



	DOMINANCE	INFLUENCE	STEADINESS	COMPLIANCE
Characteristics:	Active, Forceful, Direct	Talkative, Emotional, Impulsive	Agreeable, Cooperative, Friendly	Detail-Oriented, Careful, Thorough
Values:	Challenge, Achievement	Affiliations, Optimism	Relationships, Security	Credibility, Accuracy
Dislikes:	Wasting Time, Indecision	Negativity, Being Left Out	Conflict, Change	Low Standards, Non-Compliance
Will Avoid	Being Taken Advantage of	Social Rejection	Loss of Stability	Criticism of Their Work
Under Stress:	Impatient, Argumentative	Disorganized, Self-Promoting	Possessive, Withdrawn	Overly Critical, Fearful
Decisions Are Based On:	Quick Results	Spontaneous Excitement	Thoughtful Consequences	Deliberate Facts
Take Time To Be:	Efficient	Stimulating	Agreeable	Correct
Give Them:	Options, Probabilities	Testimonials, Incentives	Guarantees, Assurances	Evidence, Details
Quick Indicators:	<ul style="list-style-type: none"> - Fast-Paced - Task-Oriented - Extroverted 	<ul style="list-style-type: none"> - Fast-Paced - People-Oriented - Extroverted 	<ul style="list-style-type: none"> - Slow-Paced - People-Oriented - Introverted 	<ul style="list-style-type: none"> - Slow-Paced - Task-Oriented - Introverted
Do:	<ul style="list-style-type: none"> - Be clear, specific, brief, and to the point - Stick to business and the facts - Come with support materials and rationale 	<ul style="list-style-type: none"> - Provide a warm and friendly environment - Put details in writing and follow up - Ask for input and listen to ideas 	<ul style="list-style-type: none"> - Show sincere interest in them - Present case softly, non-threatening - Ask “how” questions to draw out opinions 	<ul style="list-style-type: none"> - Prepare your “case” in advance - Be accurate and objective - Follow rules and regulations
Don't:	<ul style="list-style-type: none"> - Tell stories or share unwanted details - Leave loopholes or cloudy issues - Appear disorganized or scattered 	<ul style="list-style-type: none"> - Be curt, cold, or tight-lipped - Control the conversation - Drive on facts, figures, and data 	<ul style="list-style-type: none"> - Overload them with “to-dos” - Be domineering or demanding - Force them to respond quickly 	<ul style="list-style-type: none"> - Be too emotional, casual, or loud - Push too hard or have unrealistic deadlines - Exaggerate or “shoot from the hip”