

Working with Different Personalities Types

Follow this chart when interacting with each personality type:

	D	I	S	C
Characteristics:	Results-oriented Quick decisions Controls people Power/authority Makes own rules	Inspiring Influencing Impressive Interactive Impulsive	Supportive Submissive Stable Steady Sentimental	Cautious Calculating Concerned Careful Contemplative
Communication Style:	Let them talk They will tell you what they want Remember they may not listen to you! Direct (may or may not be loud)	Let them talk Take and active interest in what they say Direct, sometimes loud, centered on them	You talk most May not ask questions or share opinion Quiet, you must make the effort to create two-way communication	Keep it business Answer questions thoroughly Build credibility Quiet, steady, will have lots of questions
When Sharing Ideas, Focus On:	State of the art products Income potential Clear benefits Be brief and professional Not interested in fluff Big picture points Will be frustrated if you continue after mind is made up	Be excited Clear and concise benefits Don't lose them in the details Don't talk them out of it Impact on legacy/business Will be bored if you continue after mind is made up	Be patient Relax and allow time for discussion How this impacts the family/business Listen a lot Will shut down if rushed and not heard Involve in planning	Talk about pros and cons Use data and facts Examine all sides and options Facts in print Disagree with facts, not the person Use logical approach
Biggest Root Fear/Need:	Being taken advantage of Needs to be RIGHT	What others will think/being liked	Changing of loss or security/security	Criticism of work/order
Decision-Making Speed:	Quickly	Quickly	Slowly	Slowly
Disposition to Change/New Ideas:	Optimistic	Optimistic	Pessimistic	Pessimistic
When They Disagree with Me:	Agree with them	Remind them of their value	Ask questions	Ask questions Have a CLEAR agenda/plan

Talking Points for Each Style:

- D** Agree with their point of view and ask advice - "Bob I agree completely with you that we have to do something about the situation. Help me brainstorm. What would be some alternatives you would recommend?"
- I** Ask for permission to share your ideas/thoughts
- S** Ask for their concerns. "Bob, you've been pretty quiet throughout this discussion. Tell me what's on your mind." (You stop talking and be silent.) "I hear exactly what you are saying Bob. Your point is... (repeat what Bob said)."
- C** Ask for input. "Bob, what additional questions do you have? Can you think of anything we should consider that I may have missed?"