

# PERSONALITY STYLE MATRIX

	<b>DOMINANCE</b> Driver/Director <b>D</b>	<b>INFLUENCE</b> Promoter/Socializer <b>I</b>	<b>STEADINESS</b> Supporter/Relater <b>S</b>	<b>CONSCIENTIOUSNESS</b> Analyzer/ Thinker <b>C</b>
<b>Characteristics</b>	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
<b>Appearance</b>	Business-like Functional	Fashionable Stylish	Casual Conforming	Formal Conservative
<b>Pace</b>	Fast/Decisive	Fast/Spontaneous	Slow/Easy	Slow/Systematic
<b>Priority</b>	The Task (Results)	Relationships Interacting	Maintaining Relationships	The Task (Process)
<b>Seeks</b>	Productivity	Recognition	Attention	Accuracy
<b>Support Their</b>	Goals	Ideas	Feelings	Thoughts
<b>Likes You To Be</b>	To the point	Stimulating	Pleasant	Precise
<b>Fears</b>	Loss of control	Loss of prestige	Confrontation	Embarrassment
<b>Under Tension</b>	Dictates/Asserts	Attacks/Sarcastic	Submits/Acquiesce	Withdraws/Avoids
<b>Wants to Be</b>	In charge	Admired	Liked	Correct
<b>Irritated By</b>	Inefficiency Indecision	Boredom Routine	Insensitivity Impatience	Surprises Unpredictability
<b>Short Comings</b>	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
<b>For Decisions</b>	Give them options and probable outcomes (Let them decide)	Give incentives and testimonials	Give them reassurance and assurances	Give them facts, details and documentation
<b>Decisions Are</b>	Decisive	Spontaneous	Considered	Deliberate