknowledge that we all derive meaning, purpose, and experience passion and joy from different things and in different ways, and that's okay.

YOUR ANTI-SPARKETYPE.

Each of the ten Sparketypes speaks to a specific type of work. When that work is your Primary or Shadow, it plays a meaningful role in making you come alive. As a general rule, the more you can do it, the better! Build your work and life around it and you become Sparked.

But here's the thing. Any one of those same Sparketypes can also play the role of your Anti-Sparketype. In that way, it becomes the work that empties you out. The work that you generally loathe the most, that feels like it's always a slog, even when you're somewhat accomplished at it, the work that takes the most motivation to do, and leaves you the most drained.

For example, when your Primary Sparketype is the Essentialist, creating order from chaos, distilling, simplifying, creating systems and processes may be hard work, but it also nourishes, energizes, and fills you up. It Sparks you. If that very same role is your Anti-Sparketype, then doing that work, even if it's objectively easier, feels so much harder, and leaves you so much more depleted.

You've probably sensed what kind of work falls under your Anti-Sparketype, the same way you've had an intuitive knowing about the type of work that makes you come alive. Even if not, the great news is, you don't have to guess. The first version of the Sparketype Assessment was developed to reveal your Primary and Shadow. A few years into our research, we realized we'd also done 90 percent of the work of being able to discern and share your Anti-Sparketype as well. We went back into the lab and developed a new, more robust algorithm that discerns and reports not just your Primary and Shadow Sparketypes, but also your Anti-Sparketype.

If you were one of the early assessment-takers, feel free to complete the currently available version, so that you have the

added benefit of knowing not just your Primary and Shadow, but also your Anti-Sparketype. This added insight reveals why certain work lands with such unease, takes so much out of you, and helps show you the work you may want to hand off to others whose Sparketypes are more aligned, if and when possible. It's also a very powerful data-point for leaders who are working to understand how to best align people with work that makes them come alive, and avoid work that empties them out.

- **When the Maven is your Anti-Sparketype**, the process of acquiring knowledge, of deep learning or the pursuit of a fascination for no reason beyond the joy of the pursuit of knowledge, leaves you largely uninterested, disengaged, and emptied out. You'll embrace learning, if you have to, but it's almost always about having to learn something because it allows you to do something else, rather than the pure love of acquiring knowledge for knowledge's sake.
- **When the Maker is your Anti-Sparketype**, the process of taking ideas and turning them into something real, be it digital, physical, or experiential, leaves you flatlined. When faced with the need to immerse yourself in a process of creation or making, even if you understand its value, it just feels like such a heavy and maybe even scary lift. All you want to do is find a way for someone else to take the lead, or rush through it as fast as you can so you can be done with it.
- **When the Scientist is your Anti-Sparketype**, the invitation to spend all your time and energy grappling with burning questions, figuring out complex problems, or solving puzzles leaves your head spinning and your spirit plummeting. You'll do it, and maybe

even develop the skills needed to excel, but it is never the thing that comes most naturally and it's the pursuit that takes the most out of you and leaves you emptiest.

- **When the Essentialist is your Anti-Sparketype**, the very thought of having to spend time and energy creating order, systems, processes, checklists, simplicity, or any type of order from chaos makes you want to run in the other direction. That doesn't mean you don't love when those systems and simplicity and clarity exist, you often do, and benefit greatly from them. You just want nothing to do with creating, then maintaining them.
- **When the Performer is your Anti-Sparketype**, the idea of being front and center, having to take the stage, be it a business meeting, pitch, theatrical performance, speech, sales call, or any other engagement, interaction, or moment that calls for a certain level of animation, energy, enlivenment, or entertainment, is an incredibly unpleasant thought. You may well train to become skilled at it, but even though you enjoy seeing progress and get more comfortable, it is still likely to be the thing you least want to do and the experience that takes the most out of you and requires the greatest space for recovery.
- **When the Sage is your Anti-Sparketype**, the work of illumination, figuring out how to share what you know and turn on the lights of insight, knowledge, discovery, and awakening takes a lot out of you. You understand the benefits and often love being on the other side of that equation, and you may even develop some proficiency in the process of illumination that helps it not feel like such a heavy lift and adds in the feeling of

competence. Yet, at the end of the day, the work will likely never come close to giving you the feeling and energy and release potential that comes with doing the work of your Primary and Shadow.

- **When the Warrior is your Anti-Sparketype**, the work of bringing people together, whether only a few in a local setting, friends, family, or larger groups, teams, cohorts, communities, divisions, organizations, then leading them on some adventure, quest, journey, or endeavor, takes the life right out of you. You may love being invited along and participating, once someone else has gathered people together, set the course, and is leading them, but the idea of you being that person is not fun. You may become highly skilled at this work, and you may care deeply about the people and the outcome and be called upon to take on this role, but the work, itself, and the process of gathering and leading, always feels hard and takes more out of you than it gives you.
- **When the Advisor is your Anti-Sparketype**, the work of guiding, mentoring, coaching, or working in an intimate, hands-on way to guide people or groups through a process of growth and toward an outcome is something that feels perpetually onerous to you. Like all other Sparketypes, you may well acquire the skill of being good at it over time, and that may make it feel like it comes easier, but it will likely always feel like a much heavier lift, and leave you emptier than the work of your Primary and Shadow.
- **When the Advocate is your Anti-Sparketype**, taking on the role of championing, advocating for, and shining the light on an underrepresented idea, ideal,

individual, or community leaves you not just flatlined, but often completely emptied out. It's not just that the work of advocacy is hard, it's that it also tends to war with your wiring and, even if you do the work to learn the craft and become accomplished, it will likely always take so much out of you and never approach the enlivening experience of doing the work of your Primary and Shadow, even when those may be very hard, too.

- **When the Nurturer is your Anti-Sparketype**, you may become competent or even very good at the work of giving care, nurturing, and uplifting others. They may feel the impact of your efforts and you enjoy that and may care a lot about those you touch. But, for you, while you appreciate the benefits and the effect on others, the work often feels like it takes everything out of you and leaves you feeling like you're perpetually in need of recovery.

In reading this book, look up your Primary and Shadow Sparketype, and read those chapters. Then, look up your Anti-Sparketype and remember, when it's in the role of Anti-Sparketype, this is not the work that fills you, but rather empties you. The struggles associated with each will likely be that much more amplified when you seek to do this work. Becoming skilled at it can help, because the feeling of competence can help offset the experience of depletion. But it rarely approaches the feeling the work of your Primary and Shadow gives you, and often leaves you in the exact opposite state.

Still, there will be times all of us will have to do this work, on some level. As an entrepreneur for my entire adult life, I've had to do the work of all ten Sparketypes at various times, because

starting a company demanded it and I didn't have the resources to have anyone else do it. If you find yourself in a circumstance where you cannot quickly or easily remove the work of your Anti-Sparketype from your job, all is not lost. Work on ways to minimize the work of your Anti-Sparketype, delegate, or if possible outsource as much as you can. Find others whose Primary or Shadow is your Anti-Sparketype and see if there is a way you might be able to "trade up" so you're both more lit up. Explore other ways to do more of the work that makes you come alive, even on the side or as hobbies or fun activities, outside the confines of the work you get paid to do. This has the effect of both filling you up with activities that Spark you, and also helping counter the draining effect of your Anti-Sparketype.

At the end of the day, the more informed you are, the more able you are to make choices that Spark you.

PREVALENCE.

Ever wonder how many others share your Primary or Shadow Sparketype, or your pairing? Turns out, you're not alone. It's one of the most frequently asked questions. How much of the population is like me? How rare or unusual am I? While we cannot tell you how you compare to the entirety of the human race, we can share some pretty compelling data from the fast-growing universe of Sparketype Assessment-takers from around the world. As of this writing, that represents a sample of about five hundred thousand people. Here's what we've learned.

PRIMARY SPARKETYPE

PREVALENCE

Advisor	10%
Advocate	8%
Essentialist	7%
Maker	17%
Maven	26%
Nurturer	13%
Performer	3%
Sage	6%
Scientist	7%
Warrior	2%

SHADOW SPARKETYPE

PREVALENCE

Advisor	11%
Advocate	6%
Essentialist	9%
Maker	12%
Maven	26%
Nurturer	11%
Performer	4%
Sage	9%
Scientist	10%
Warrior	2%

PRIMARY/SHADOW
PAIRINGS

PREVALENCE

Advisor/Advocate	0.6%
Advisor/Essentialist	0.6%
Advisor/Maker	0.5%
Advisor/Maven	2.3%
Advisor/Nurturer	2.6%
Advisor/Performer	0.3%
Advisor/Sage	2.2%
Advisor/Scientist	0.4%
Advisor/Warrior	0.4%
Advocate/Advisor	1.0%
Advocate/Essentialist	0.5%
Advocate/Maker	0.6%
Advocate/Maven	2.2%
Advocate/Nurturer	2.2%
Advocate/Performer	0.3%
Advocate/Sage	0.5%
Advocate/Scientist	0.6%
Advocate/Warrior	0.3%
Essentialist/Advisor	0.5%
Essentialist/Advocate	0.3%
Essentialist/Maker	1.0%

PRIMARY/SHADOW
PAIRINGS

PREVALENCE

Essentialist/Maven	2.3%
Essentialist/Nurturer	0.7%
Essentialist/Performer	0.1%
Essentialist/Sage	0.5%
Essentialist/Scientist	1.2%
Essentialist/Warrior	0.2%
Maker/Advisor	0.8%
Maker/Advocate	0.6%
Maker/Essentialist	1.8%
Maker/Maven	8.2%
Maker/Nurturer	1.5%
Maker/Performer	1.3%
Maker/Sage	0.7%
Maker/Scientist	1.9%
Maker/Warrior	0.3%
Maven/Advisor	2.3%
Maven/Advocate	1.5%
Maven/Essentialist	3.2%
Maven/Maker	5.9%
Maven/Nurturer	2.8%
Maven/Performer	0.9%

PRIMARY/SHADOW
PAIRINGS

PREVALENCE

Maven/Sage	3.5%
Maven/Scientist	5.3%
Maven/Warrior	0.3%
Nurturer/Advisor	3.3%
Nurturer/Advocate	2.2%
Nurturer/Essentialist	1.1%
Nurturer/Maker	1.3%
Nurturer/Maven	3.6%
Nurturer/Performer	0.4%
Nurturer/Sage	0.9%
Nurturer/Scientist	0.4%
Nurturer/Warrior	0.1%
Performer/Advisor	0.3%
Performer/Advocate	0.2%
Performer/Essentialist	0.2%
Performer/Maker	1.1%
Performer/Maven	1.0%
Performer/Nurturer	0.4%
Performer/Sage	0.2%
Performer/Scientist	0.1%
Performer/Warrior	0.1%

PRIMARY/SHADOW
PAIRINGS

PREVALENCE

Sage/Advisor	1.7%
Sage/Advocate	0.2%
Sage/Essentialist	0.5%
Sage/Maker	0.4%
Sage/Maven	2.1%
Sage/Nurturer	0.5%
Sage/Performer	0.2%
Sage/Scientist	0.3%
Sage/Warrior	0.2%
Scientist/Advisor	0.3%
Scientist/Advocate	0.3%
Scientist/Essentialist	1.3%
Scientist/Maker	0.9%
Scientist/Maven	3.7%
Scientist/Nurturer	0.2%
Scientist/Performer	0.1%
Scientist/Sage	0.3%
Scientist/Warrior	0.2%
Warrior/Advisor	0.5%
Warrior/Advocate	0.2%
Warrior/Essentialist	0.2%

PRIMARY/SHADOW PAIRINGS	PREVALENCE
Warrior/Maker	0.1%
Warrior/Maven	0.3%
Warrior/Nurturer	0.1%
Warrior/Performer	0.1%
Warrior/Sage	0.3%
Warrior/Scientist	0.2%

Interestingly, knowing how common or rare your Primary, Shadow, and pairing is, is fascinating on an individual level. When we work with organizations, this wisdom takes on a whole new depth of importance. We are able to map prevalence ratios across teams, divisions, and entire organizations, which can be incredibly eye-opening. It helps explain certain outcomes and dynamics, and also, not infrequently, identifies potential areas of imbalance or gaps in innate impulse and skills. This can be highly useful in better understanding how to effectively lead, inspire, motivate, and elevate the experience of work and the quality of outcomes.

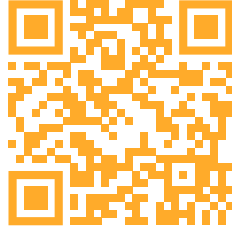
SPARKED RESOURCES

FAQS.

Got questions that weren't answered in the book? Visit Sparketype.com/faq, where you can check out our growing list of Frequently Asked Questions, along with in-depth answers and, if you like, even propose your own questions. Here are a handful of the most common questions you'll find answers to there:

- Where does your Sparketype come from?
- What is the methodology/basis behind the Sparketypes?
- How is it related to flow, meaning, purpose, engagement, and performance, and is there data around it?
- Is your Sparketype the same thing as your passion?
- How is motivation different from your Sparketypes?
- What if your Primary and Shadow Sparketype don't seem like they'd work well together?
- Can you be super-accomplished without being Sparked?
- Is your Sparketype what you're good at, or skilled at?
- Can your Sparketype change over time, or is it fixed?
- What if you don't like/want your Sparketype? What if your Sparketype *does* ring true, but you don't *want* it to?

- Is your ability to do the work of your Sparketype limited by your job title, company, or industry?
- How do the Sparketypes compare to other major typing systems, like MBTI, Strengthsfinder, and so on?



FOR INDIVIDUALS.

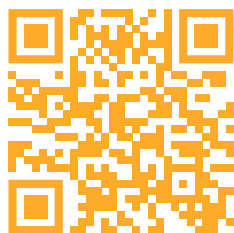
With the global community of Sparked humans expanding at a rapid rate, we are in regular conversation with our community, inquiring how best to be of service and provide useful and valuable support and solutions. These range from virtual workshops, courses, and trainings to in-person experiences. You can check out our currently available resources, tools, and programs, and see if any might accommodate your needs at sparketype.com/ind.



FOR LEADERS AND ORGANIZATIONS.

This book is, in no small part, a primer for individuals to go deeper into their personal Sparketype profiles and better understand how to get more out of work and life. That said, the concepts, tools, and technologies have powerful application in organizations as well. We've worked with everyone from startup founders to emerging and senior leaders, executives, and C-level teams at global enterprises, with a focus on tapping the Sparketypes to empower leaders to be more effective, increase engagement and motivation, enhance purpose and performance, and facilitate better communication and understanding.

Engagements range from outcome-specific licensed programming, deployed via LMS to in-person or virtual workshops, off-sites, keynotes, team and organization profiles and insights, and more. To learn more about possible organizational offerings and engagements, visit sparketype.com/org.



FOR HELPING PROFESSIONALS.

As the Sparketypes began rapidly spreading around the world, we began to hear from helping professionals who saw the value of the Sparketypes both in their own lives and work, and also in their application as a powerful new tool to bring to their

work with clients. Everyone from coaches, consultants, and facilitators to teachers, administrators, and L&D professionals reached out to inquire about varying levels of support, training, certification, and licensing. We love to see this work ripple out into the world, but are also committed to supporting a high standard of care as it does. So we've created a variety of opportunities to learn more and be supported and accredited for use in professional contexts. To learn more about available opportunities, visit sparketype.com/pros.

