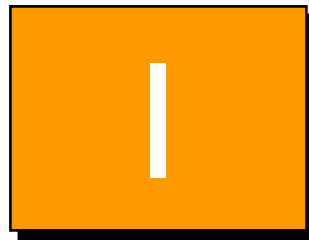


THE 4 PREDOMINANT BEHAVIORAL STYLES



Dominant
&
Directive



Influencing
&
Interactive



Steady
&
Stable



Cautious
&
Conscientious

DO

- ✓ Be concise & to the point
- ✓ Stress practicality & logic vs. emotion
- ✓ Play by their rules
- ✓ Only challenge with confidence based on hard facts

DON'T

- ✗ Waste their time
- ✗ Try to control
- ✗ Use words like “trust me”



CONNECTING WITH I'S

DO

- ✓ Be friendly & outgoing
- ✓ Give praise & recognition
- ✓ Balance pleasantries with a direct appeal for their support
- ✓ Understand that although you may get to “yes” quickly, follow through is not guaranteed

DON'T

- ✗ Act aggressively
- ✗ Drive for action vs. building a relationship
- ✗ Compare or criticize in a way that diminishes their worth

CONNECTING WITH S'S

DO

- ✓ Show that you are dependable & trustworthy
- ✓ Be patient & help them clarify their goals
- ✓ Let them know that you appreciate them
- ✓ Give information & directions in a step by step fashion

DON'T

- ✗ Appear disorganized
- ✗ Be too assertive
- ✗ Spring changes on them too quickly
- ✗ Push them to take action before they are ready



CONNECTING WITH C'S

DO

- ✓ Rigorously prepare for discussions with detailed support
- ✓ Show that you are consistent & precise
- ✓ Interact in a collaborative, non-threatening way
- ✓ Compliment their expertise & thoroughness

DON'T

- ✗ Shoot from the hip in answering their questions
- ✗ Appeal to their emotions
- ✗ Minimize their issues

A Force to be Reckoned with

Think: Donald Trump



- Come on strong & can be blunt
- Are not good listeners
- May be seen as arrogant
- Work well under pressure
- Likely mantra is:

Nothing personal, just business.

The Life of the Party

Think: Bill Clinton

- Thrive on approval & being involved
- Are approachable & engaging
- Care about what others think
- Can be emotional
- Like being around energetic & optimistic people



It's All About Harmony & Order

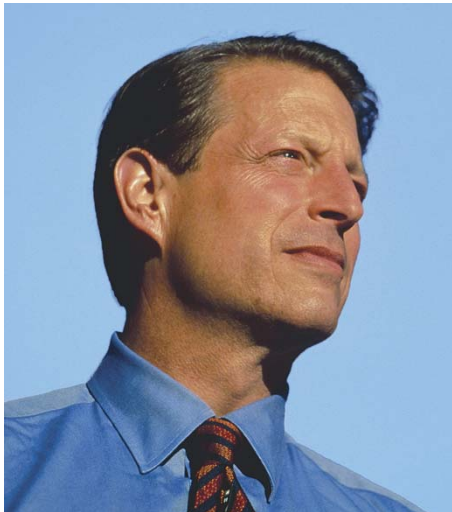
Think: Michael J. Fox



- May be stubborn
- Don't show emotion, but can be highly emotional underneath
- Have a need for stability & security
- Are good listeners

Act Cautiously & Carefully

Think: Al Gore



- Value accuracy
- Are very sensitive & follow their intuition
- Are often perfectionists
- May be slow to trust & reluctant to delegate
- Ask challenging questions & may be critical