

**"Tap the Potential  
Power of Your  
Teams!"**

# **The Team Dynamic Report 2.0**

**A Team Optimization Tool That Works**

***Why A Team dynamic Analysis Report?***

**"Because...NONE OF US IS AS SMART  
AS ALL OF US!"** Ken Blanchard

**Team Dynamic Report - Sample**

February 13, 2020



Toll Free: 800-496-2170 Access Code: 77

## Introduction to the Team Dynamics Report

This Team Dynamics Report assists you to better understand and develop how well your team functions, communicates and performs. It provides an overview of the combination of different behavioral styles within the team and has been created from the individual DISC Behavioral Profiles. These profiles measure tendencies of observable behavior and emotion based on the universal DISC communication model of directness or indirectness and guarded or open behavioral displays.

The four behavioral styles measured by the DISC model are:

**D = Dominance**

How people address **Problems** and **Challenges**.

**I = Influence**

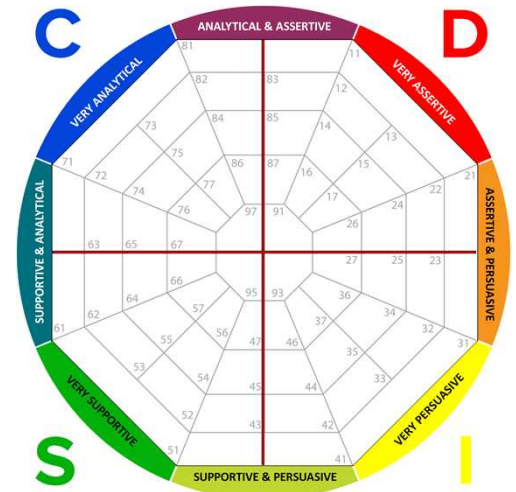
How people handle situations involving **People** and **Contacts**.

**S = Steadiness**

How people demonstrate **Pace** and **Consistency**.

**C = Conscientiousness**

How people react to **Procedure** and **Constraints**.



Furthermore, within this report are references to both the **Adapted Style** and **Natural Style** patterns:

- **Adapted Style:** This is the self-perception of the way people believe they need to behave in their current environment to be successful. This behavior may change in different environments, situations and roles.
- **Natural Style:** This is the self-perception of the “real you” and the instinctive behaviors. These are behaviors the person is most likely to exhibit when in situations they perceive as being stressful or in situations where they can simply do as they choose without having to consider anyone else. The Natural Style tends to be fairly consistent even in different environments.

The Team Dynamics results contained within this report rely on interpretation; please discuss these results with your consultant for more information or request a report debrief for guidance.

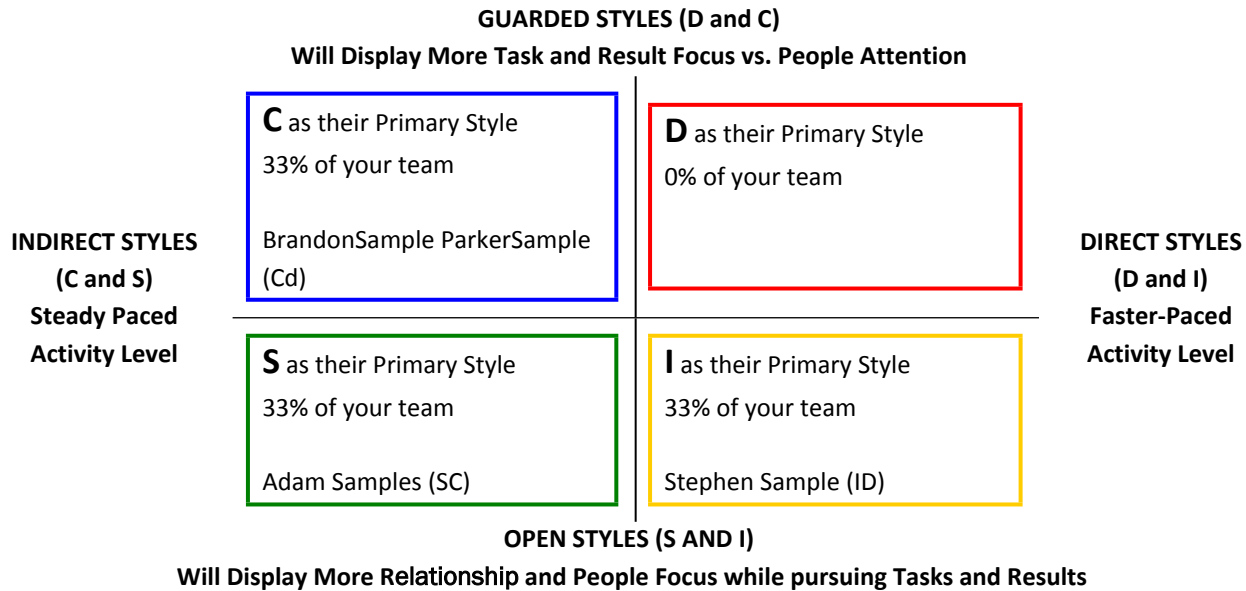
At the end of this report, there is also a resources section that provides information regarding communication and adaptability for the 4 DISC styles for your reference and application.

## 'NATURAL' Team Dynamics Results

### Natural Styles within the Four Quadrant DISC Model – Plot of Primary Results

Each of the Four (4) Core DISC styles display two primary factors. Each style is EITHER Direct or Indirect **AND** Guarded or Open.

The graph below shows each person's primary Natural style within the four quadrant DISC model. Next to each person's name is their primary and secondary DISC preferences – **the Natural Style is who you really are and reflects your core behaviors.**



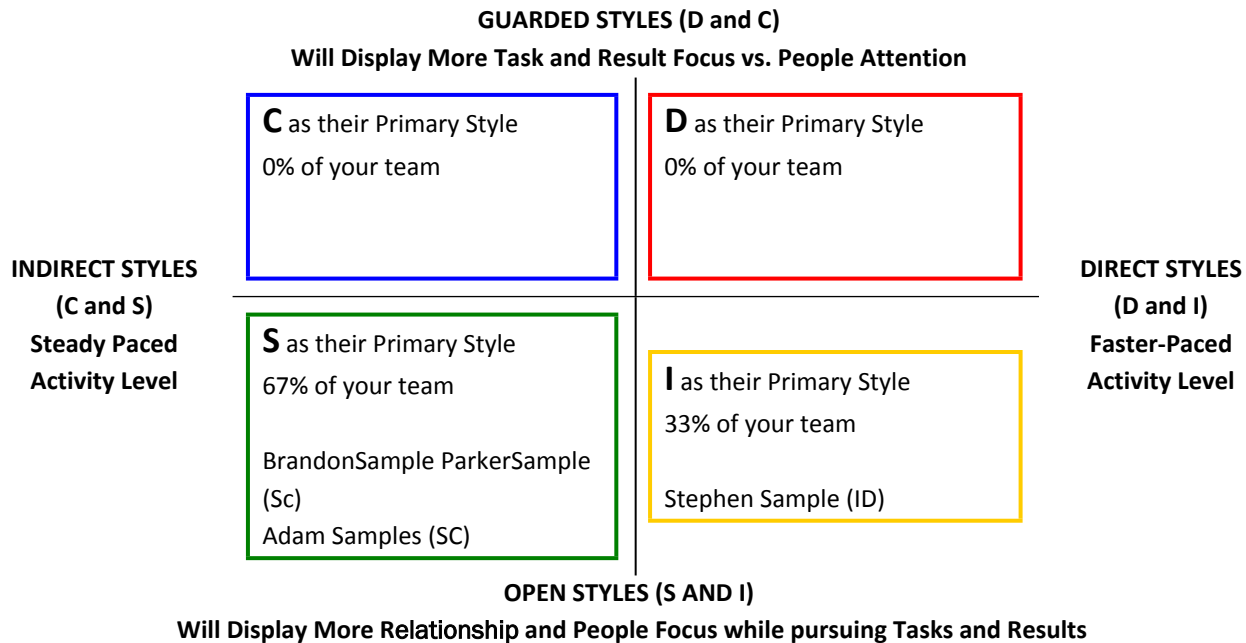
Note the various percentages of your team in each quadrant to:

- Identify potential collaboration benefits and challenges associated with this team's Natural style breakdown.
- Consider how different people within the team work together (positively and negatively). What about the individual Natural DISC styles may account for the increase in cooperation or greater team hindrance?

## Adapted Style

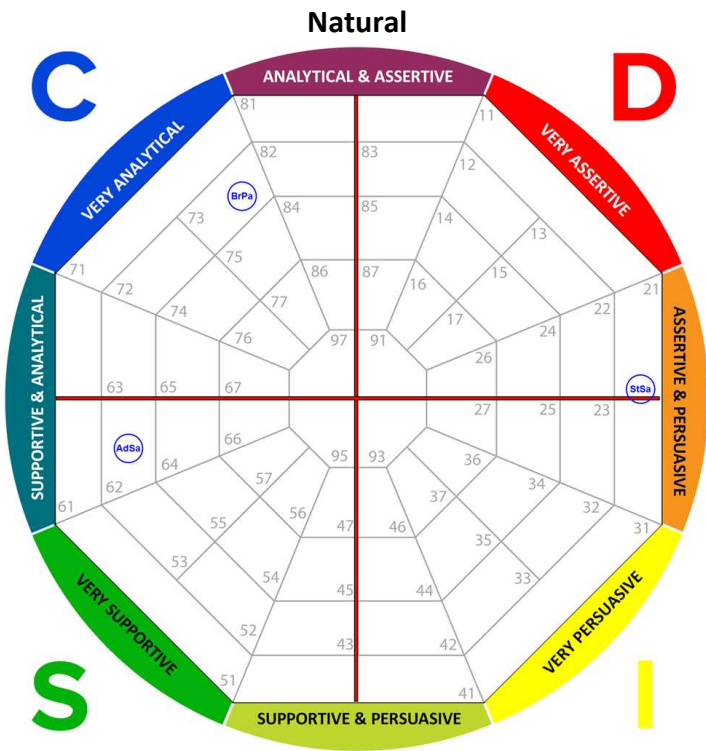
### Reflecting Adjusted Behaviors to fit the Current Role - Team Dynamics Results

The graphs below show each person's **Primary Adapted style** within the four quadrant DISC model. Next to each person's name is their primary and secondary DISC preferences. The adapted style reflects how the individual believes they NEED to adapt their Natural Communication Style to suit the current environment. It could be the needs and requirements of the current job or it could be an attempt to adapt to the manager's or a significant co-worker's style.



Examine how the above differs from the corresponding Natural graph. Consider:

- Where do you see shifting of styles? Is the shift toward Task or People? Is the Pace more Direct or Indirect?
- Are a few people adapting or many?
- Is there a common theme with any adaptations?
- **What is likely to be driving these adaptations? What role does the boss play in these shifts?**
- What are the likely impacts of these adaptations?



Compare this Team's Natural Style to the Adapted Style below:

Each quadrant has an overarching style comprised of either a Direct or Indirect style AND an Open or Guarded style.

Direct Style = enthusiastic, competitive and results focus

Indirect Style = reserved, cooperative & patient

Open Style = a desire to build a bridge and connect with others

Guarded Style = a more private, specific, logical and analytical style

Is the team adapting to meet group objective(s)?

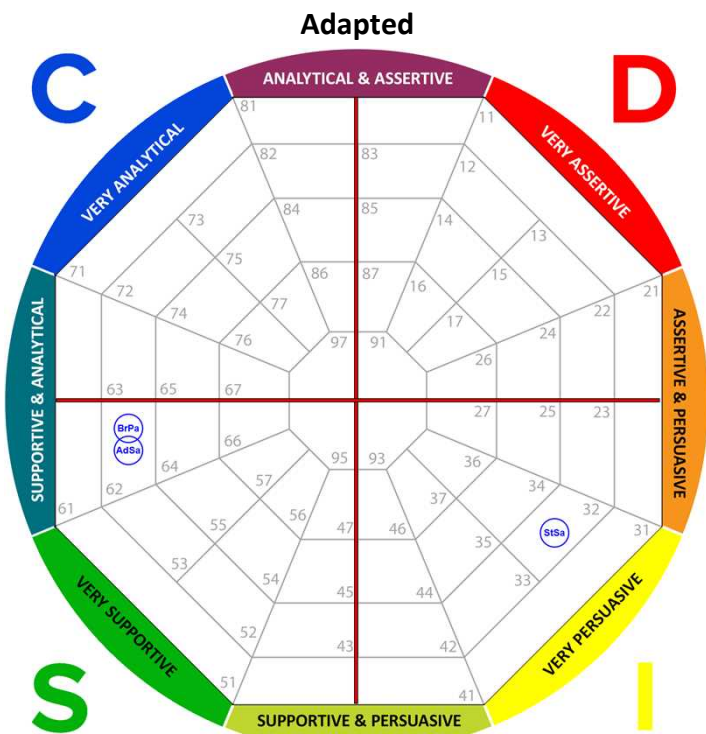
Is adapting both necessary and effective?

Is the team adapting toward or away from the Leader?

Is there a predominance or under-representation of any particular DISC style? If so, what are the likely consequences?

What are some areas to focus on to build more effective collaboration?

Init.	Name	Adapt Style	Nat Style
BrPa	BrandonSample ParkerSample	Sc	Cd
StSa	Stephen Sample	ID	ID
AdSa	Adam Samples	SC	SC

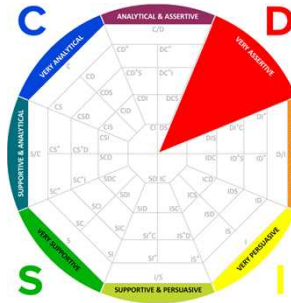




## D – For Those Who Plot in the Very Assertive Section

### Strengths:

- Be forward-looking and competitive
- Look for problems to solve
- Be positive and like confrontation
- Like power and authority
- Be motivated by direct answers
- Like challenging assignments
- Have a strong drive for results
- Be positive and like confrontation



Natural: 0, 0%  
Adapted: 0, 0%

### Potential Challenges:

- Overstep authority within the team
- Use fear as a motivator
- Overextend their ego
- Be poor or selective listeners
- Lack tact and diplomacy
- Dislike routine work
- Over delegate and under instruct
- Make decisions without all of the facts

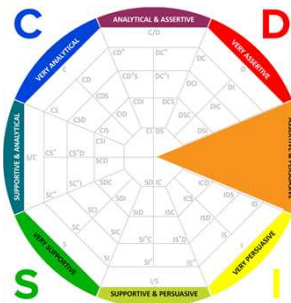
### Consider Using these tactics, strategies and phrases

- Advancement
- Take advantage of opportunities
- Be in a high visibility position
- Challenging
- Keep getting results
- Your opinion counts
- Get people to start listening
- No interruptions
- Be involved in all big decisions

## DI – For Those Who Plot in the Assertive & Persuasive Section

### Strengths:

- Results obtained through other people
- Change is good – promotes to others
- Intuitive – consults their gut
- Challenges make them aggressive and decisive
- Does not initiate alone, convinces others to initiate
- Optimistic about team’s expectations and achievements
- Can be very independent



Natural: 1, 33%  
Adapted: 0, 0%

### Potential Challenges:

- Emotions influence decisions
- Little tolerance for intra-team conflict
- Cannot manage own time or others
- Can be contagiously over enthusiastic
- Rarely finishes things they start
- Poor follow up and follow through
- May take advantage of their position within the team
- Deadlines poorly managed
- Will take on too many responsibilities, and tasks; then confuses priorities

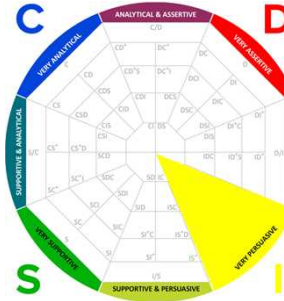
### Consider Using these tactics, strategies and phrases

- Let’s take advantage of this opportunity
- Our company’s success depends on you
- We accept who you are and what you do
- Run the business your own way
- Call your own shots
- You are respected for what you bring to the team
- You produce important work
- We respect you for being your own person
- Change has worked well for you
- People need frequent rewards

## I – For Those Who Plot in the Very Persuasive Section

### Strengths:

- Utilize social and verbal skills
- Bring cohesiveness to the team
- Utilize both verbal and social skills to promote the team
- Gets behind new concepts, processes & products
- Diffuse tension with the team
- See the big picture and then good at promoting it



Natural: 0,0%  
Adapted: 1, 33%

### Potential Challenges

- Disorganized and messy
- Emotional and acts on impulse
- Unrealistically optimistic about the team
- Inefficient
- Overemphasizes fun
- Doesn't gather all the facts before acting
- Listens to selected and favored team members

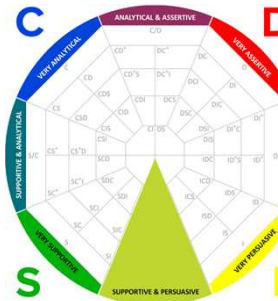
### Consider Using these tactics, strategies and phrases:

- New, unique, show others respect
- Recognition
- Creating the right image
- Don't get stuck in the middle
- Adapt it to your purpose
- Get your main point across
- Goals and tasks are reasonable
- We are all committed to a team approach

## IS – For Those Who Plot in the Supportive & Persuasive Section

### Strengths:

- Empathetic and understanding to help others
- Loyal to the team, team player
- Creates an environment where people feel significant
- Promoter and implementer of team ideas
- Helps others achieve goals
- Values people as well as things.
- Sensitive to feelings of others
- Is understanding and friendly
- Good listener and communicates well
- Sensitive to feelings



Natural: 0, 0%  
Adapted: 0, 0%

### Potential Challenges

- Will avoid confrontations within the team
- Lacks a sense of urgency
- Does not challenge the status quo
- Sometimes passive, indecisive
- Never draws the line with team players
- Holds grudges
- Withdraws under stress
- May be too kind, compassionate, and easy going

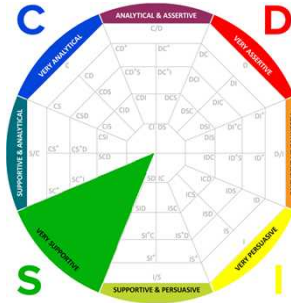
### Consider Using these tactics, strategies and phrases:

- Build Relationships
- Gain consensus
- No disruption while integrating
- Solid foundation
- Security of knowing
- Things are on track
- Proven reliability
- No dependence on the "human factor"
- It is better to know than to guessing
- There'll be no radical change
- Quantify and test everything

## S – For Those Who Plot in the Very Supportive Section

### Strengths:

- Enjoys the team environment, its members, and is loyal
- Excellent listener
- Understanding
- Patient and comforting
- Focus is on team activities
- Loyal to a team they identify with
- Motivated to follow procedures



Natural: 0, 0%  
Adapted: 0, 0%

### Potential Challenges

- Can be passive and indecisive
- Resists changes
- May do the work themselves, instead of delegating
- May hesitate instead of moving forward
- Lacks urgency
- Wants to maintain status quo
- Withdraws and becomes possessive under stress
- Holds grudges

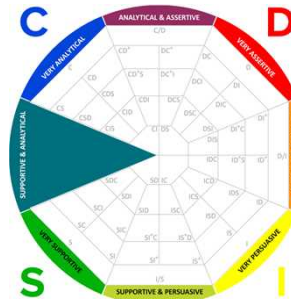
### Consider Using these tactics, strategies and phrases:

- Avoid controversy
- Consistency with the industry standard
- Keep people off your back
- Predictability in operations
- Support widely accepted protocols
- Keeping with the industry standard
- You seek to contribute to the team effort
- Address every team member's concern
- Be a Great team player

## SC – For Those Who Plot in the Supportive & Analytical Sections

### Strengths:

- Works for a leader and a cause
- Accomplishes high standards in work and conduct
- Alert and sensitive to problems, rules, errors and procedures
- Can make the tough decisions without getting emotional
- Focus on need for quality systems
- Self-disciplined
- Can implement and fine-tune plans
- Stays focused on projects through to completion



Natural: 1, 33%  
Adapted: 2, 67%

### Potential Challenges:

- Resists change
- Show lack of confidence in team
- Under stress may become difficult
- May not discuss concerns and feelings
- May even hide true feelings
- May not promote self or the team
- Organizational procedures can be overused

### Consider Using these tactics, strategies and phrases:

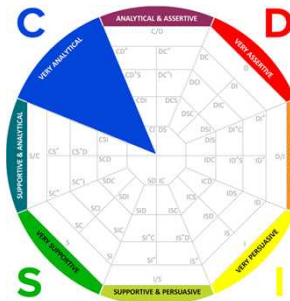
- Spread the risk
- Know how things are supposed to be done
- Keep everything on a safe course, no hurry
- No more chaos. No conflicts
- No-nonsense down to earth
- Nothing complex about it
- Proven, tested and easy to use
- No hassle relationship
- Fighting seldom resolves anything
- Staying in the mainstream



## C – For Those Plotting in the Very Analytical Section

### Strengths:

- Critical thinker
- Very accurate and precise
- Disciplined
- Demands high standards of self and direct reports
- Right way to proceed is motivating
- Use facts and data for support of opinions
- Problem solving based primarily on facts and data



Natural: 1, 33%  
Adapted: 0, 0%

### Potential Challenges

- Lean hard on team leader
- Do not delegate, hoard the work
- Bound by procedures, never color outside the lines
- Analysis paralysis; sometimes overanalyze
- Avoids controversy by yielding
- Qualifies their own ideas
- Difficulty verbalizing feelings

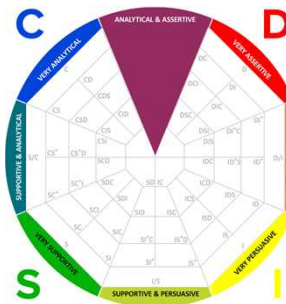
### Use these tactics, strategies and phrases:

- Proven accuracy reliance
- Proven by researchers
- Minimize risk
- Predictable
- Well thought out
- Followed standards throughout
- Avoid human error
- Respect your and others privacy

## CD – For Others Who Plot in the Analytical & Assertive Section

### Strengths:

- Bring creative ideas
- Slow start, but fast finish
- Will make the tough decisions with insight, relying on facts
- Will push hard to find correct and acceptable solution
- Will challenge the team to higher performance standards
- Aware of impact of errors on the bottom line
- Structures good use of team's time



Natural: 0, 0%  
Adapted: 0, 0%

### Potential Challenges:

- Takes on too much
- Overuse facts and data
- May be overly blunt and critical
- Insensitive to feelings of others
- Seen as insincere
- Under stress, can be demanding
- Under appreciate contribution of other team members
- Inconsistent decisions

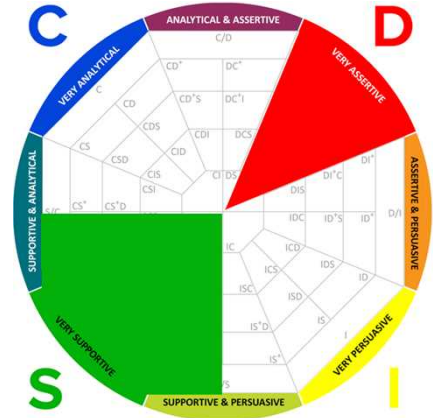
### Use these tactics, strategies and phrases:

- Both finances and operations have been considered
- You will have control over the project
- You will have control over outcomes
- Keep control over what matters to you
- Use your assets to their fullest potential

### Blending Team Styles

Find YOUR style. How does it blend with the boss and the rest of the team?

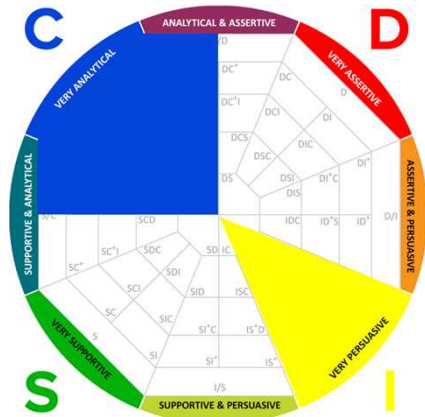
D <i>(Very Assertive)</i>	S, SI, SC <i>(Supportive, Supportive Persuasive/Analytical)</i>
<ul style="list-style-type: none"> <li>• Fast Paced</li> <li>• Extroverted</li> <li>• Impatient</li> <li>• Engages in Conflict</li> <li>• Responds with Anger</li> <li>• High Urgency</li> <li>• Takes Risks</li> </ul>	<ul style="list-style-type: none"> <li>• Slow Paced</li> <li>• Introverted</li> <li>• Patient</li> <li>• Avoids Conflict</li> <li>• Non-expressive</li> <li>• Low Urgency</li> <li>• Risk Averse</li> </ul>



#### Tips for this blend

- D should work to build a trusting relationship with S
- D needs to be mindful of listening skills; invite the S to share
- S should not take all criticism or conflict personally, and recognize conflict may be productive
- S may need to increase the pace and urgency and try to remain focused on the result to support the D

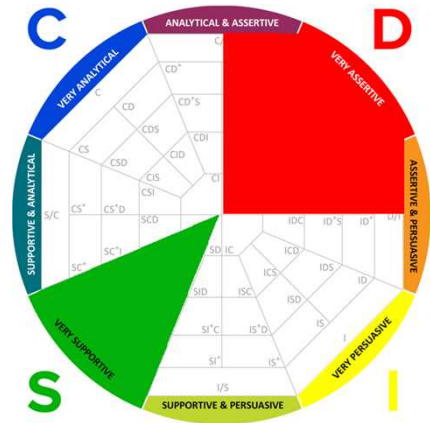
I <i>(Very Persuasive)</i>	C, CD, CS <i>(Analytical, Analytical Assertive/ Supportive)</i>
<ul style="list-style-type: none"> <li>• Optimistic</li> <li>• Extroverted</li> <li>• Feelings</li> <li>• People Focus</li> <li>• Needs relevant data</li> <li>• Takes Risks</li> </ul>	<ul style="list-style-type: none"> <li>• Pessimistic (or Realistic)</li> <li>• Introverted</li> <li>• Facts</li> <li>• Task Focus</li> <li>• Needs lots of data</li> <li>• Risk Averse</li> </ul>



#### Tips for this blend

- I will need to slow down and monitor emotional expression
- I should reduce gesturing and be aware of personal space of C
- C will need to increase pace and be more engaging
- C and I have both pace and priority differences (slow/fast, task/people)

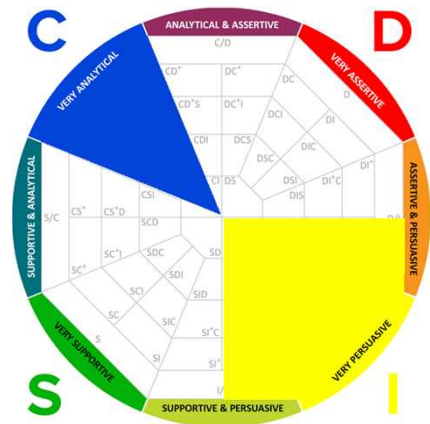
S <i>(Very Supportive)</i>	D, DC, DI <i>(Assertive, Assertive Analytical/Persuasive)</i>
<ul style="list-style-type: none"> <li>Careful with Decisions</li> <li>Slow Paced</li> <li>Indirect</li> <li>People Focus</li> <li>Non-expressive</li> <li>Patient</li> <li>Low Urgency</li> </ul>	<ul style="list-style-type: none"> <li>Rapid Decisions</li> <li>Fast Paced</li> <li>Direct</li> <li>Task Focus</li> <li>Responds in Anger</li> <li>Impatient</li> <li>High Urgency</li> </ul>



**Tips for this blend**

- S will need to speak up when not in agreement; they will prefer to go along to keep peace
- S should ask questions to better understand the expectations and agenda of the D
- D will need to slow down and remember to build trust before proceeding
- D should allow time for engaging and interacting with S before focusing on the tasks too heavily

C <i>(Very Analytical)</i>	I, ID, IS <i>(Persuasive, Persuasive Assertive/Supportive)</i>
<ul style="list-style-type: none"> <li>Pessimistic (Realistic)</li> <li>Careful with Decisions</li> <li>Introvert</li> <li>Slow Paced</li> <li>Risk Averse</li> <li>Task Focused</li> </ul>	<ul style="list-style-type: none"> <li>Optimistic</li> <li>Rapid Decisions</li> <li>Extrovert</li> <li>Fast Paced</li> <li>Takes Risks</li> <li>People Focused</li> </ul>



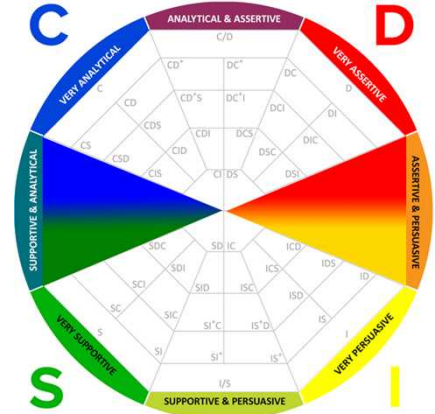
**Tips for this blend**

- C should use questions to guide the conversation to a desired conclusion
- C will need to engage more quickly and with increased energy
- I will need to control emotion and gestures, and limit physical contact
- I should allow more time for processing and response, trying not to lose interest or get distracted

# Team Dynamics

REPORT FOR Team Dynamic Report - Sample

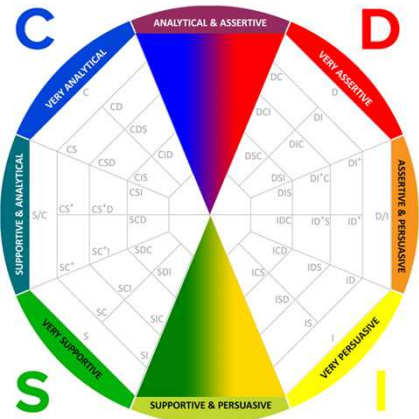
DI <i>(Assertive and Persuasive)</i>	SC <i>(Supportive and Analytical)</i>
<ul style="list-style-type: none"> <li>Embraces Change</li> <li>Engages in Conflict</li> <li>Extrovert</li> <li>Animated</li> <li>Action oriented</li> <li>Takes Risks</li> </ul>	<ul style="list-style-type: none"> <li>Avoids Hurried Change</li> <li>Avoids Conflict</li> <li>Introvert</li> <li>Reserved</li> <li>Thought oriented</li> <li>Risk Averse</li> </ul>



## Tips for this blend

- DI should clearly outline expectations and results/goals to SC, in writing if possible
- DI will need to try to provide clarity regarding steps and procedures, not just high-level concepts
- SC may become frustrated with lack of completion and closure; may need to ask for needed support from DI
- SC will need to express concerns and/or disagreements directly and briefly (yet thoroughly)

CD <i>(Analytical and Assertive)</i>	SI <i>(Supportive and Persuasive)</i>
<ul style="list-style-type: none"> <li>Direct</li> <li>Skeptical/Slow to Trust</li> <li>Task Focused</li> <li>Accomplishers</li> <li>Doing and Thinking</li> </ul>	<ul style="list-style-type: none"> <li>Indirect</li> <li>Open and Trusting</li> <li>People Focused</li> <li>Relaters</li> <li>Feeling</li> </ul>



## Tips for this blend

- CD should try to be more considerate and respectful of others feelings and perspectives
- CD should be more open with acknowledgment of individuals and their efforts, less forceful and challenging
- SI should try to be less reserved/yielding and speak up with thought and concerns
- SI should remember that conflict and criticism is not personal; it can be productive and necessary

## Coaching the Team

Coaching any team can be challenging, especially when you are dealing with a blend of styles and diverse backgrounds and values. For most groups, it is not “know-how” or “knows-why” that stops people from effectively working together and influences the ability to bounce-back from unplanned events and shortages of time and resources that stop them. It is the inability to identify, understand and leverage the group’s strengths and work effectively with individual vulnerabilities.

***The aim then is to maximize individual potential to best support the group and reach the expected results.***

Bringing everyone together to learn more about the members gives each person an intellectual understanding of why collaboration would be beneficial. If the group can see that collaboration is valuable and understand how to do work together as effectively as possible, the group can reach the best possible decisions and take action in a relevant time frame.

### Suggestions to create, build, grow and improve teamwork:

- Review the team dynamics report for **similarities and differences** in behavioral styles.
- Consider the **natural and adapted strengths and challenges** for each team member, and the team as a **collective** group.
- Provide the opportunity for groups members to **engage with other group members** who are strong in the **areas they need to develop**. Rely on the **strengths and skills** of each team member to help the other members grow and develop.
- Evaluate **areas of opportunity** for the group to improve collaboration and interaction:
  - Are all team member’s **voices being heard** in meetings/planning sessions?
  - Are all **perspectives embraced** as valuable insight by the team as a whole?
  - Are there consistently team members who **don’t speak up** and **don’t weigh in**?
  - Are all members **clear on expectations** and **understand their role** in the team?
  - Are there any **standing conflicts, resentments** or **miscommunications** that need to be addressed and mediated?



## Create a DISC POWER TEAM

Wouldn't it be amazing to have a DISC POWER TEAM where all members brought their best strengths to the table, and each of our challenges could be supported by someone who was skilled in the areas we struggle?

Considering the strengths and workplace behaviors for each style, who would be an ideal DISC POWER TEAM Member?

	DOMINANT STYLE	INFLUENCING STYLE	STEADY STYLE	CONSCIENTIOUS STYLE
<b>STRENGTHS</b>	Administration Leadership Pioneering	Persuading Motivating Entertaining	Listening Teamwork Follow-through	Planning Systemizing Orchestration
<b>WORKPLACE BEHAVIORS</b>	Efficient Busy Structured	Interacting Busy Personal	Friendly Functional Personal	Formal Functional Structured
<b>TEAM MEMBER(S)</b>				

For an upcoming project, consider how your DISC POWER TEAM could accomplish greatness!

- Assign responsibilities based on strengths
- Determine what opportunities or challenges exist or may come up
- Give each Team Member the opportunity to showcase their skills and experience
- Check in regularly and discuss as a team how it's going
- Provide feedback regarding roles, strengths, needs, and any additional support required

# Additional DISC Resources

The four behavioral styles measured by the DISC model are:

## Dominance

**Dominance (D style)** measures and identifies how assertively an individual prefers to deal with the **PROBLEMS** they encounter. Someone with a “high D” will actively pursue and attack problems, while someone with a “low D” will be more reserved and conservative in tackling difficult, problematic and confrontational issues. **Individuals who plot in the upper right “D” Dominant quadrant of the BPV will typically exhibit a more assertive, direct, guarded and results oriented behavioral style.**

## Influence

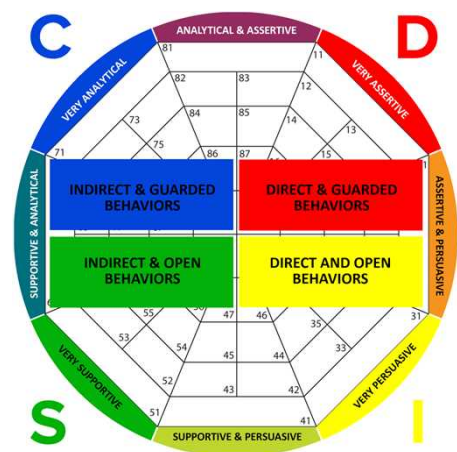
**The Influence (I style)** measures and identifies how an individual prefers to deal with the **PEOPLE** they encounter. Someone with a “high I” will be outgoing, seek personal connections and enjoy frequent interactions with others while someone with a “low I” will be more introverted, more reserved and less inclined to initiate new personal connections and interactions with others. **Individuals whose integrated plot is in the lower right “I” Influence/Extroversion quadrant of the BPV will typically exhibit a more people oriented, direct but open behavioral style.**

## Steadiness

**The Steadiness (S style)** measures and identifies how an individual prefers to deal with the **ACTIVITY LEVEL or PACE of their daily agenda**. Someone with a “high S” will exhibit a great deal of patience and prefers a stable, focused and consistent workload preferring not to frequently shift gears and alter direction mid-stream. Someone with a “low S” exhibits strong urgency or low patience and prefers a fast-paced, rapid fire, multi-tasked agenda that offers active, change-oriented and spontaneous options. **Individuals whose integrated plot is in the lower left “S” Steadiness/Patient quadrant of the BPV will typically exhibit a more indirect but open, patient and team-focused behavioral style.**

## Conscientious

**The Conscientious (C style)** measures and identifies how an individual prefers to deal with the **RULES, attention to detail, accuracy and data**. Someone with a “high C” will insist on accuracy, reliable facts, precision and high standards. Someone with a “low C” will tend to question the rules, can be quite independent, opinionated and may favor emotional persuasion over logical data. **Individuals plotting in the upper left “C” Conscientious quadrant will typically exhibit a more indirect and guarded, data focused detailed and analytical behavioral style.**



## Behavioral Pattern View

The BPV has eight behavioral zones. Each zone identifies a different combination of behavioral traits. The peripheral descriptors describe how others typically see individuals with your style. Plots on the outer edges of the BPV identify that one factor (DISC) of your style will dominate the other three. As you move towards the center of the BPV two and eventually three traits combine to moderate the intensity of your style descriptors within a specific behavioral zone. +The plus sign indicates that the preceding style score is higher, moving you closer to that style zone (i.e. CD+S: The D score is stronger than in CDS so it plots closer to the D behavioral zone).

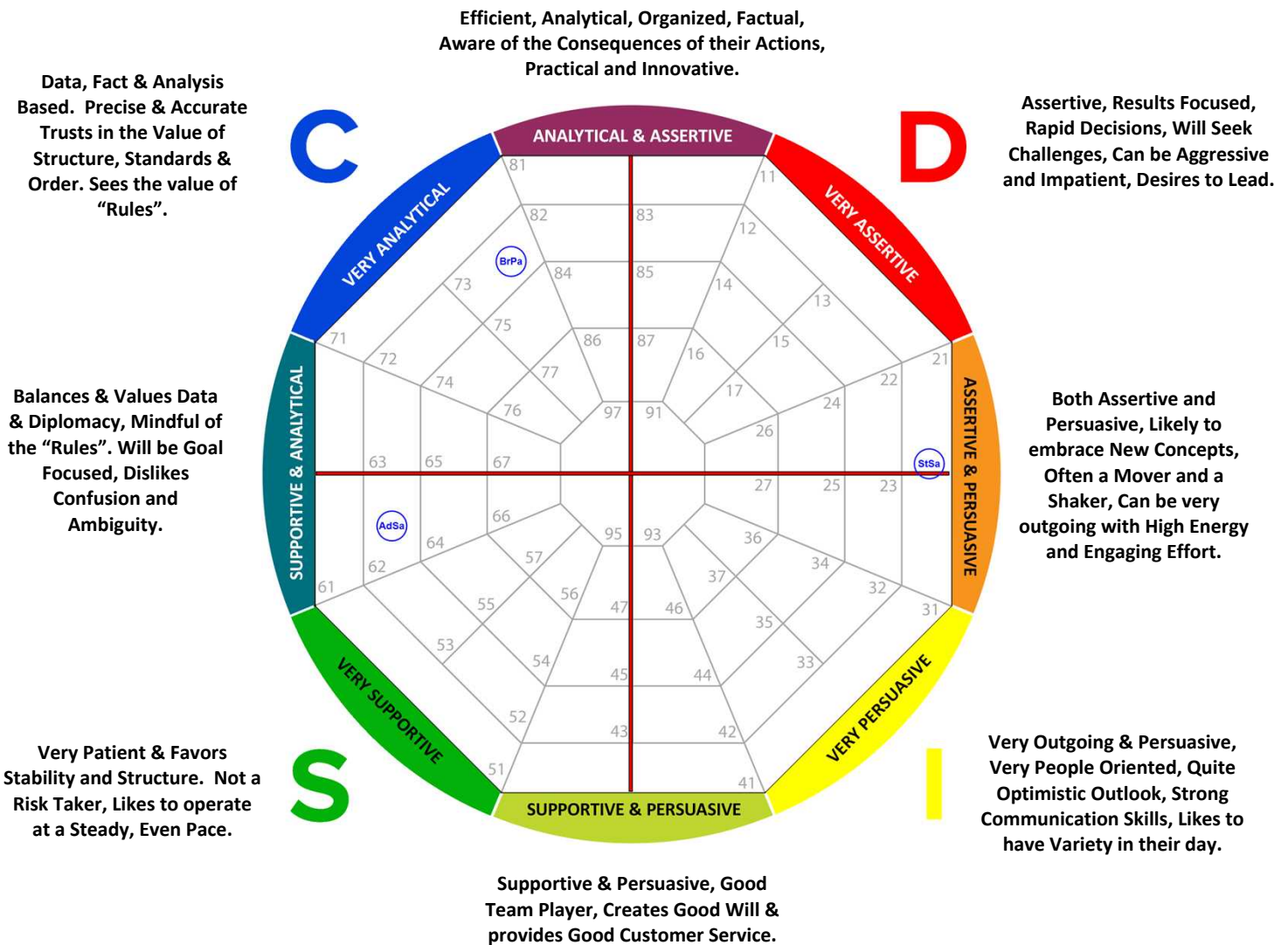
### THE SCORING LEGEND

**D = Dominance:** How you deal with Problems

**I = Influence/Extroversion:** How you deal with Other People

**S = Steadiness/Patience:** How you deal with your Activity Level






**C = Conscientious/Compliance/Structure:** How you deal with the "Organization's Rules" as well as the focus on details, accuracy and precision



## Tension Among the Styles

**PACE AND PRIORITY** represent two of the main sources of tension between the styles.

- D&C and I&S have different **PACES**: D and I are faster-paced, and S and C are slower-paced.
- D&I and S&C have different **PRIORITIES**: D and C are task-oriented, and I and S are people-oriented.
- D&S and I&C have **BOTH PACE AND PRIORITY DIFFERENCES**.

<p><b>PACE</b></p> <p><i>Direct, Fast-Paced</i> vs. <i>Indirect, Slower-Paced</i></p>	<p><b>PRIORITY</b></p> <p><i>Guarded, Task-Oriented</i> vs. <i>Open, People-Oriented</i></p>	<p><b>PACE &amp; PRIORITY</b></p> <p><i>Direct, Fast-Paced, Guarded, Task-Oriented</i> vs. <i>Indirect, Slower-Paced, Open, People-Oriented</i></p>
 <p><b>High S + High I</b> <i>(Lower Left vs. Lower Right Quadrant).</i></p>  <p><b>High C + High D</b> <i>(Upper Left vs. Upper Right Quadrant)</i></p>	 <p><b>High D + High I</b> <i>(Upper Right vs. Lower Right Quadrant)</i></p>  <p><b>High C + High S</b> <i>(Upper Left vs. Lower Left Quadrant)</i></p>	 <p><b>High S + High D</b> <i>(Lower Left vs. Upper Right Quadrant)</i></p>  <p><b>High C + High I</b> <i>(Upper Left vs. Lower Right Quadrant)</i></p>

### Communicating with the **DOMINANT** Style

<b>D CHARACTERISTICS:</b>	<b>SO YOU SHOULD...</b>
Concerned with being #1	Show them how to win, new opportunities
Think logically	Display reasoning
Want facts and highlights	Provide concise data
Strive for results	Agree on goal and boundaries, then support or get out of the way
Like personal choices	Allow them to “do their thing,” within limits
Like changes	Vary routine
Prefer to delegate	Offer to assist with workload, let them decide “how”
Want others to notice accomplishments	Compliment them on what they’ve done
Need to be in charge	Let them take the lead, when appropriate, but give them parameters
Tendency towards conflict	If necessary, argue with conviction on points of disagreement, backed up with facts; don’t argue on a “personality” basis

### Communicating with the **INFLUENCING** Style

<b>I CHARACTERISTICS:</b>	<b>SO YOU SHOULD...</b>
Concerned with approval and appearances	Show them that you admire and like them
Seek enthusiastic people and situations	Behave optimistically and provide upbeat setting
Think emotionally	Support their feelings when possible
Want to know the general expectations	Avoid involved details, focus on the “big picture”
Need involvement and people contact	Interact and participate with them
Like changes and innovations	Vary the routine; avoid requiring long-term repetition by them
Want others to notice them	Compliment them personally and often
Often need help getting organized	Do it together
Look for action and stimulation	Keep up a fast, lively pace
Surround themselves with optimism	Support their ideas and don’t poke holes in their dreams; show them your positive side
Want feedback that they “look good”	Mention their accomplishments, progress and your other genuine appreciation



### Communicating with the **STEADY** Style

<b>S CHARACTERISTICS:</b>	<b>SO YOU SHOULD...</b>
Concerned with stability	Show how your idea minimizes risk
Think logically	Show reasoning
Want documentation and facts	Provide data and proof
Like personal involvement	Demonstrate your interest in them
Need to know step-by-step sequence	Provide outline and/or one-two-three instructions as you personally “walk them through”
Want others to notice their patient perseverance	Compliment them for their steady follow-through
Avoid risks and changes	Give them personal assurances, allow time to prepare for change
Dislike conflict	Act non-aggressively, focus on common interest or needed support
Accommodate others	Allow them to provide service or support for others
Values calm and peace	Provide a relaxing, friendly atmosphere
Enjoy teamwork	Provide them with a cooperative group
Want sincere feedback that they’re appreciated	Acknowledge their easygoing manner and helpful efforts, when appropriate

### Communicating with the **CONSCIENTIOUS** Style

<b>C CHARACTERISTICS:</b>	<b>SO YOU SHOULD...</b>
Dislikes aggressive approaches	Approach them in an indirect, nonthreatening way
Think logically	Show your reasoning
Seek data	Give data to them in writing
Need to know the process	Provide explanations and rationale
Utilize caution	Allow them to think, inquire and check before they make decisions
Prefer to do things themselves	When delegating, let them check procedures, and other progress and performance before they make decisions
Want others to notice their accuracy	Compliment them on their thoroughness and correctness when appropriate
Gravitate toward quality control	Let them assess and be involved in the process when possible
Avoid conflict	Tactfully ask for clarification and assistance you may need
Need to be right	Allow them time to find the best or “correct” answer, within available limits
Like to contemplate	Tell them “why” and “how”, allow them time to think before responding

## Adapting in Different Situations: AT WORK

### DOMINANT STYLE

**HELP THEM TO:**

- More realistically gauge risks
- Exercise more caution and deliberation before making decisions
- Follow pertinent rules, regulations, and expectations
- Recognize and solicit others' contributions
- Tell others the reasons for decisions
- Cultivate more attention/responsiveness to emotions

### INFLUENCING STYLE

**HELP THEM TO:**

- Prioritize and organize
- See tasks through to completion
- View people and tasks more objectively
- Avoid overuse of giving and taking advice
- Write things down

### STEADY STYLE

**HELP THEM TO:**

- Utilize shortcuts and discard unnecessary steps
- Track their growth
- Avoid doing things the same way
- Realize there is more than one approach to tasks
- Become more open to some risks and changes
- Feel sincerely appreciated
- Speak up and voice their thoughts and feelings

### CONSCIENTIOUS STYLE

**HELP THEM TO:**

- Share their knowledge and expertise with others
- Stand up for themselves with the people they prefer to avoid
- Shoot for realistic deadlines and parameters
- View people and tasks less seriously and critically
- Balance their lives with both interaction and tasks
- Keep on course with tasks, less checking
- Maintain high expectations for high priority items, not everything

## Adapting in Different Situations: IN SALES AND SERVICE

### DOMINANT STYLE

- Plan to be prepared, organized, fast-paced, and always to the point
- Meet them in a professional and businesslike manner
- Learn and study their goals and objectives – what they want to accomplish, how they currently are motivated to do things, and what they would like to change
- Suggest solutions with clearly defined and agreed upon consequences as well as rewards that relate specifically to their goals
- Get to the point
- Provide options and let them make the decision, when possible

### INFLUENCING STYLE

- Take the initiative by introducing yourself in a friendly and informal manner and be open to new topics that seem to interest them
- Support their dreams and goals
- Illustrate your ideas with stories and emotional descriptions that they can relate to their goals or interests
- Clearly summarize details and direct these toward mutually agreeable objectives and action steps
- Provide incentives to encourage quicker decisions
- Give them testimonials

### STEADY STYLE

- Get to know them more personally and approach them in a non-threatening, pleasant, and friendly, but professional way
- Develop trust, friendship, and credibility at a relatively slow pace
- Ask them to identify their own emotional needs as well as their task or business expectations
- Get them involved by focusing on the human element... that is, how something affects them and their relationships with others
- Avoid rushing them and give them personal, concrete assurances, when appropriate
- Communicate with them in a consistent manner on a regular basis

### CONSCIENTIOUS STYLE

- Prepare so that you can answer as many of their questions as soon as possible
- Greet them cordially, but proceed quickly to the task; don't start with personal or social talk
- Hone your skills in practicality and logic
- Ask questions that reveal a clear direction and that fit into the overall scheme of things
- Document how and why something applies
- Give them time to think; avoid pushing them into a hasty decision
- Tell them both the pros and cons and the complete story
- Follow through and deliver what you promise

## Adapting in Different Situations: IN SOCIAL SETTINGS

### DOMINANT STYLE

- Let them know that you don't intend to waste their time
- Convey openness and acceptance of them
- Listen to their suggestions
- Summarize their achievements and accomplishments
- Give them your time and undivided attention
- Appreciate and acknowledge them when possible

### INFLUENCING STYLE

- Focus on a positive, upbeat, warm approach
- Listen to their personal feelings and experiences
- Respond openly and congenially
- Avoid negative or messy problem discussions
- Make suggestions that allow them to look good
- Don't require much follow-up, detail or long-term commitments
- Give them your attention, time and presence

### STEADY STYLE

- Focus on a slower-paced, steady approach
- Avoid arguments and conflict
- Respond sensitively and sensibly
- Privately acknowledge them with specific, believable compliments
- Allow them to follow through on concrete tasks
- Show them step-by-step procedures
- Behave pleasantly and optimistically
- Give them stability and minimum of change

### CONSCIENTIOUS STYLE

- Use a logical approach
- Listen to their concerns, reasoning, and suggestions
- Respond formally and politely
- Negative discussions are OK, so long as they aren't personally directed
- Privately acknowledge them about their thinking
- Focus on how pleased you are with their procedures
- Solicit their insights and suggestions
- Show them by what you do, not what you say

## Adapting in Different Situations: IN LEARNING ENVIRONMENTS

### DOMINANT STYLE

- Likes to learn quickly; may be frustrated with a slower pace
- Has own internal motivation-clock, learns for their own reasons, not for anyone else's reasons
- May like to structure their own learning design
- Does okay with independent self-study
- Defines own goals
- May have a short attention span

### INFLUENCING STYLE

- Likes learning in groups
- Interacts frequently with others
- Responds to extrinsic motivation, praise, and encouragement
- Needs structure from the facilitator; may lose track of time
- Needs "what to do" and "when to do it"
- May exceed deadlines if left on their own and learning may be completed late

### STEADY STYLE

- Accepts a balance between individual and group work
- Shows patience with detailed or technical processes
- Likes journaling and follow-through
- Prefers explicit instructions
- Wants to know the performance outcomes and expectations
- May need help in prioritizing tasks if a long assignment; may take criticism personally

### CONSCIENTIOUS STYLE

- Prefers individual work over group interaction
- Accepts more impersonal training, such as remote or on-line
- Has high expectations of their own performance
- Will structure their own activities only with explicit goals and outcomes established
- Emphasizes details, deep thinking, and theoretical bases for the learning
- May get overly bogged down in details, especially if the learning climate is pressured