

# Advocate

## Personality

### INFJ-A / INFJ-T



## Introduction

01

*“Treat people as if they were what they ought to be and you help them to become what they are.”*

				
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## JOHANN WOLFGANG VON GOETHE

Advocates (INFJs) may be the rarest personality type of all, but they certainly leave their mark on the world. Idealistic and principled, they aren't content to coast through life – they want to stand up and make a difference. For Advocate personalities, success doesn't come from money or status but from seeking fulfillment, helping others, and being a force for good in the world.

While they have lofty goals and ambitions, Advocates shouldn't be mistaken for idle dreamers. People with this personality type care about integrity, and they're rarely satisfied until they've done what they know to be right. Conscientious to the core, they move through life with a clear sense of their values, and they aim never to lose sight of what truly matters – not according to other people or society at large, but according to their own wisdom and intuition.



### Seeking Pu

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Perhaps because their personality type is so uncommon, Advocates tend to carry around a sense – whether conscious or not – of being different from most people. With their rich inner lives and their deep, abiding desire to find their life purpose, they don't always fit in with those around them. This isn't to say that Advocates can't enjoy social acceptance or close relationships – only that they sometimes feel misunderstood or at odds with the world.

Fortunately, this sense of being out of step doesn't diminish Advocates' commitment to making the world a better place. Advocates are troubled by injustice, and they typically care more about altruism than personal gain. They often feel called to use their strengths – including creativity, imagination, and sensitivity – to uplift others and spread compassion.

*Nothing lights up Advocates like changing someone else's life for the better.*

Many Advocates see helping others as their mission in life, and they're always looking for ways to step in and speak up for what is right. People with this personality type also aspire to fix society's deeper problems, in the hope that unfairness and hardship can become things of the past. At times, however, Advocates may focus so intently on their ideals that they don't

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take adequate care of themselves – a pattern that can lead to stress and burnout.

## Connecting with Others (and Themselves)

Advocates may be Introverted, but they value deep, authentic relationships with others. Few things bring these personalities as much joy as truly knowing another person – and being known in return. Advocates enjoy meaningful conversations far more than small talk, and they tend to communicate in a way that is warm and sensitive. This emotional honesty and insight can make a powerful impression on the people around them.

*A few close relationships, provided that they're genuine, can fill Advocates' hearts to the brim.*

Thoughtful and compassionate, Advocates pour a great deal of energy and care into their relationships. This doesn't mean that they always feel appreciated in return. Advocates tend to act with great thought and care, and it can frustrate them when other people don't recognize their good intentions. As a result, even constructive criticism may feel incredibly personal or hurtful to these personalities.

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Many Advocates feel that their life has a unique purpose – a mission that they were put onto this earth to fulfill. For people with this personality type, one of the most rewarding aspects of life is seeking out this purpose – and then, once they’ve found it, striving to do it justice.

When Advocates encounter inequity or unfairness, they rarely give up – instead, they consult their intuition and their compassion to find a solution. With their innate ability to balance the heart with the head, Advocates are hardwired to right the wrongs of the world, no matter how big or small. These personalities just need to remember that while they’re busy taking care of everyone else, they need to pause sometimes and take care of themselves as well.

How accurate is the introduction?



## Advocates You May Know

Martin Luther King

Nelson Mandela

Mother Teresa

Marie Kondo

Lady Gaga

Nicole Kidman

Morgan Freeman

Goethe

Jon Snow  
(Game of Thrones)



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**Aragorn**  
(The Lord of the Rings)

**Galadriel**  
(The Lord of the Rings)

**Tom Kirkman**  
(Designated Survivor)

**Rose Bukater**  
(Titanic)

**Desmond Hume**  
(Lost)

**Aramis**  
(The Three Musketeers)

**Michael Scofield**  
(Prison Break)

**Atticus Finch**  
(To Kill A Mockingbird)

**Matthew Murdock**  
(Daredevil)

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