

Lion

• Characteristics

- Direct
- Decisive
- Problem solver
- Risk taker
- Self-starter
- Motivated by new challenges, power
- Thrives in changing environments, freedom from routine and mundane tasks

• Strategies

- Be brief, direct, to the point
- Ask "what" not "how" questions
- Focus on business - problems, results
- Suggest ways for them to achieve results/be in charge and solve their problems
- Highlight logical benefits



D

Dominance

• Characteristics

- Task-oriented
- Outgoing
- Fast-paced
- Direct and to the point
- Results oriented
- Likes control and choice
- Accepts challenges

• Strategies

- Maintain eye contact
- Stay engaged and focused
- Offer confident, assertive, direct communication
- Provide options
- Be organized and to the point

Otter

• Characteristics

- Enthusiastic, optimistic, fun-loving
- Trusting
- Encourages/motivates others
- Talkative, enjoys networking
- Impulsive
- Emotional
- Fears rejection, motivated by flattery, praise, acceptance
- Creative

• Strategies

- Give opportunity for them to verbalize
- Help transfer talk to action
- Allow social time
- Give details in writing
- Avoid telling them what to do



Influence

• Characteristics

- People-oriented
- Outgoing
- Enjoys socializing
- Fast speaker/mover
- Makes decisions
- Enthusiastic
- Likes to collaborate

• Strategies

- Stay focused
- Demonstrate approval
- Give positive feedback and reinforcement
- Show enthusiasm
- Share stories

I

Beaver

• Characteristics

- Focused on detail and accuracy
- Analytical
- Conscientious
- Careful
- Fact-finder
- Precise
- High standards
- Systematic

• Strategies

- Prepare case in advance
- Delineate pros and cons
- Support ideas and statements with accurate data
- Review recommendations in systematic and comprehensive manner
- Be patient, persistent, diplomatic



C

Conscientiousness

• Characteristics

- Task-oriented
- Reserved
- Likes data and facts, logical
- Likes detail
- Enjoys independence
- Careful
- Competant

• Strategies

- Share data, websites, research articles (third party support)
- Give physical space
- Discuss thoughts (more than feelings)
- Use logic

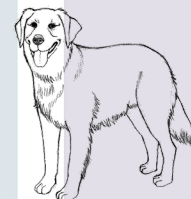
Golden Retriever

• Characteristics

- Good listener
- Team player
- Possessive
- Steady
- Predictable
- Understanding
- Friendly
- Encouraging
- Nurturing
- Loyal

• Strategies

- Express genuine interest
- Provide clarification for tasks
- Avoid being too pushy, aggressive, confrontational
- Create a favorable environment - personal and agreeable
- Be patient in drawing out their goals
- Clearly define goals, procedures, and their role in the overall plan
- Provide follow-up support



S

Steadiness

• Characteristics

- People-oriented
- Reserved
- Enjoys helping others
- Less interested in data
- Likes to cooperate
- Dependable
- Calm

• Strategies

- Display confidence
- Make final decision
- Use gentle hand gestures and voice tones
- Ask indirect questions
- Speak slowly
- Avoid pushing