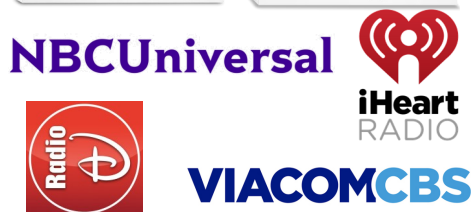
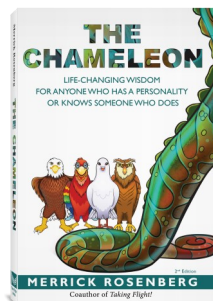
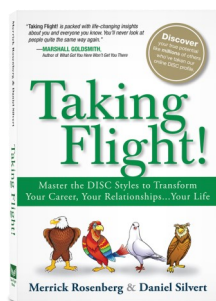
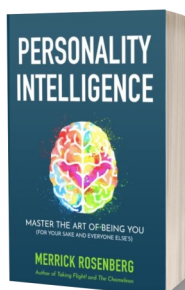




**Merrick Rosenberg**  
Leading Personality Expert  
CEO of Take Flight Learning



# View the World Through the Lens of Personality

**Merrick Rosenberg** is the author of eight books on understanding and tapping into the power of your personality. He co-founded *Team Builders Plus* in 1991 and *Take Flight Learning* in 2012. He is a keynote speaker and has worked with more than half of the Fortune 100 companies in the U.S. and abroad. Merrick has delivered his reimagined approach to personality to hundreds of thousands of people.

As CEO of Take Flight Learning, he led his organization to be selected by the Philadelphia Business Journal as one of the *Fastest Growing Companies* and *Best Places to Work* in the Philadelphia area. Under his leadership, his company was selected as the *New Jersey Business of the Year* by NJ Biz magazine. He received his MBA from Drexel University who selected him as the *Alumni Entrepreneur of the Year*. Merrick has also been named the *New Jersey CEO of the Year* by AI magazine.

Personality plays out in everything we do and **Merrick Rosenberg** can offer a unique perspective on emerging trends and events.

## Current Event Story Ideas

- ◆ An entertainer's social media problem is really their personality
- ◆ How a politician's personality is inhibiting or driving their success
- ◆ Is a sports star's longevity based more on their stats or personality?
- ◆ On Valentine's Day — Do opposites attract?
- ◆ During the Holidays — How can you deal with those pesky in-laws?

## Relationship-Based Story Ideas

- ◆ How can you raise two children with completely different personalities?
- ◆ Is your spouse's personality driving you crazy?
- ◆ Are you imposing your personality on your kids?
- ◆ Is the Golden Rule damaging your relationship with your family?
- ◆ How can you talk to your spouse to hear you?

## Business-Related Story Ideas

- ◆ How leaders use their personality to drive results
- ◆ Harnessing your personality for career success
- ◆ How to cope with difficult personalities in the workplace
- ◆ Your greatest strengths may be causing your greatest weaknesses
- ◆ Nailing your sales pitch to customers who have different personalities

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