

The Guild Cards

THE TRADITIONALISTS

Core Value:

Heritage, Stability & Family Rituals

How They See the World:

Traditionalists look to the past for guidance. They rely on cultural practices, family expectations, and long-held beliefs.

Stability helps them feel safe and respected.

Typical Concerns or Questions:

“Does this match our cultural beliefs?”

“Is this something our family has ever spoken about?”

“Does this honour our traditions?”

Best Way to Communicate:

Use respectful language, acknowledge family customs, and connect your message to unity, honour, or shared values.

THE GUARDIANS

Core Value:

Safety, Protection & Caution

How They See the World:

Guardians prioritise physical and emotional safety. They prefer clear rules, certainty, and reassurance. They want to know that everything is checked, verified, and secure.

Typical Concerns or Questions:

“Is this safe?”

“Who is responsible for each step?”

“How do we know everything is done carefully?”

Best Way to Communicate:

Share simple, factual reassurances. Explain that Australia has one of the safest donation systems in the world. Provide clarity and avoid ambiguity.



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THE FACTS-FIRST CREW

Core Value:

Logic, Accuracy & Evidence

How They See the World:

This group wants data, research, and clear, reliable information. They're often STEM-oriented and respond to numbers, processes, and cause-effect explanations.

Typical Concerns or Questions:

"What does the evidence show?"

"How does the matching system actually work?"

"What is the success rate?"

Best Way to Communicate:

Use statistics, diagrams, and simple scientific explanations. Keep your tone confident and straightforward.

THE SPIRITUALISTS

Core Value:

Meaning, Compassion & Belief

How They See the World:

Spiritualists look at how actions influence the meaning of life, identity, and community. They care about emotional wellbeing, respect, and the deeper story behind choices.

Typical Concerns or Questions:

"Does this align with my beliefs?"

"How does this decision affect my sense of purpose?"

"Is this choice respectful to the person and their family?"

Best Way to Communicate:

Use gentle, thoughtful language. Acknowledge emotion, identity, and dignity. Show how donation can create hope and honour a person's values.

