

PERSONALITY STYLE MATRIX

	DOMINANCE Driver/Director D	INFLUENCE Promoter/Socializer I	STEADINESS Supporter/Relater S	CONSCIENTIOUSNESS Analyzer/ Thinker C
Characteristics	Independent Ambitious Self-Confident Dominant Decisive Goal-Oriented Takes Initiative Takes Authority	Talkative Gregarious Energetic Fun-loving Intuitive Impulsive Spontaneous Undisciplined w/ time	Agreeable Likeable/friendly Good listener Cooperative Loyal/dependable Patient Considerate Warm/sensitive	Serious Orderly/Systematic Perfectionist Precise Seeks facts/data Cautious actions Checks for accuracy
Appearance	Business-like Functional	Fashionable Stylish	Casual Conforming	Formal Conservative
Pace	Fast/Decisive	Fast/Spontaneous	Slow/Easy	Slow/Systematic
Priority	The Task (Results)	Relationships Interacting	Maintaining Relationships	The Task (Process)
Seeks	Productivity	Recognition	Attention	Accuracy
Support Their	Goals	Ideas	Feelings	Thoughts
Likes You To Be	To the point	Stimulating	Pleasant	Precise
Fears	Loss of control	Loss of prestige	Confrontation	Embarrassment
Under Tension	Dictates/Asserts	Attacks/Sarcastic	Submits/Acquiesce	Withdraws/Avoids
Wants to Be	In charge	Admired	Liked	Correct
Irritated By	Inefficiency Indecision	Boredom Routine	Insensitivity Impatience	Surprises Unpredictability
Short Comings	Demanding Pushy or critical Impatient Overwhelms Seen as unfeeling	Pushy No concern for details Disorganized Egotistical Impatient Unrealistic	Lacks direction Too eager to please Unstructured in efforts Tends to give in Goes with the crowd	Avoid risk Procrastinates Over critical Appears unemotional Too serious
For Decisions	Give them options and probable outcomes (Let them decide)	Give incentives and testimonials	Give them reassurance and assurances	Give them facts, details and documentation
Decisions Are	Decisive	Spontaneous	Considered	Deliberate