

PROFILING FOR BETTER RESULTS

Whilst it is true that everyone is an individual with a delicate mix of different parts, it is also true to say we all have elements of the four main personality traits outlined below.

The strongest side of our personality dictates what we are like, how we think and how we are likely to react in a given situation.

Mistake we all make

The mistake we all make is in thinking that what motivates us should also motivate others. If it doesn't we sell, cajole or push them into seeing it from our point of view. This is often why the "Boss" is thought of as arrogant, inconsiderate or just a poor manager.

What are the main parts to everyone's profile?

Everyone has a degree of each of the four main elements in their profile. The key to profiling is knowing how much of each makes up a person's profile and thus indicates what their personality is like. The elements fall into four categories often referred to as **DISC**

D = Dominance I = Influence
S = Steadiness C = Compliance

DOMINANCE

Characteristics

Described as tough, quick, decisive, logical and competitive. They are very results-oriented with a high activity level, which can make them impatient and intolerant of others who do not move quickly enough. They are not bogged down by sympathy or sentimentality. Being popular is not important to the Driver. Being competitive, they need a work environment that allows them to gamble their abilities and energy against a win or lose situation.

Strengths

The "D" is a good leader when they are able to control their patience levels. They usually have high activity levels.

INFLUENCE

Characteristics

Motivators are easily recognized by their highly expressive communication skills, often described as good motivators because of verbal skills. Motivated by independence of action and popularity, they enjoy meeting new people, exploring new ideas and developing new concepts.

Strengths

They thrive on variety and have little fear of strangers. Conversations are very easy for them. They are highly motivated to achieve success in any area that sees them actively involved with people. They are warm and empathetic regarding the needs of others.



PETER CLAYTON - Author, International Speaker, Columnist
ITN and BBC Radio Consultant and Leading Business Trainer

STEADINESS

Characteristics

Thinkers are analytical and introspective. They rely upon structure and procedures to complete job duties. They have a lower need for acceptance or approval. Their activity level is even-paced and consistent. Things must be analysed and thought through before any decision can be made. Making the right decision is much more important than pleasing others. How well the job is done is always more important than how quickly it can be done. They typically avoid close personal relationships, and security and order motivate them. Others describe them as quiet, logical, thorough, reserved, accurate and deliberate.

Strengths

They prefer facts and take time for analysis before a conclusion is drawn. They can follow a specific and often complex routine that demands thorough analysis. Decisions are made objectively without being influenced by others. They enjoy study and intellectual challenges related to their profession. Job changes are few and far between. Security is much more important than other needs. As a result, they are dependable and consistent in their work effort, self-disciplined and methodical. They are organized and efficient in their efforts to complete a job.

COMPLIANCE

Characteristics

Supporters are characterized by a high degree of patience. They are even-paced, consistent and predictable. They enjoy relationships that are open and honest and are most motivated by service and least motivated by achievement. They typically enjoy listening more than talking. They often rank friends and family even above themselves. Supporters are described as friendly, helpful and kind, slow to act, willing, careful, non-competitive, soft-hearted, easy going and responsive.

Strengths

Warmth and sensitivity to the needs of others are the supporter's greatest strengths. They are typically well liked and sincerely appreciated, especially by those who may have personal or emotional problems and seek assistance from the supporter. They make good counsellors because of their patience and ability to listen while others vent their frustrations. Compassion and sensitivity are their greatest assets.

In conclusion it is quite probable that you recognize yourself amongst the above descriptions, whilst at the same time see parts of yourself in other descriptions. The important thing to understand is that the main aspect of someone's personality is usually obvious to you and to the people around you.

Peter Clayton

peter@aprc.co.uk
or Tel 023 80 844125