

Behavioral Styles



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- Coaching
- Revenue Growth
- Sales Training
- Strategic Planning
- Workshops
- Team Building
- Assessments
- Time Management

Dominance

- Direct, brief and to the point
- Demanding, independent
- Decisive, impatient, tough
- Strong-willed, competitive
- Chooses "gut" over analysis
- Makes quick decisions
- Alpha, controlling
- Does not listen
- Hides emotions
- Not detail oriented
- Results oriented
- Extroverted
- Implementor
- Conductor

Influence

- Spontaneous, impulsive
- Sociable, persuasive
- Engaging, emotional, open
- Enthusiastic, energetic
- Light-hearted, fun, happy
- Friendly, warm, inviting
- Positive, cheerful
- Conversational, chatty
- Talks more than listens
- Not detail oriented
- People oriented
- Extroverted
- Persuader
- Promoter

Steadiness

- Modest, relaxed
- Calm, steady, laid-back
- Trustworthy, sincere
- Friendly, amiable
- Indecisive, seeks knowledge
- Attentive, listens well
- Careful, patient, thoughtful
- Logical, detail oriented
- Data and fact oriented
- Benefit oriented
- People oriented
- Introverted
- Relater
- Supporter

Compliance

- Careful, formal, organized
- Logical, disciplined
- Systematic, programmatic
- Precise, exact, analytical
- Takes their time
- Desire to do it "right"
- Quiet, unemotional
- Quality oriented, desires proof
- Data and fact oriented
- Process and detail oriented
- Task oriented
- Introverted
- Coordinator
- Analyzer

Communication Tips



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Dominance

Do:

- Be direct, brief, to the point
- Give immediate feedback
- Focus on the task; stick to business
- Be logical and results-oriented
- Identify opportunities/challenges
- Ensure that they win
- Just touch on key points

Do Not:

- Touch; keep your distance
- Be emotional or data driven
- Spend time on non-essentials
- Frustrate their desire to take action
- Restrict their power

Influence

Do:

- Allow time for socialization
- Ask for feelings and opinions
- Use touch (forearm and back)
- Be friendly and warm
- Let them speak, give recognition
- Focus on positives, make it fun
- Show enthusiasm, smile, chat

Do Not:

- React negatively; remain positive
- Focus on the details
- Put down their enthusiasm
- Ignore them
- Fail to deliver on promises

Steadiness

Do:

- Be patient, build trust
- Draw out their opinions
- Involve them in planning
- Present issues logically
- Clearly define all information
- Show how solutions benefit them
- Provide assurances and support
- Relax, slow down, give them time

Do Not:

- Fail to deliver on promises
- Be restless, pressure for action
- Make sudden changes
- Withhold information

Compliance

Do:

- Keep on task using data and facts
- Focus on quality, proven solutions
- Examine arguments from all sides
- Disagree with facts, not the person
- Explain carefully and accurately
- Provide detailed information
- Give time to think and decide
- Be patient, slow down

Do Not:

- Touch or socialize
- Discuss personal issues
- Pressure for immediate decisions
- Withhold information