MASTER YOUR SUPERPOWERS

The State of the Elements

What nearly 10,000 Master Your Superpowers assessments reveal about how people lead, work, and connect



9,716
ASSESSMENTS

50+
ORGANIZATIONS

2019 to 2026
SEVEN YEARS OF DATA

A Master Your Superpowers research report
By Alice Inoue, creator of Master Your Superpowers®
October 2026 edition

A NOTE FROM ALICE

Nearly ten thousand people, one language

Here is what they taught me.

When I first created Master Your Superpowers, I wanted to give people a simple, effective way to understand themselves and each other. I never imagined that seven years later, nearly ten thousand people would have taken the assessment, from frontline teams in Honolulu to leadership groups across McDonald's.

We saved every one of those results, and this year, for the first time, I looked at all of them together. Not one team, not one company. Everyone.

What I found was interesting. Some patterns confirmed what I have noticed for years. Others surprised me completely, and a few have changed the way I talk about the elements.

This report shares many of these discoveries. My hope is that it helps you see your people, your teams, and yourself with a little more clarity. Every element is someone's superpower, and the magic happens when we know which ones we have, which ones we're missing, and how to bring them together.

To your greatest power,

Alice Inoue

Creator, Master Your Superpowers®
Founder and Chief Happiness Officer, Happiness U
Honolulu, Hawaii

THE SHORT VERSION

What nearly 10,000 people told us

93%
say caring for others brings them joy

84%
need alone time to recharge

81%
get frustrated when they are kept waiting

24%
enjoy being the center of attention

Seven discoveries, in plain English

1. Only 1 in 4 people enjoy being the center of attention.
   IN MYS TERMS: Fire is the most common weakest element, for 41% of people.

2. People who love to move fast are nearly twice as likely to be the ones lighting up the room.
   IN MYS TERMS: Wood and Fire pair up 1.9 times more often than chance.

3. Only about 1 in 45 people pair big warmth with cool precision.
   IN MYS TERMS: Fire with Metal is the rarest combination of all.

4. Outside Hawaii, workplaces have 2.5 times as many natural spark-makers.
   IN MYS TERMS: The Aloha Signature: Hawaii leads with Water and Earth.

5. Women and men are equally likely to be the analytical one, the driven one or the caring one.
   IN MYS TERMS: Every element is within 3 points by gender.

6. 1 in 3 people are nearly equal parts two different styles.
   IN MYS TERMS: Their top two elements are within a single point.

7. Nearly half of teams are missing an entire way of thinking, and do not know it.
   IN MYS TERMS: 46% of teams have an element no one leads with.

EACH ELEMENT'S SUPERPOWER

Water intuition · **Wood** creativity · **Fire** positivity · **Earth** consideration · **Metal** focus

THE ELEMENTAL FINGERPRINT

Who leads with what

Every group of people has an elemental fingerprint. Here is what the data shows across some of the professions we have assessed.



MCDONALD'S LEADERS

2.7x more likely to lead with **Fire** than accountants

Spark and enthusiasm run through a fast-moving, people-facing business.



ACCOUNTANTS

5x more likely to lead with **Earth** than with Fire

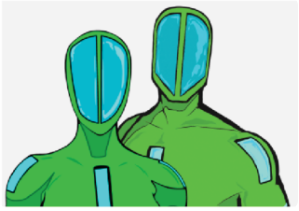
Steady, careful and dependable. Exactly who you want minding the books.



WOMEN IN CONSTRUCTION

2.3x more likely to lead with **Metal** than government employees

Precision, standards and safety on job sites where details matter.



EVENT AND HOSPITALITY PLANNERS

2.3x more likely to lead with **Wood** than accountants

Vision and momentum for people who turn plans into experiences.



GOVERNMENT EMPLOYEES

1.5x more likely to lead with **Earth**, the element of consideration, than everyone else we assessed

Dependable, fair and thoughtful about the people they serve. 37% lead with Earth, compared with 25% of everyone else we assessed.

Current assessment, 2024 to 2026, compared on primary element. Each group reflects the organizations we assessed in that field: accounting firms (223 people), government agencies (268), a women in construction association (240), a destination management company (118) and McDonald's (949).

HOW MYS WORKS

One system, five elements, twenty heroes

Master Your Superpowers is a 50-question psychometric assessment built on the five elements. Everyone carries all five. MYS identifies the two that lead, a primary and a secondary, and that pairing becomes one of 20 integrated archetypes, each brought to life as a superhero.

Water
INTUITION

Reflective, perceptive and deeply feeling. Water brings intuition, empathy and quiet wisdom.

Wood
CREATIVITY

Visionary, inventive and growth-oriented. Wood brings creativity, direction and the will to build.

Fire
POSITIVITY

Warm, expressive and energizing. Fire brings positivity, enthusiasm and connection.

Earth
CONSIDERATION

Steady, caring and dependable. Earth brings consideration, support and a sense of belonging.

Metal
FOCUS

Precise, principled and structured. Metal brings focus, standards and follow-through.

PRIMARY ► / SECONDARY ▼	WATER	WOOD	FIRE	EARTH	METAL
WATER		Wood - Water **LOGICAL VISIONARY**	Fire - Water **RADIANT PROVIDER**	Earth - Water **CALM CONNECTOR**	Metal - Water **FOCUSED VISIONARY**
WOOD	Water - Wood **RESOURCEFUL CREATOR**		Fire - Wood **SPONTANEOUS INITIATOR**	Earth - Wood **PATIENT SPEEDSTER**	Metal - Wood **EFFICIENT PRODUCER**
FIRE	Water - Fire **INTUITIVE LUMINARY**	Wood - Fire **INNOVATIVE IDEALIST**		Earth - Fire **LOYAL CHEERLEADER**	Metal - Fire **DEDICATED ENTHUSIAST**
EARTH	Water - Earth **REFLECTIVE CONFIDANT**	Wood - Earth **THRIVING MANIFESTOR**	Fire - Earth **ENERGETIC PROTECTOR**		Metal - Earth **MASTERFUL ALLY**
METAL	Water - Metal **CARING PERFECTIONIST**	Wood - Metal **FLEXIBLE RULE-MAKER**	Fire - Metal **WARM-HEARTED LONER**	Earth - Metal **RELIABLE ANALYST**	

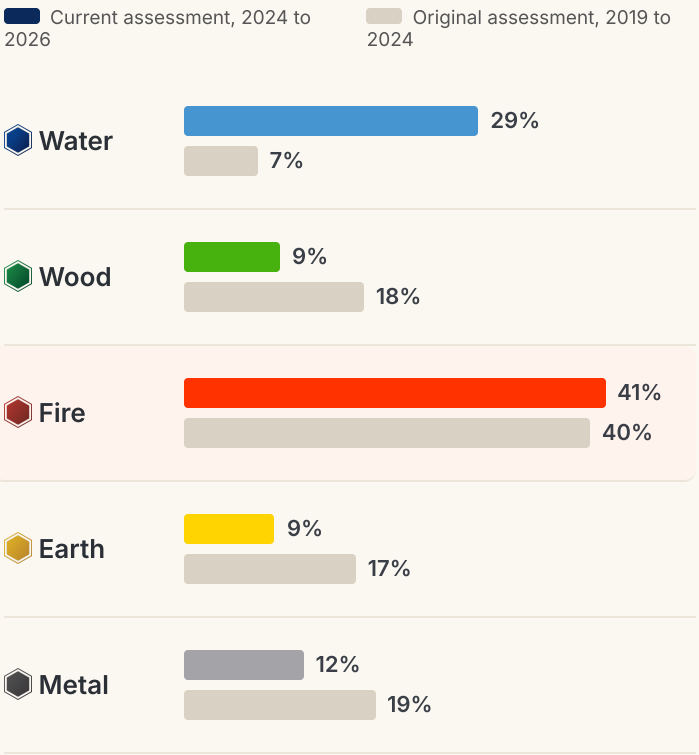
The 20 integrated archetypes. Primary element across the top, secondary down the side.

FINDING 1

Fire is the element most people lack

Every person has a weakest element, the one that comes least naturally. Across nearly ten thousand people, one element is missing far more often than any other. It is Fire, the element of positivity, warmth and expression.

Share of people whose weakest element is each one



Current assessment: 2,339 people. Original: 7,369 people.

4 in 10

people have Fire as their weakest element. That held in both versions of the assessment: 40% originally and 41% today.

24%

agree with the statement "I enjoy being the center of attention and feel comfortable in front of others." It is one of the least claimed statements in the entire assessment.

14%

lead with Fire as their primary element, among the lowest of the five.



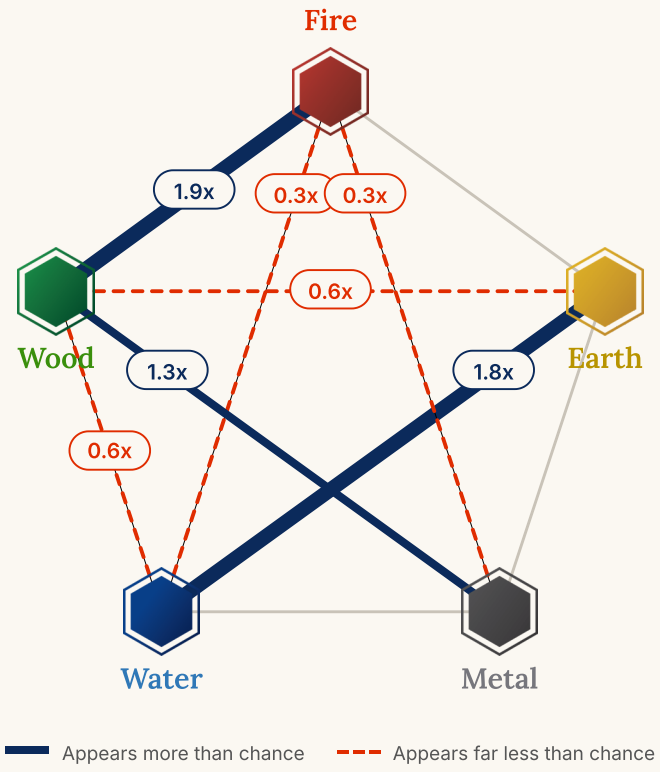
WHAT IT MEANS

Fire is the element that lights up a room, celebrates wins and makes work feel human. When it is quiet, teams can be capable, kind and productive, yet still feel flat. Leaders do not need to become performers. They need to make room for Fire on purpose: recognition, celebration, play and visible enthusiasm.

FINDING 2

Some elements are drawn to each other

If elements paired up at random, every combination would appear about as often as chance predicts. They do not. Some elements seek each other out. Others rarely meet in the same person.



How often each pairing appears, compared with chance

PAIRING	ORIGINAL	CURRENT
Wood and Fire	2.1x	**1.9x**
Water and Earth	1.4x	**1.8x**
Wood and Metal	1.1x	**1.3x**
Fire and Metal	0.6x	**0.3x**
Water and Fire	0.7x	**0.3x**
Wood and Earth	0.2x	**0.6x**

1.0x means exactly as often as chance. Calculated from each person's primary and secondary element, in both versions of the assessment.

The movers: Wood and Fire. Vision plus spark, the people who start things.

The steadiers: Water and Earth. Depth plus care, the people who hold things together.

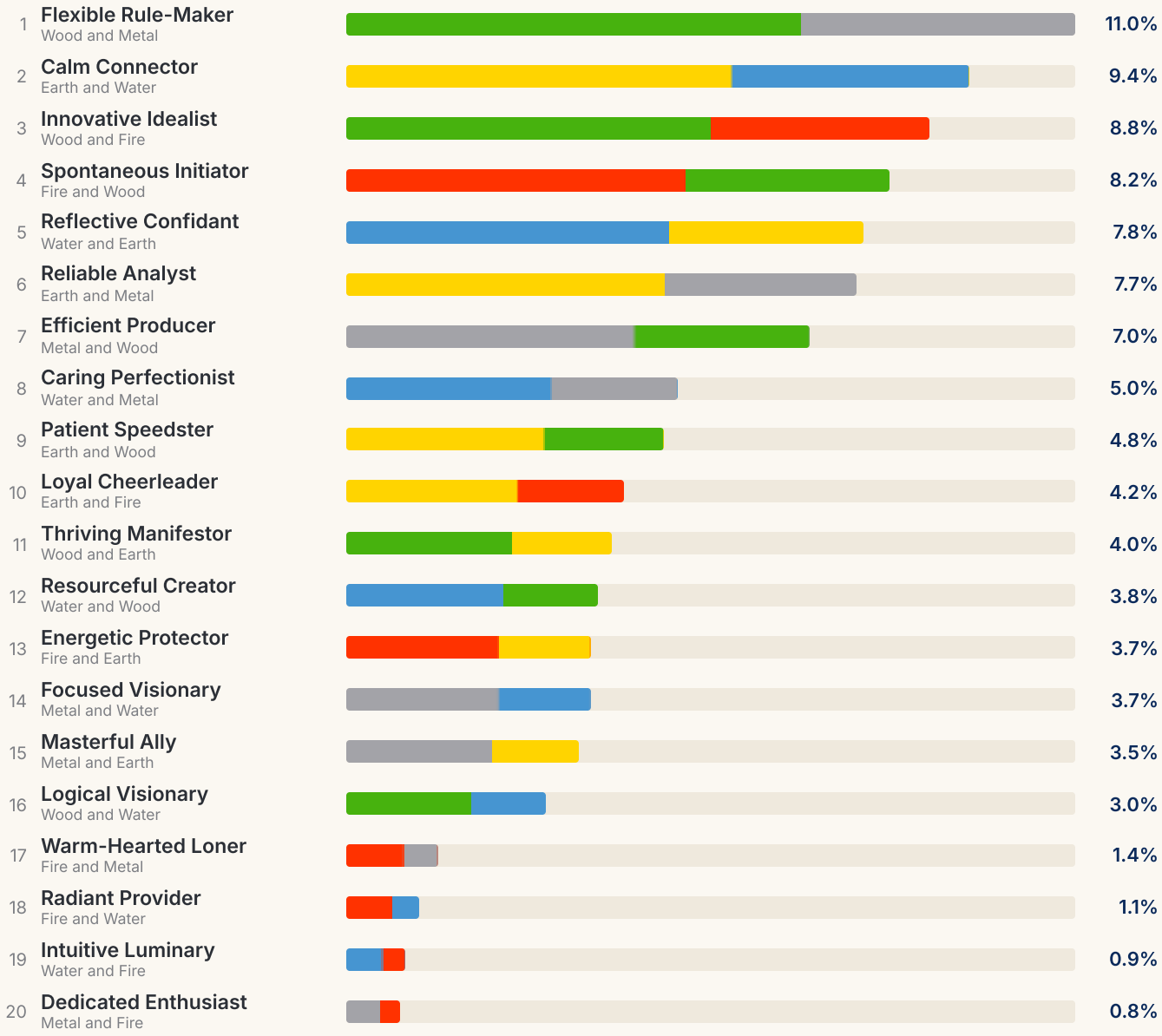
WHY IT MATTERS

Wood and Fire are both energies of movement and expansion. Water and Earth are both energies of stillness and support. People tend to be built around one rhythm or the other. The rarest combinations, Fire with Metal or Water, ask one person to hold opposite rhythms at once.

FINDING 3

Our Superhero Census

All 20 archetypes, ranked by how often they appear in the current assessment. Bars show each hero's primary element first and secondary element second.



Current assessment, 2024 to 2026, 2,339 people. The three most common heroes together describe 29% of everyone.

The rarest superheroes all carry Fire

Four archetypes are true rarities, each found in fewer than 1 in 70 people. Look closely and a pattern appears. Every one pairs Fire with Water or Metal, the two pairings that almost never occur together.



0.8%
about 1 in 125



0.9%
about 1 in 111



1.1%
about 1 in 91



1.4%
about 1 in 71

IF YOU ARE ONE OF THEM

You hold a combination most people never experience. Fire with Metal means warmth with precision. Fire with Water means expression with depth. These people often feel like puzzles to others, and sometimes to themselves. On a team, they can translate between worlds that rarely meet.

The most common heroes today



11.0%



9.4%



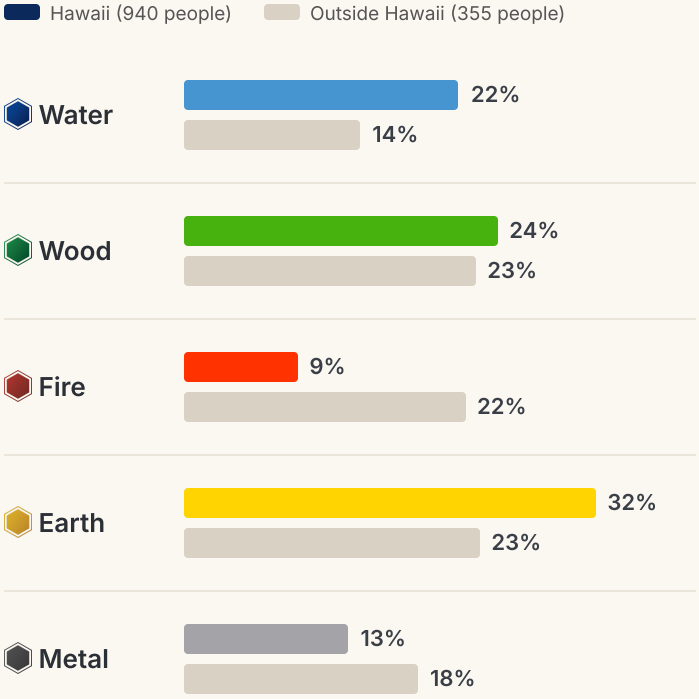
8.8%

FINDING 4

The Aloha Signature

Place shapes people, or perhaps people are drawn to places that fit them. Workplaces in Hawaii carry a distinctly different elemental signature from workplaces elsewhere.

Primary element, Hawaii workplaces compared with elsewhere



Corporate participants on the current assessment, McDonald's excluded so one large organization does not dominate the comparison.

1.6x

more people lead with Water in Hawaii workplaces, 22% compared with 14%.

9%

lead with Fire in Hawaii, against 22% elsewhere. Nearly half of Hawaii participants (48%) have Fire as their weakest element.

54%

of Hawaii participants lead with Water or Earth, the steadying elements, compared with 37% elsewhere.



HAWAII'S MOST COMMON HERO

Calm Connector

Earth and Water. 13.5% of Hawaii participants.



MOST COMMON ELSEWHERE

Spontaneous Initiator

Fire and Wood. 13.0% of participants outside Hawaii.

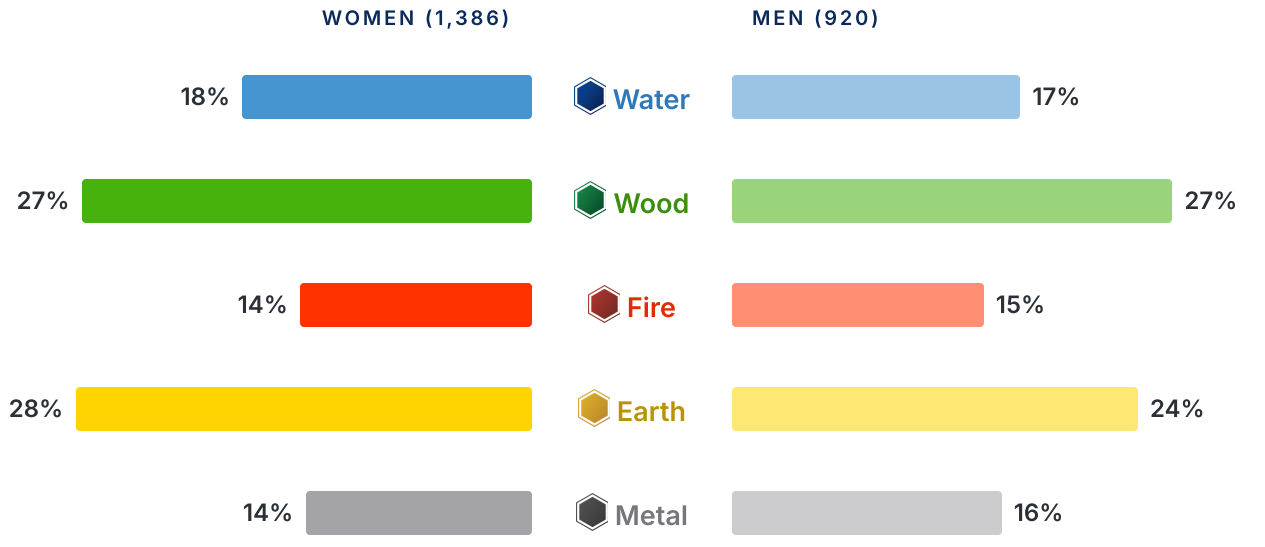
WHAT IT MEANS

The spirit of aloha, care, calm and connection, shows up in the data. It is a gift, and it has a shadow. Workplaces rich in Water and Earth are loyal and kind, yet may struggle to celebrate loudly, push back openly or move quickly. Leaders in Hawaii can honor the signature while intentionally inviting more Fire.

FINDING 5

Women and men share the same elements

Many personality tools carry hidden gender patterns. When we compared women and men on the current assessment, the elements came out almost identical.



Share leading with each element as their primary. Current assessment, participants who reported gender.

3 pts

The largest difference on any element (Earth). On Water and Wood, women and men are within one point.

Same

Flexible Rule-Maker and Calm Connector are among the three most common heroes for both women and men.

Every

hero appears among both women and men. No archetype belongs to one gender.

WHY IT MATTERS

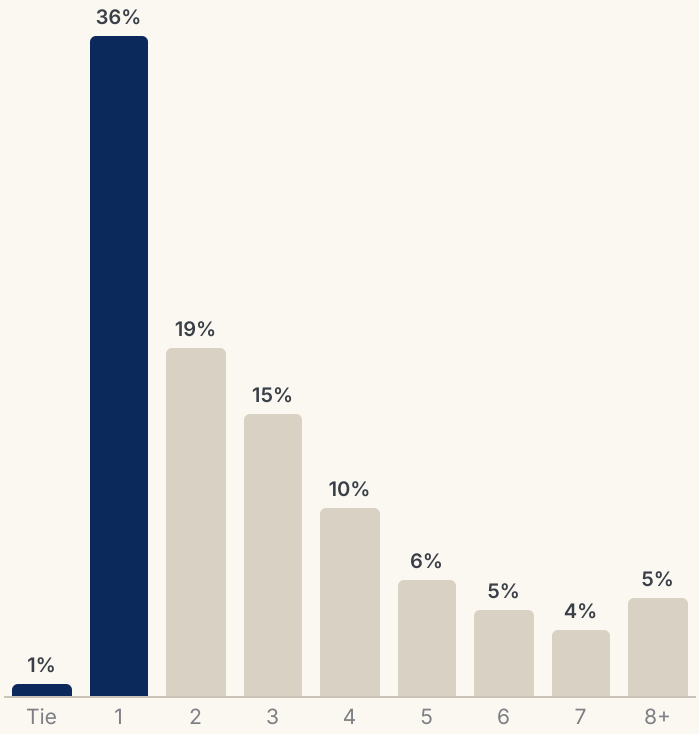
When a team talks about elements instead of stereotypes, the conversation gets fairer. A woman who leads with Metal and a man who leads with Earth are not exceptions. They are simply themselves.

FINDING 6

Why we measure the top two elements

Many assessments put a person in one box. The data shows why MYS uses two elements. For a large share of people, their top two elements are nearly equal in strength.

Points between a person's first and second element



Current assessment, 2,339 people. Each element is scored out of 50.

36%

of people have a top two within one point of each other. More than 1 in 3.

24%

on the original, longer assessment. A quarter to a third of people are a true blend, whichever version you look at.

WHAT IT MEANS

For these people, a single type would miss half the story. Their secondary element is not a footnote. It is a co-pilot. This is the reason every MYS hero is an integrated pair, and why two people with the same primary element can feel so different to work with.

FINDING 7

Most teams are missing an element

MYS does not stop at the individual. When we looked at 89 teams and groups of six or more people who were assessed together, a striking pattern emerged.

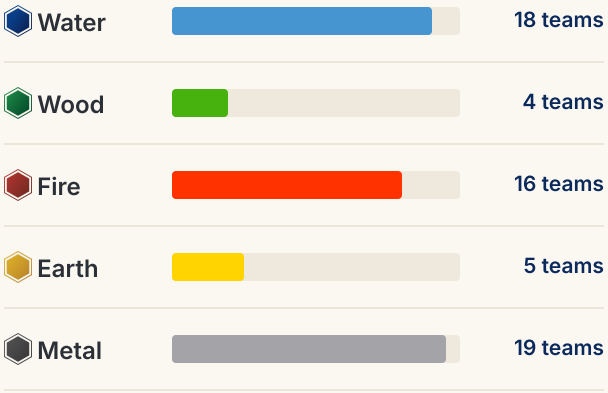
46%

of teams had at least one element that **no one** on the team leads with as their primary.

53%

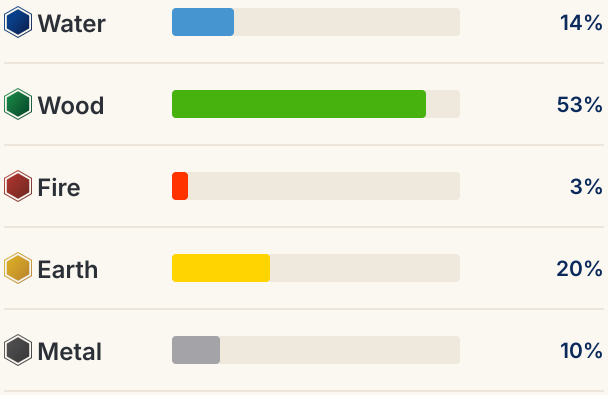
of teams are led by Wood, their strongest element overall. Teams lean toward drive and direction.

When a team is missing an element, which one is it?



Number of teams (out of 41) with no one leading with that element. Some teams are missing more than one. 2,102 people in 89 groups, median group size 15.

Each team's strongest element



WHAT IT MEANS

A missing element is not a flaw. It is a blind spot the whole team shares, which is exactly why no one notices it. A team without Metal may move fast but drop details. A team without Water may execute well but miss how people feel. Naming the missing element is often the single most useful moment in an MYS team session.

PUTTING IT TO WORK

What this means for leaders

Data is only useful when it changes what we do on Monday morning. Here are five practical moves for anyone who leads people.

1 **Make room for Fire on purpose.**
It is the most commonly missing element. Build celebration, recognition and visible enthusiasm into the rhythm of work rather than waiting for it to happen.

2 **Pair movers with steadiers.**
Wood and Fire people start things. Water and Earth people sustain them. The strongest teams deliberately bring both together.

3 **Find your team's missing element.**
Nearly half of teams have one. Name it, then borrow it: through hiring, partnerships, or simply asking someone to play that role in a meeting.

4 **Read people as blends.**
One in three people is nearly equal parts two elements. Ask about both before you decide how someone works best.

5 **Honor place and culture.**
A Hawaii team and a mainland team may need different things from the same leader. Know your signature before you change it.

> *"Every element is a superpower. Nearly half of teams are missing one. The work of leadership is noticing which."*
>
> ALICE INOUE

METHODOLOGY

About the data

Where it comes from

Every Master Your Superpowers result since February 2019 has been recorded. This report includes 9,716 assessments completed through October 12, 2026, after removing test entries, staff tests and duplicate submissions made within the same hour. 9,708 of these include full element scores. People who retook the assessment for a later training are counted each time.

Who took it

About 2,600 participants took MYS through their employer and about 7,100 chose it independently or through a sponsored event, across more than 50 organizations. When we compared the two groups on the same version of the assessment, their element patterns were nearly identical.

Two versions of the assessment

The original assessment used 15 statements per element (2019 to 2024). In 2024 it was refined to 10 statements per element, and the shorter version was independently evaluated and found to be psychometrically valid. Because wording and length affect how scores fall, we never pool the two versions for distributions. Findings 1, 2 and 6 held in both versions. Findings 3, 4, 5 and 7 use the current version only.

Teams

Teams are groups that took the assessment together under a shared company code, with six or more people. Some are intact working teams and some are cohorts from a single training.

Region and gender

Region is based on the area code participants provided, so it separates Hawaii from elsewhere but not country by country. Gender was asked on the current version only, and comparisons include those who answered.

Limits

This is not a random sample of the world. It reflects the organizations and individuals who found MYS, with strong representation from Hawaii and from McDonald's. We report patterns, not universal laws, and we have tried to say plainly where the data is thin.

Discover your superpower

Join nearly ten thousand people who have discovered the two elements that lead them and the superhero they already are.

For yourself

Take the 50-question assessment and receive your personal archetype report.

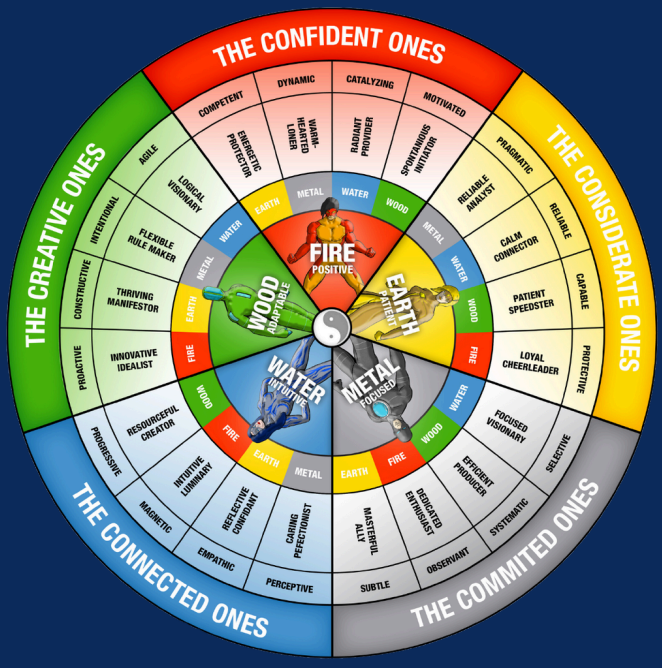
For your team

Bring Master Your Superpowers to your organization with team results, the team archetype and a live training.

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