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Reference:

De Landtsheer Christ'l, De Vries Philippe.- *Branding the image of a fox : the psychological profile of EU president Herman Van Rompuy*

Journal of political marketing - ISSN 1537-7865 - (2015), p. 1-44

DOI: <http://dx.doi.org/doi:10.1080/15377857.2014.990836>

Journal of Political Marketing

Publication details, including instructions for authors and subscription information:

<http://www.tandfonline.com/loi/wplm20>

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Christ'I De Landtsheer & Philippe De Vries

Accepted author version posted online: 14 Jan 2015.

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To cite this article: Christ'I De Landtsheer & Philippe De Vries (2015): Branding the Image of a Fox: The Psychological Profile of EU President Herman Van Rompuy, Journal of Political Marketing, DOI: [10.1080/15377857.2014.990836](https://doi.org/10.1080/15377857.2014.990836)

To link to this article: <http://dx.doi.org/10.1080/15377857.2014.990836>

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Branding the image of a fox: The psychological profile of EU president Herman van Rompuy

C. De Landtsheer and P. De Vries

Christ'l De Landtsheer, Philippe De Vries

Christ'l De Landtsheer is a Full Professor of Political Communication at the University of Antwerp, Belgium. After having received her Ph.D from the University of Ghent, Belgium, she became an Associate Professor at the Amsterdam School of Communication Research ASCoR of the University of Amsterdam, The Netherlands. She was a visiting scholar at various universities (the University of York and Bournemouth University, UK; the University of Padova and the University of Perugia, Italy; San Diego State University, USA; Lomonosow Moscow State University; China University of Mining and Technology, Xuzhou). She published numerous international journal articles, special journal issues, books and book chapters. Her research interests are in political language, political psychology and political socialization. She is a Director of the Political Communication Research Unit and Master Program at the University of Antwerp and a President of the Research Committee on Political Socialization and Education (RC21) of the International Political Science Association (IPSA).

Philippe De Vries earned his M.A. in Communication Studies and his Ph.D. in Political and Social Sciences at the University of Antwerp. His Ph.D. was entitled *Candidate Image in Belgian Politics* and focused on the influences of personality and appearances in Belgian politics. His main teaching and research interests lies in Political Marketing and

Political Communication. At the University of Antwerp he teaches political marketing and political consulting in the master-program Political Communication.

Abstract

This article presents the branding case of EU president Herman Van Rompuy. The branding of the political image is at the heart of being “in control”. Political candidates, even those with a damaged reputation, are therefore challenged to produce an image that projects nothing but the positive side of their characters, or the traits that fit the position they desire. Which are the personality traits required, in the given context, from a chief executive of the European Union? And which are the traits projected by Van Rompuy? This article introduces the psychological profiling technique by Immelman (2004) as a political marketing technique. Thanks to this personality assessment that refers to the public image, it becomes possible to brand the profile of the current EU president, and to compare the personal profile with the desired one.

KEYWORDS: psychological profiling, political personality, branding methods, EU politics, Herman Van Rompuy

INTRODUCTION

Scholars in political marketing argue that marketing technology in and on politics will become increasingly important to stay in control (Newman 1999a; 1999b). This article therefore, tries to bridge the domain of political marketing with the domain of political psychology (and European studies) by investigating the brand of leading EU politician

Herman Van Rompuy. This article will first discuss the branding of candidate images in political marketing studies. Secondly it will draw from European studies in order to discuss the preferable profile for a chief executive of EU in the given context. In a third part, the article will investigate the psycho-political profiling method by Immelman (2004) used as a branding technique. The case will as a following establish the psychological profile of Herman Van Rompuy. The conclusion will turn to relating the particular branding of the political image of Van Rompuy to the difficult position of the first president of the European Union.

BRANDING CANDIDATE IMAGES

The trends towards perception politics and infotainment (De Landtsheer, De Vries and Vertessen 2008) are highlighting image, obliging politicians to seek solace in applying marketing techniques (Newman 1999a; 1999b; Lee-Marshment 2004). Different players in the political world turn to marketing tools in order to win the elections. They are managing the distributed impressions based on conducted market intelligence research. Marketing strategies are thus no longer just applied for product placement, but eagerly used by politicians and their entourage to create the perfect image (O'Shaughnessy 1990; Maarek 1995; Newman, 1999a; Lees-Marshment 2004).

Political marketers are assuming that political images are extremely similar to brand images for products, hence the introduction of branding politics. These brand images contain - and especially represent - the overall perceptions and impressions of the brand as such. Branding is thereby broader than the product and offers something additional,

which is more psychological and less tangible. Branding is a mayor key in order to gain, change and maintain reputation and support (Lees-Marshment 2009, Scammell 2008).

Each particular brand is based on information gathered by the consumer in addition to his or her previously held believes and personal experiences. The brand must therefore be understood as a two-sided concept as well, in other words as a combination of preexisting representations held by the voter and new information received concerning a particular political candidate. Political marketing theory is thereby underlining that brand images are composed of subjective elements of voter understanding, or as what a particular individual likes and dislikes about a particular political candidate (Newman 1999a; 1999b; Lees-Marshment 2004; Lilleker & Lees-Marshment 2005).

Profound research by Lloyd (2006) has indicated that the behavior of the leader can affect the perception of the brand. Moreover, that certain behavior can encourage voters to dismiss a brand as not being serious enough. Needham (2005) listed several criteria for successful brands adding to the creation of a trusting relationship between product and consumer. Brands act as simplifiers, are reassuring, credible and evoke a positive vision of a better way of life.

Branding political candidates by altering political images has – nevertheless – two important restrictions that need to be taken into account. Firstly, branding activities need to be authentic. As Needman (2006) argued, a congruency between product, values and message is crucial. The candidate has to suit the brand and the brand has to suit the

candidate. Secondly, the brand has to deliver. Communication and government talk need to be consistent with the public perception of the brand (White & de Chernatony 2002).

Similar to brand images, political images are part of the political objects that are influencing feelings and attitudes towards political candidates. Newman (1999a; 1999b) stated that a politicians' image consists of several distinct - yet intertwined - aspects, such as: how people perceive the politician based on his or her characteristics, leadership potential, and surrounding messages conveyed through mass media, friends, and family. An image is created through the use of visual impressions, communicated by the candidates' physical presence, media appearance, experience, and record as a political leader.

A political brand simplifies discourse and reduces debate by emphasizing the emotional aspect. The public is thereby encouraged to rely on the brand without detailed scrutiny of elite behavior (Lees-Marshment 2009). But what is the perfect brand for a president of EU? The following paragraphs address this question by looking into the area of European studies.

The Perfect Profile Of A Chief Executive Of Eu

The Council secretariat was already established since the Treaty of Rome (1957), but it was never of any importance – although scholars seem to differ on this matter (e.g. Bretherton & Vogler, 2006). The Treaty of Lisbon introduced the position of a long-term president of the European Council (Van Keulen & Pijpers 2005; Van den Bos, 2008).

Scholars agree that, due to the implementation of the Treaty of Lisbon, the EU political structure changed dramatically (e.g. Limonard, Van Keulen & Rood, 2008). The political implications of these changes are however unclear. Some direct consequences of the implementation of the Treaty of Lisbon are obvious, such as the long diplomatic and public attempts of winning one of the newly created top-positions, including the new position of President of the European Council¹ that is now occupied by Herman Van Rompuy.

When the benefits for the permanent President of the European Council were being discussed, diplomats took into consideration a possible rivalry with the president of the European Commission. As the latter already has a greater salary and chauffeured car, he does not have an official residence or private jet, just as the President of the Commission does not (Honor 2008a). Commentators and European Parliamentarians have reason to believe that the position of President of the European Council will be extended heavily in the future. A higher salary and an extended staff of around 60 – now 20 – people are interpreted as signs of envisaged increasing importance (Honor, 2008b). For the Member States – who are represented by the Council – this would be beneficial, as a more important Council would lead to more influence of the Member States. The relative short term in office – two and a half years, renewable only once – arguably limits the powers of the President considerably. Not only does this make him loyal to the Member States – who will be discussing the appointment of his predecessor – it also results into considerably less time to unveil ideas and beliefs than for the President of the Commission.

Due to the fact that the judicial and political balance of power between the highest positions in the European Union – President of the Council, President of the Commission, and High Representative of Foreign Affairs – is all but crystallized, the President of the European Union should be able to walk upon eggs, or in other words be a diplomat.

Is Herman Van Rompuy a diplomat? There can be concluded that besides of other (ideological and cultural) factors, the political image of the personality of the first EU president could have been rather important for his appointment. The current branding case consists of an indirect assessment of the personality of Van Rompuy. The following section will detail the method that enables to brand the perfect political image, as it offers an empirically based personality framework for the branding of politicians.

PSYCHOLOGICAL PROFILING AS A BRANDING TECHNIQUE

As a method for branding the president of EU this study uses psychological profiling by the political psychologist Aubrey Immanuel (1999; 2002; 2003; 2004; 2008). From political psychology - the scientific study of the relationship between psychological and political processes -, we know that at the local, the national and the international level, the personality of politicians is of political significance. The major research tradition in this field has – in particular in the United States – generated several researches into the personality of political leaders. Examples are studies to Bill Clinton (Immanuel 1999) and Nicolas Sarkozy (Immanuel and De Sutter 2008). These studies were designed to deepen information on the personality of these leaders and to explain or to predict

possible political developments. During the Cold War traditional methods of content analysis of interviews with political leaders and their speeches were used by secret services² to profile the leaders (De Sutter & Immelman, 2008). Through the professionalization of politics and the rise of spokespersons, spin doctors and communication advisors on the political stage, traditional procedures for the study of personality including content analysis increasingly met with skepticism.

The method used in this article, the Immelman method (2004), consists of a recent theoretically founded adaptation to politics of the original CIA method, and Theodore Millon's conceptual perspective of personality. A comprehensive review of Millon's personological model and its applicability to political personality has been provided elsewhere (e.g., Immelman, 1993, 2003, 2005). With the Immelman method we collect information from biographical sources and media reports in order to synthesize it into a personality profile. The method is based upon the grading or "assessment" of politicians at a distance, via the media, web sites, biographies, and other relevant archival material (De Landtsheer, Winkelmanns & Immelman 2004). With this technique, a synthesis of the personality profile is created based on the observation of others: biographers, and psycho-biographers, historians and psycho-historians, journalists and political commentators, but also colleagues, relatives, and friends of the subject. Among psychologists there is a reasonable consensus on the diagnostic value of biographical material, including media coverage, to draw directly on individual characteristics and lead to a personality profile.

The Immelman method stems from psychology but it combines the terminological refinement and adequacy from clinical psychological assessment with the actuality bounded reality of media research. The method therefore provides a good basis not only for conceptualizing and defining the political personality (Immelman, 2002) but also for the branding of the political image of a politician.

The branding technique used in the Immelman method is the Millon Inventory of Diagnostic Criteria, or MIDC (Immelman & Steinberg, 1999). This inventory consists of 170 well-defined descriptive terms that refer to a combination of twelve personality scales and five attribute domains. The twelve personality scales to identify a person correspond to major personality patterns posited by Millon (1996), which are congruent with the syndromes described on Axis II of the fourth edition of the *Diagnostic and Statistical Manual of Mental Disorders (DSM-IV)* of the American Psychiatric Association (APA; 1994) and coordinated with the normal personality styles in which these disorders are rooted, as described by Millon and Everly (1985), Millon (1994), Oldham and Morris (1995), and Strack (1997). Scales 1 through 8 (comprising 10 scales and subscales) have three gradations (a, b, c) yielding 30 personality variants, whereas Scales 9 and 0 have two gradations (d, e), yielding four variants, for a total of 34 personality designations, or types portrayed in Figure 1, which displays the full taxonomy. The method looks for evidence of these patterns within five attribute domains that are described in Figure 2: Expressive behavior, Interpersonal conduct, Cognitive style, Mood/temperament and Self image (Immelman, 2004)³.

The research procedure follows three steps. First, diagnostically relevant materials are collected from the public sphere through monitoring of the media. Second, materials are coded based on the Millon Inventory of Diagnostic Criteria. Third, holistic coding takes place using an MIDC coding sheet. At that time, a profile can be constructed based upon the completed coding sheet. Finally, the personality profile yielded by the MIDC is analyzed on the basis of interpretive guidelines provided in the MIDC and Millon Index of Personality Styles manuals (Immelman & Steinberg, 1999). For Scales 1–8, scores of 5 through 9 signify the *presence* (gradation a) of the personality pattern in question; scores of 10 through 23 indicate a *prominent* (gradation b) variant; and scores of 24 to 30 indicate an exaggerated, *mildly dysfunctional* (gradation c) variation of the pattern. For Scales 9 and 0, scores of 20 through 35 indicate a *moderately disturbed* syndrome and scores of 36 through 45 a *markedly disturbed* syndrome.

The use of media in content analysis has been criticized by Johnson-Cartee & Copeland (2004) for its mediated message: “reality is created, constructed, through communication not expressed by it [...], for any situation there is no single reality, no one objective truth, but multiple subjectively derived realities” (Johnson-Cartee & Copeland, 2004, p. 136). Though a valid argument, the MIDC method gets around this criticism by setting high benchmarks for establishing pattern presence, as well as the condition that any observation has to be confirmed by more than one independent source, to guarantee presence. The MIDC method does not use reliability coefficients, the resources are instead documented for the purpose of reproducibility. Because of this reproducibility, the results of the psycho diagnostic meta-analysis allow for a plausible way to describe

the personality of the investigated politicians and for branding their political image (De Landtsheer, Winkelmanns & Immelman 2004).

THE PSYCHOLOGICAL PROFILE OF HERMAN VAN ROMPUY

The profile of Herman Van Rompuy has been mapped comprehensively on the basis of a psycho diagnostic analysis using the Immelman approach. To map out Van Rompuy's personality, we collected many relevant articles, interviews, and broadcasts about or with Herman Van Rompuy in the media. Information was sought to tackle different perspectives, including journalist and scholarly perspectives. We sought for information about important periods in the career and personal life of Herman Van Rompuy⁴.

Herman Van Rompuy's most elevated scale, with a score of 15, is Scale 6 (Conscientious), followed by a score of 11 on Scale 2 (Ambitious). Based on cut-off score guidelines provided in the MIDC manual, the Scale 6 elevation of 15 is well within the *prominent* (10–23) range, whereas the Scale 2 elevation of 11 just reaches this range. It is notable that neither of these primary elevations approaches the *mildly dysfunctional* (24–30) range, suggesting adaptive personality functioning. The only additional scale elevations of diagnostic significance are Scale 1B (Dauntless), with a scale elevation of 7, and Scale 4 (Accommodating), with a scale elevation of 6, which are both in the normal, functionally adaptive *present* (5–9) range.

In terms of MIDC scale gradation criteria (see Immelman, 1999), Van Rompuy was classified as primarily a blend of the Conscientious/dutiful (Scale 6) and Ambitious/Self-

serving (Scale 2) personality patterns, with secondary features of the Dauntless/Venturesome (Scale 1B) and the and Accommodating/Cooperative (Scale 4) patterns⁵.

The Conscientious type will not upset others and prefers its own preferences with those of others. Respectful, polite and dedicated is how the manual of the Millon Inventory of Diagnostic Criteria (Immelman 2004: 44) describes people with this profile. Normal, adaptive variants of the Conscientious pattern (i.e., respectful and dutiful types), as in the case of Van Rompuy, correspond to Oldham and Morris's (1995) *Conscientious* style, Millon's (1994) *Conforming* pattern, Strack's (1997) *respectful* style, and Leary's (1957) *responsible-hypernormal* continuum⁶.

According to Immelman (e.g. 2004), normal, adaptive variants of the Ambitious pattern (i.e., confident and self-serving types), as in the case of Van Rompuy, correspond to Oldham and Morris's (1995) *Self-Confident* style, Strack's (1997) *confident* style, and Millon's (1994) *Asserting* pattern⁷.

Millon (1994: 32) summarizes the *Asserting* (i.e., Ambitious) pattern as follows:

"...Beyond being self-confident, those with an Asserting [Ambitious] profile often are audacious, clever, and persuasive, having sufficient charm to win others over to their own causes and purposes. Problematic in this regard may be their lack of social reciprocity and their sense of entitlement—their assumption that what they wish for is their due. On

the other hand, their ambitions often succeed, and they typically prove to be effective leaders”.

Van Rompuy has compromise orientation and empathy through his Accommodating and he is adventurous, individualistic, venturesome through his Dauntless personality type (Immelman, 2004: 23). Accommodating persons are confident that others are good and respectful and they are therefore willing to resolve differences and to consider peaceful solutions when needed. Relationships are characterized by friendliness and by orientation toward compromise. Accommodating types are humble, kind and empathetic and they will not act as threatening in order to set themselves. They always, even against those who they do not like, behave elegantly. These "dedicated" types are loyal to their family, to their business and to their organization (Immelman 1999, 2004).

We can see that in general, Herman Van Rompuy is very respectful and polite. He is known in the media as a confident, respectful and ambitious, but conscientious person who goes for what he wants. Herman Van Rompuy was successful on the Belgium coalition negotiations, which confirms his ambitious character, but it also shows that he has some degree of the accommodating profile as he strives for consensus and compromise. The difficult but successful negotiation process may demonstrate his ambitions. However, in contact with others, this trait is not strongly visible. His interpersonal attitude shows more the personality profile of a conscientious person. To others, Herman Van Rompuy is very respectful and polite.

Below the score sheet in Figure 3 can be found the plotted profile – figure 4 - of Herman Van Rompuy. From the figure can be concluded that the first president of EU is a real diplomat.

CONCLUSION AND DISCUSSION

What have we found, then? From the earlier sections it became clear that the branding of Herman Van Rompuy as a diplomat may provide him with the characteristics that are necessary for the leadership of the European Union. To answer the question in how far do personal traits influence decision making at the top EU-level, we can say that there is evidence that the psychological profile of Herman Van Rompuy seems to favor a fruitful co-operation. This is of course good news for Europe, but perhaps not so much for the leaders of government who wanted to have not so outspoken persons at the top positions. His suspected tact – or alleged lack of charisma - is something that we found in his profile by the absence of dysfunctional and the limited amount of prominent patterns.

It seems that by appointing Van Rompuy at the top position, a very powerful co-operation might emerge, where Van Rompuy as an individual enhances the other personalities on different aspects. With Van Rompuy's conscientiousness and his accommodating pattern, problems in the relationship will be overcome swiftly. Of course, we can only speculate on the basis of the established personality. Other factors, such as political pressure, differences of beliefs, ambitious aides or other parties that we have not even named can all influence or initiate conflicts in the power centre of the EU. Consequently, our findings do not say that there will not be any conflict; we have found

evidence that the president of the EU as a central figure will be able to operate well in tackling these conflicts.

Accordingly, in order to determine the co-operation patterns in the EU context, we call upon future research to investigate all those relevant to European decision making. Nonetheless, on the basis of the results in the case of Van Rompuy, Europe is entering an era of fruitful co-operation at the highest level. To use Machiavelli's words: "A successful leader is someone able to combine the strength of a lion and the cunning of a fox." This claim – even though it originated in different times – certainly holds in today's political arena where Van Rompuy projects – at least- the image of a fox. The branding of the fox therefore, may in this case contribute at the brand of Europe as a lion.

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Accepted Manuscript

Figure 1. Millon Inventory of Diagnostic Criteria: Scales and Gradations (Immelman, 2004).

-
- Scale 1A: Dominant pattern
 - a. Asserting
 - b. Controlling
 - c. Aggressive (Sadistic; *DSM-III-R*, Appendix A)
 - Scale 1B: Dauntless pattern
 - a. Venturesome
 - b. Dissenting
 - c. Aggrandizing (Antisocial; *DSM-IV*, 301.7)
 - Scale 2: Ambitious pattern
 - a. Confident
 - b. Self-serving
 - c. Exploitative (Narcissistic; *DSM-IV*, 301.81)
 - Scale 3: Outgoing pattern
 - a. Congenial
 - b. Gregarious
 - c. Impulsive (Histrionic; *DSM-IV*, 301.50)
 - Scale 4: Accommodating pattern
 - a. Cooperative
 - b. Agreeable
 - c. Submissive (Dependent; *DSM-IV*, 301.6)
 - Scale 5A: Aggrieved pattern
 - a. Unpresuming
 - b. Self-denying
 - c. Self-defeating (*DSM-III-R*, Appendix A)
 - Scale 5B: Contentious pattern
 - a. Resolute
 - b. Oppositional
 - c. Negativistic (Passive-aggressive; *DSM-III-R*, 301.84)
 - Scale 6: Conscientious pattern
 - a. Respectful
 - b. Dutiful
 - c. Compulsive (Obsessive-compulsive; *DSM-IV*, 301.4)
 - Scale 7: Reticent pattern
 - a. Circumspect
 - b. Inhibited
 - c. Withdrawn (Avoidant; *DSM-IV*, 301.82)
 - Scale 8: Retiring pattern
 - a. Reserved
 - b. Aloof
 - c. Solitary (Schizoid; *DSM-IV*, 301.20)
 - Scale 9: Distrusting pattern
 - d. Suspicious
 - e. Paranoid (*DSM-IV*, 301.0)
 - Scale 0: Erratic pattern
 - d. Unstable
 - e. Borderline (*DSM-IV*, 301.83)
-

Figure 2. Millon's Five Attribute Domains (Immelman, 2004).

Attribute	Description
Expressive behavior	The individual's characteristic behavior; how the individual typically appears to others; what the individual knowingly or unknowingly reveals about him- or herself; what the individual wishes others to think or to know about him or her.
Interpersonal conduct	How the individual typically interacts with others; the attitudes that underlie, prompt, and give shape to these actions; the methods by which the individual engages others to meet his or her needs; how the individual copes with social tensions and conflicts.
Cognitive style	How the individual focuses and allocates attention, encodes and processes information, organizes thoughts, makes attributions, and communicates reactions and ideas to others.
Mood/temperament	How the individual typically displays emotion; the predominant character of an individual's affect and the intensity and frequency with which he or she expresses it.
Self-image	The individual's perception of self-as-object or the manner in which the individual overtly describes him- or herself.

Figure 3. Millon Inventory of Diagnostic Criteria: Coding Form (Immelman, 2004).

Subject:
Herman Van Rompuy

Date:
April 2009

*Millon Inventory of Diagnostic
Criteria*
Score Sheet

Domains		Scale																														Domain totals:						
		1A			1B			2			3			4			5A			5B			6			7			8				9			10		
		a	b	c	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c	a	b	c		d	e	d	e		
A	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4	5	4	5	10			
B	X			X			X	X		X			X			X			X			X	X		X										7			
C	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4	5	4	5	9			
D	X			X			X	X					X			X			X			X	X												6			
E	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4	5	4	5	6			
Total	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4	5	4	5	6			
	3			X	X		X					X				X			X			X	X															
Scale totals:	3			5 2			5 6			2			4 2			1			3			5 4 6			1			0			0			0				

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Avi A. T. Bahadoor Personality in Politics

Figure 4. Millon Inventory of Diagnostic Criteria: Profile form (Immelman, 2004).

APPENDIX. MIDC FOR HERMAN VAN ROMPUY

Code	Justification	Source
1A The Dominant pattern		
1AAa	"I do not find back that sustained and serious policy in the current Government".	Biography of Herman van Rompuy, website CD&V, read on 19-03-2009
1AAa	"There needs to be again a Government where the Flemish have more to say. Another policy that is based on truth, general interest, respect and courage to secure the future ".	Biography of Herman van Rompuy, website CD&V, read on 19-03-2009.
1ABa	"When I see people, which is about the worst thing one can experience with others, that hurt someone else, hurt needlessly, want to destruct, then there is in me a feeling of aversion and loss of respect. That happens too much in politics, now more than in the past ".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 04-12-2008.
1ABa	"I have demanded that there will never be appointed a Royal Explorer after me. Historically, I'm good: the only Explorer of the country".	<i>Royal Explorer Herman van Rompuy speaks for the first time</i> , Humo, 23-10-2007
1ACa	(about the negotiations with Wallonia) "I think the whole negotiations are a missed opportunity. If the	Flemish Radio & Television (VRT),

	cartel is broken, it's actually by the sum of what we have produced, or have not completed in those months”.	Keien van de Wetstraat, Canvas, 04-12-2008.
1ACa	With the formation of the 2009 budget, I have little to do. I've taken the intention to intervene in the policy as little as possible. I have deliberately made the choice not to step in the Government. I must be consistent. But if Reynders proposes a recovery plan of 3.5 billion euro, I can't keep silent anymore. We already had a structural deficit of 1 percent of GDP or 3.5 billion euro. That already sufficed as 'recovery', something which I do not believe in. More purchasing power disappears in more imports and more savings, especially in the current uncertain situation. That the VAT on the construction had to decrease at such a low mortgage interest rates and that the energy bill must descend while oil prices plunging, I thereby put some question marks. But, each has to take his own responsibility.	<i>Peter De Decker, Een Maand Later, 31-01-2009</i>
1B The Dauntless pattern		
1Baa	"Freedom is sometimes harder to deal with than coercion or convention. That is why responsibility – which is always a responsibility towards the other –	<i>Speech Herman Van Rompuy on Diversity, 24-10-2007.</i>

	is so essential. If one speaks about respect, one speaks not so much about respect that one wants to get but the respect that one must give ".	
1BAa	According to Eric Van Rompuy, Herman eventually has chosen to take his responsibilities. "What a challenge! He has all capacities for it, but everyone should go along. It is for this country an unexpected new chance", he said.	<i>Eric Van Rompuy: 'Herman, yes we can!'</i> , De Tijd, 29-12-2009.
1BBa	"I am for an ' open ' society, but have another opinion on the way there to go".	<i>Speech Herman Van Rompuy on Diversity</i> , 24-10-2007.
1BBa	"Because nobody wanted the terrible job of Belgian Federal Prime Minister, and as a result, his party would come in the state of final destruction, Herman Van Rompuy has done what he until last Saturday in the newspaper De Standaard said, would not do: "to have the political courage to political suicide". The man could not do anything else. He is still the only person, active in Belgian politics, where men in the two parts of the country put to their trust upon".	<i>Demeyere, C., Herman Van Rompuy met tegenzin formateur</i> , 31-12-2008
1BCa	"But on the most controversial part of that statement I don't bother to say that I do not agree" (about the opinion of The Pope on the use of contraceptives in	Flemish Radio & Television (VRT), Keien van de Wetstraat,

	Africa)".	Canvas, 27-03-2009
1BCa	<p>"In 2004 he was awarded the title of Minister of State.</p> <p>During both Governments Verhofstadt (1999-2007)</p> <p>Van Rompuy was especially present in the cyberspace through his weblog, which was why he survived, and he committed many haiku's..."</p>	<i>Wikipedia</i>
1BDa	"Easter holiday again please? Yes. (...) I have no shame feeling about the leave to take".	<p>Flemish Radio & Television (VRT),</p> <p>Keien van de Wetstraat,</p> <p>Canvas, 27-03-2009</p>
1BDa	"Pressed Yes, but actually tensed? No".	<p>Flemish Radio & Television (VRT),</p> <p>Keien van de Wetstraat,</p> <p>Canvas, 27-03-2009</p>
1BEa	Bart de Wever: "Herman has once said to me that he thinks that this country is still controllable, if you have sufficient political will. I think the reality of today proves that this is no longer true".	<p>Flemish Radio & Television (VRT),</p> <p>Keien van de Wetstraat,</p> <p>Canvas, 04-12-2008</p>
1BEa	"I always had a life in the background, even though I was Chairman of the CVP or vice Prime Minister, I found that all very nice for my career, and I have never wanted more. Now I should get used to the fact	<p>Flemish Radio & Television (VRT),</p> <p>Keien van de Wetstraat,</p> <p>Canvas, 04-12-2008</p>

	that I am a public figure. And that all what you say or do is made public".	
1BEb	"I was for "Leuven Flemish" but never nationalist or communist " (about his student days).	Kringblad NFK <i>Het A B</i> <i>CD&V Van Herman</i> <i>Van Rompuy</i> , 05-2008
1BEb	"time to reflect (...). That cannot be done in that infernal rhythm in which we must live".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
2 The Ambitious pattern		
2Aa	"Herman Van Rompuy makes very clear in an interview with this newspaper that he did not come to the Government to warm up the Chair of Prime Minister for Yves Leterme".	<i>Premier Van Rompuy</i> <i>'Ik want Leterme in my</i> <i>government'.</i> Gazet van Antwerpen, 06-02-2009
2Aa	"Prime Minister Herman Van Rompuy has attacked Foreign Minister Karel De Gucht (Vld). According to the Prime Minister De Gucht should keep quiet about the sale of Fortis Bank to BNP Paribas".	<i>Van Rompuy 'De Gucht</i> <i>should keep quiet about</i> <i>the sale of Fortis' Gazet</i> van Antwerpen, 05-05- 2009
2Ab	"The oppositional role in the Parliament, you did not enjoy very much over the past few years? "No, I have a fundamental problem with it. (...)"	Van Impe, L. <i>CD&V:</i> <i>Interview with Herman</i> <i>Van Rompuy</i> , De Morgen, 16-01-2007

2Ab	“Bart De Wever and 'bar' strategist Karel De Gucht are in the top 10 of intellectuals of Knack. Van Rompuy: "(laughs) that list can't be correct, because we are not there."	Van Impe & Rogiers, <i>Interview with Herman Van Rompuy and Louis Tobback</i> , De Morgen, 27-01-2008
2Ba	“Many promises, little results. The reversed of what I want. I would like to work for an efficient and human governance in Flanders and Brussels”	Biography of Herman van Rompuy website CD&V, read on 19-03-2009
2Ba	“I do not need to do any efforts for this: I just follow my nature. Many colleagues think: the more I appear in the media, the more popular I become, but that is the very last of my worries ...”	<i>Royal Explorer Herman van Rompuy speaks for the first time</i> , Humo, 23-10-2007.
2Ca	“(...) I have never had that: I was President of the party or Minister, but never alone a parliamentarian”.	Van Impe, L. <i>CD&V: Interview with Herman Van Rompuy</i> , De Morgen, 16-01-2007
2Ca	“Van Rompuy lacks the dynamism and work force of a Verhofstadt or a Dehaene, but his experience and the fact that he is less sensitive for 'emotion, power desire or compulsive media attention' are 'undeniably an advantage '. Finally, Van Rompuy can compromise, 'even with Joëlle Milquet “.	<i>Overview of press comments</i> , Het Nieuwsblad, 29 december 2009.

2Cb	"The most important thing that I could bring after a whole period of instability is stability. That is also what many people tell me, everywhere I go ". Herman Van Rompuy told how one responds on him.	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
2Cb	"with your arrival there came by way of speaking a kind of relief".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
2Da	"I am after all these years no longer prone to naivety, but I am convinced that the politician of tomorrow, will be more like a more ' gentle-man (or woman) than today, someone who is emotionally intelligent but also intelligent, and someone who is able to stand up from his particular party or his group, and who has the courage to stand alone for a moment, because he thinks further than the next opinion poll ...".	<i>Speech Herman Van Rompuy on Diversity</i> , 24-10-2007.
2Da	"He was a strong Deputy Prime Minister in the Government Dehaene and a very successful Minister of budget. He has experience with leading the country in economic and budgetary difficult times. All these characteristics make him the suitable man now to form a Government ". Marianne Thyssen about Herman Van Rompuy".	<i>CD&V has the fullest confidence in Herman Van Rompuy</i> , De Tijd, 29-12-2008

2Db	“You still sit with the same problems as the previous Prime Minister Leterme of course”, “But I herit them”. 'And the chance is big that you will not be successful either'. "Who says that? We will have to judge that in 2011, not earlier '.	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
2Db	“Now I'm here and I am so, later I'm there and I will respond differentwise”.	Alloo, L. <i>‘I already knew at my tenth year that I would go into politics’</i> , De Laatste 48 uur van... 15-02-2009
2Ea	“Response to Yves Leterme who says that Herman van Rompuy will not be successful either: 'What I don't understand is that he focuses upon the State reforms, while, that was totally not my job”.	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
2Ea	"I do not overestimate the impact of the Prime Minister, but that doesn't mean you have not to fill in that role perfectly: it is a role of initiator, stimulator, sometimes also a moral role”.	<i>Herman Van Rompuy about the economic crisis</i> , In Forward, VBO Magazine, 03-2009
3 The Outgoing pattern		
3Aa	“And also Herman Van Rompuy knew how to be remembered. He scored very well, not immediately in points, but by laughing sincerely with a stupid joke about blondes. The Prime Ministership is certainly	De Graeve, It happened. 3. Herman Van Rompuy. 05-01-2009

	deserved”.	
3Aa	"I have no problem with Yves on Foreign Affairs. I think I also know that Yves would have no problem either to step in that way again in the Government. We will be able to work together excellently. "	<i>Prime Minister Van Rompuy 'Ik want Leterme in my government'.</i> Gazet van Antwerpen, 06-02-2009
3Ba	“About the Prime Minister of Luxembourg who gave him a warm hug when they met: "I am somehow less exuberant because my upbringing is also less exuberant". But you don't mind? "No". "I am worried" – Reaction to the fear for Islam in the community”.	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009.
		<i>Speech Herman Van Rompuy on Diversity,</i> 24-10-2007.
4 The Accommodating pattern		
4Aa	The cdH is full of praise for the current President of the Parliament. "The country now has need for stability, with an experienced someone who leads. Herman Van Rompuy has demonstrated throughout his long career that he combines wisdom, intelligence, subtlety and determination. We therefore hope that he	<i>Milquet: Thank you, Herman Van Rompuy.</i> De Morgen, 28-12-2008

	can provide the momentum needed to meet the challenges facing us and to do what the people expect" said Milquet.	
4Aa	"One must not actually have the same ultimate goal to work together. I give an innocent example beyond our context. In Europe, 5 times the treaties were revised in the last 15 years on the European Union. Without that there is, among the 27 or a lesser number of States an agreement on that what one wants to do with Europe. But in all those intermediate steps we find an agreement with 27 States. So it may be that one disagrees about the final objective, but that one agrees upon all the intermediate steps".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 4-12-2008
4Ca	"Another policy that is based on truth, general interest, respect and the courage to secure the future. People should be able to have confidence in the Government again and those responsible".	Biography of Herman van Rompuy, website CD&V, read 19-03-2009.
4Ca	"... That for Van Rompuy the Belgian State is more important than the Flemish electoral promises, was already obvious when Van Rompuy al when he was allowed to become a Royal Explorer proved in the preparation of the first government Leterme".	<i>Reaction Vlaams Belang: 'French-speaking obviously enthusiastic'</i> , Het Nieuwsblad, 29-12-2008

4Da	"Yes I have perhaps expressed myself unclear. I feel like not giving my opinion on a question about someone, what anyone thinks, does, or is."	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
4Da	"I think the Minister of Foreign Affairs has said: If I receive a kind of motion stating that I need to inform the Papal Ambassador about the Parliament's position then I will do that. That is what he has said, at least so I've understood ".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
4Da	"Many people think you're a stoic tight man. While you are actually curved a bon vivant. Do you like this confusion? ' I must often laugh there, Yes, but please do not give the impression that I am now dancing on tables and live in pubs"	Alloo, L. <i>'Ik wist al op mijn tiende dat ik in de politiek zou gaan'</i> De Laatste 48 uur van... 15-02-2009
4Db	"because I see the resulting chaos, which is something else than the paralysis as we know it today".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 04-12-2008
4Db	"What do you want to do during your last 48 hours? ' I don't stay in the Rue de la Loi, that's for sure. I want to stay those last hours at home with wife, children, family members and intimates"	Alloo, L. <i>'Ik wist al op mijn tiende dat ik in de politiek zou gaan'</i> De Laatste 48 uur van... 15-02-2009

4Ea	“The Government asks the confidence to entirely execute the coalition agreement of the previous Leterme Government, said the Prime Minister.”	<i>Van Rompuy; ‘Regering wil werken aan het vertrouwen’ De Morgen, 31-12-2008</i>
4Ea	“I dreamed much, but man is complicated, Luk. One part of me is dreaming, another part is sad. There is a joy and a melancholy part. The trick is to put the puzzle together. The older I get, the more balanced I get. You may not be bitter, I know people who constantly take stock of their failures. With me is that just the reverse”.	<i>Alloo, L. ‘I already knew at my tenth year that I would go into politics’, De Laatste 48 uur van... 15-02-2009</i>
5A The Aggrieved pattern		
5ABa	"We have opted for an immediate start-up of this Government. The crisis is much bigger than one thinks. I thought it was not a good signal to the population to negotiate too long", commented Van Rompuy on the criticism he got Friday morning.	<i>Van Rompuy finally started after the confidence vote, Gazet van Antwerpen, 02-01-2009</i>
5ABa	“If the CD&V-top insists, Van Rompuy remains stubborn: ' I can also reject the offer if the King asks me”.	<i>Van Munster, R. Van Rompuy is 100 dagen premier, De Morgen, 12-04-2008</i>
5ACa	Bart de Wever: "Herman has opened the parliamentary year for journalists with a statement	<i>Flemish Radio & Television (VRT),</i>

	that he has a cynicism that can resist mountains. That is a statement in which I recognize myself particularly good ".	Keien van de Wetstraat, Canvas, 04-12-2008
5ACa	“CD&V is not impressed by the way the VLD tackles the State reform. CD&V-MP Herman Van Rompuy believes that the "open dialogue" that the VLD advocates at the community level is an "electoral trick" to attack the cartel CD&V/N-VA and he does not believe that the VLD will provide for an important State reform. He said that on Sunday in the VRT-program The Seventh day”.	<i>CD&V not impressed by VLD state reform initiative</i> , Gazet van Antwerpen, 04-12-2007
5ACa	“You have so far served in the Belgian politics. How should the Belgians remember you? 'I have a huge ability to relativize and I know very well how everything expires after your career. One takes his hat off for you, and then for you it is the past”.	Alloo, L. <i>'I already knew at my tenth year that I would go into politics'</i> , De Laatste 48 uur van... 15-02-2009
5B The Contentious pattern		
5BBa	About important files where no decisions are taken: "what I knew from the outset is that the case could only be prepared and that buttons can only be made after the elections of 7 June. I knew this from the outset ". (...) the file will from the 7th June decision ripe (...) we're going to be able to prepare things after	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009.

	7 June".	
5BBa	For formateur Yves Leterme is fast approaching the moment when he will have to choose between the communitarian cooperativeness of Herman Van Rompuy and the tighter line of CD&V-President Jo Vandeuren.	<i>De Wever becomes a father, the Flemish Madame Non shows up,</i> Knack, 17-10-2007
5BCa	"About Verhofstadt: "(...) I'm curious how he will create the perception is that he is a bridge builder. " You believe he is not? "You can also build bridges where there is no river is (laughs)".	Van Impe, L. <i>CD&V: Interview with Herman Van Rompuy</i> , De Morgen, 16-01-2007
5BCa	"What do you want on your tombstone? Ah, the extreme arrogance ... Put but only my name there".	Alloo, L. <i>'I already knew at my tenth year that I would go into politics'</i> , De Laatste 48 uur van... 15-02-2009
6 The Conscientious pattern		
6Aa	"Politics cannot ensure that people get along well but it can encourage people, and design structures where there is also freedom in addition to responsibility".	<i>Speech Herman Van Rompuy on Diversity</i> , 24-10-2007.
6Aa	"This time it will perhaps be the case. Van Rompuy seems to have caved under the pressure of the responsibility and will most likely lead a team that	<i>Who is Herman Van Rompuy</i> , Het Nieuwsblad, 29-12-2008

	will be largely the one by Yves Leterme. He already has the advantage to be accepted by all parties. Also in the French-speaking part the CD&V politician is doing well”.	
6Ab	(about the gay marriage) "My party was in favor and it is in favor and it has voted in favor. I abstained to vote. Not because I am against the legal commitment of gay relationships, I think that it should be legally grounded. Only, and then I'm more conservative than Bart de Wever, I think the term marriage is a term that is centuries old and that is always used in the context of men and women (..). The term marriage is for me the traditional consequence of this”.	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 04-12-2008
6Ab	(..)“Eric Van Rompuy about Herman Van Rompuy: "he was not fundamentally opposed to abortion, such as the Catholic hardliners. He also wanted not admit as much as Wilfried Martens and Jean-Luc Dehaene. Herman found abortion or euthanasia especially a matter of personal conscience. Something not to be regulated by law".	Van Munster, <i>Herman van Rompuy is 100 days prime minister</i> , De Morgen, 11-04-2009
6Ba	Budgetary problem, whose fault is it now? Because that was talked about this week. Is it Purple, is it Verhofdstadt? "I am hardly interested in it (..)".	Flemish Radio & Television (VRT), Keien van de Wetstraat,

		Canvas, 27-03-2009
6Ba	"In short, how to deal with the ' other ' so that the positive forces win, the ' virtues ', instead of the negative forces that aim at destruction of the other person, such as annoyance, jealousy, hatred, violence?"	<i>Speech Herman Van Rompuy on Diversity</i> , 24-10-2007.
6Bb	"Yves Leterme will be a Prime Minister again, what do you think now? Because this week you had a very unclear answer. "I think he has said that he does not exclude the possibility. But do you think I want to be a Prime Minister until my 70th year ? And between Leterme and me there, what, 15 years. He still has a long political career before him".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 27-03-2009
6Bb	That the VAT on the construction had to decrease at such a low mortgage interest rates and that the energy bill must descend while oil prices plunging, I have questions on that. But, each has his own responsibility.	<i>Peter De Decker, One Month Later</i> , 31-01-2009
6Ca	"My character is that I want to keep the things as they are. I have a horror of chaos. That is one of the reasons why I'm unwilling separatism. " (..).	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 04-12-2008

6Ca	"Separatism cannot be an ideal, especially for someone like me, who highly values living together in general. That is why I do not choose that".	<i>Van Rompuy, In search for Wisdom</i> , Leuven: Davidsfonds p. 9-10
6Cc	"I believe in the character and personality. My character and personality is often no change. Cherish the good in the old and embrace the best of the new".	Flemish Radio & Television (VRT), Keien van de Wetstraat, Canvas, 04-12-2008
6Cc	" It lets see Rompuys temperament: faithful Catholic, trained by the Jesuits and thus with a ridiculous commitment to the public case, a pessimist who like no other can relativise: someone with such a profile would not even dare to refuse the highest office in difficult times, especially since he has enough relativism to take a possible loss" ...Heaven is waiting for him, this is different for Verhofstadt".	Panzerfaust, <i>Herman Van Rompuy, Savier of the Country</i> , 05-01-2009
6Da	"May I remind you once again of the central value of the ' other '? Every man is another person with an irreducible, strange own character".	<i>Speech Herman Van Rompuy on Diversity</i> , 24-10-2007.
6Da	"I never kept, never had a local consulting hour and never ran to all receptions, banquets and parties. I have my priorities, I invest a lot of time in my family life".	Alloo, L. ' <i>I already knew at my tenth year that I would go into politics</i> ', De Laatste 48 uur van... 15-02-2009

6Ea	"I have sat here 18 months and I have heard this morning a few new things from the opposition. I hope that we can do politics in another way. Van Rompuy is not the man of the big words and promises, but he wants his Government only judged at the end of her term in 2011".	<i>Van Rompuy I finally started off after confidence vote</i> , Gazet van Antwerpen, 02-01-2009
6Ea	"I've done everything to avoid the premiership. But now that I am, I do like it.	Alloo, L. <i>'I already knew at my tenth year that I would go into politics'</i> , De Laatste 48 uur van... 15-02-2009
6Ec	"A politician in heart and kidneys, and all his whole life long. Prime Minister Van Rompuy describes himself".	<i>Herman Van Rompuy about the economic crisis</i> , Forward, Het VBO Magazine, 03-2009
6Ec	"I knew already on my tenth that I would go into politics".	Alloo, L. <i>'I already knew at my tenth year that I would go into politics'</i> , De Laatste 48 uur van... 15-02-2009
7 The Reticent pattern		

7Aa	“(..) It is striking how Herman van Rompuy behaves at the painful transfer of power, with beaten dog Yves Leterme trying to smile. The new Prime Minister is particularly comfortable with the situation, no muscle moving on his face (..)”	Panzerfaust, <i>Herman Van Rompuy, Savior of the Country</i> , 05-01-2009
7Aa	According to French-speaking source, formateur Leterme would otherwise stand silently. Van Rompuy is the memory of the negotiations. He can deny things that have already been on the table, or confirm these”.	Wikipedia

NOTES

¹ The Treaty of Lisbon describes the new position of President of the European Council as follows: The President of the European Council: - shall chair it and drive forward its work; shall ensure the preparation and continuity of the work of the European Council in cooperation with the President of the Commission, and on the basis of the work of the General Affairs Council; shall endeavor to facilitate cohesion and consensus within the European Council; shall present a report to the European Parliament after each of the meetings of the European Council (European Council, **2008, Art. 9B**).

² **OSS : Office of Strategic Services, CIA : Central Intelligence Agency.**

³ **Millon's model encompasses eight** attribute domains: expressive behavior, interpersonal conduct, cognitive style, mood/temperament, self-image, regulatory mechanisms, object representations, and morphologic organization.

⁴ The sources used for coding the profiles are not covered by the bibliography but they can be found in the appendix.

⁵ In each case, the label preceding the slash signifies the basic personality pattern, whereas the label following the slash indicates the specific scale gradation, or personality type, on the dimensional continuum; see Table 1.

⁶ Empirically, Millon's Conforming pattern is highly correlated with the "Big Five" *Conscientiousness* factor, has a weak positive correlation with its *Extraversion* factor, a weak negative correlation with its *Neuroticism* factor, and is uncorrelated with *Agreeableness* and *Openness to Experience* (Millon, 1994, p. 82).

⁷ Empirically, Millon's Asserting pattern is positively correlated with the "Big Five" *Extraversion* and *Conscientiousness* factors, negatively correlated with its *Neuroticism* factor, modestly correlated in the negative direction with its *Agreeableness* factor, and weakly correlated with its *Openness to Experience* factor (Millon, 1994, p. 82).