

Presidential Elections: The Ultimate Personality Contest



Merrick Rosenberg
Leading Personality Expert



Trump and Harris's personalities are a hot topic of discussion, and it's time to bring in a **Personality Expert** who can offer deeper insights and a fresh perspective on how personality impacts their electability.

Merrick Rosenberg has identified a consistent pattern that illustrates the influence of personality in presidential campaigns. This pattern has remained strong for 23 consecutive elections dating back to 1932. Using his model, Merrick can forecast the probable winner in 2024. You can watch Merrick's popular TED Talk, *Are Presidential Elections One Big Personality Contest?*

Merrick is an award-winning author of eight books on personality, such as *Taking Flight!*, *The Chameleon*, and *Personality Wins*, which was selected by Mainstream Media as the Best Political Book of 2023.

Merrick is a well-known keynote speaker and the CEO of Take Flight Learning, a global organization with over 1500 certified trainers based on his work. He has played a pivotal role in driving success for two-thirds of the Fortune 100 companies. He has a B.A. in Political Communications from George Washington University and an M.B.A. from Drexel University.

Personality Wins

The personalities of the candidates will play a crucial role in determining the next President of the United States. Merrick will offer a new angle on why people respond positively or negatively to each candidate. He can explain how personality will impact the outcome of the 2024 presidential election.

A New Perspective on Presidential Elections

- ◆ Is there an optimal personality that wins presidential elections?
(Hint: Yes, and one of the candidates has it!)
- ◆ How will Trump and Harris' personalities work for *and* against them?
- ◆ What can the candidates do to leverage the power of their personality?
- ◆ Does Harris have a better chance to win than Biden based on their personalities?
- ◆ Do people perceive Harris's personality differently because she's a woman?
- ◆ How do the VPs' personalities support or clash with their presidential candidate?
- ◆ Why are voters drawn to narcissistic leaders?
- ◆ Is there a cautionary tale for presidential candidates or voters given that people vote for personality over party and policy?
- ◆ Does personality impact a president's effectiveness and likability?

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Nationwide availability for interviews - based near Philadelphia