

# THE SURVEY

Recent research concerning the specific ways that people naturally sense, conceptualize and respond to situations has led to the discovery of four basic behavioral styles. This survey will show you which ones are yours.

## INSTRUCTIONS FOR RESPONDING

In the space provided below, identify those behaviors which are MOST-TO-LEAST characteristic of you. Working left to right, assign "4" points to the MOST characteristic behavior, "3" to the next most characteristic, then "2" and finally "1" to your LEAST characteristic behavior.

### EXAMPLE

3 DIRECTING

4 INFLUENCING

2 STEADY

1 CAUTIOUS





_____ Directing	_____ Influencing	_____ Steady	_____ Cautious
_____ Self-Certain	_____ Optimistic	_____ Deliberate	_____ Restrained
_____ Adventurous	_____ Enthusiastic	_____ Predictable	_____ Logical
_____ Decisive	_____ Open	_____ Patient	_____ Analytical
_____ Daring	_____ Impulsive	_____ Stabilizing	_____ Precise
_____ Restless	_____ Emotional	_____ Protective	_____ Doubting
_____ Competitive	_____ Persuading	_____ Accommodating	_____ Curious
_____ Assertive	_____ Talkative	_____ Modest	_____ Tactful
_____ Experimenting	_____ Charming	_____ Easy-Going	_____ Consistent
_____ Forceful	_____ Sensitive	_____ Sincere	_____ Perfectionist
_____ TOTAL	_____ TOTAL	_____ TOTAL	_____ TOTAL

## INSTRUCTIONS FOR COUNTING AND GRAPHING

- Total the numbers in each of the four columns. Place the total number for each column at the bottom of each column.
- Check for accuracy by adding all of the columns together. When all four columns are added together they will equal 100.
- Plot the numbers from the **totals** row above, on the graph to the right. For example; if the total number in the "D" column was 15, you would place the plotting point (DOT) half-way between the 14 and the 16 on the graph for that dimension.

After completing your graph, circle the highest visual point. This represents your strongest behavioral characteristic. The higher you score on the graph, the more intensity you bring to this behavioral characteristic. Look at the letter at the top of the graph which corresponds to the highest visual point. Using this letter look up your behavioral style (D = dominance style, I = influencing style, S = steadiness style and C = cautious style) on the next page.

LEVEL OF ENERGY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
40	40	40	40	40
38	38	38	38	38
36	36	36	36	36
34	34	34	34	34
32	32	32	32	32
30	30	30	30	30
28	28	28	28	28
26	26	26	26	26
24	24	24	24	24
22	22	22	22	22
20	20	20	20	20
18	18	18	18	18
16	16	16	16	16
14	14	14	14	14
12	12	12	12	12
10	10	10	10	10



## The Dominant type (D) GOLD

This style of person is into immediate results. They want to make things happen, make quick decisions and love challenges. Their goals are short term and bottom line oriented.

They take authority rather than waiting for it to be given. They need an environment in which they have authority, prestige and power and the opportunity to create and accomplish on an individual basis.

They are always challenging the status quo, full of ideas and soon bored with routine. Their catch phrase is "**What have you done today?**" or "**Don't just sit there, do something**". If someone says "**You can't do that**" their answer will be "**Oh no? Stand back and watch!**"

They are highly competitive, they really like to win. They may get angry quickly but get over it fast and do not hold grudges. This person is motivated by a need for recognition of their accomplishments.

The emotion most closely associated with this style is anger. We refer to this type of person as a "D" type. "**D**" stands for **Dominance**. 10% of the population display the dominance behavioural tendency.

Words associated with this style are: **Demanding, Egocentric, Ambitious, Determined, Determined, Pioneering, Decisive, Strong willed, Forceful, Driving, Aggressive, Competitive, Inquisitive**



## The Influencer Type (I) ORANGE

This type loves contacting and interacting with people. They want to make a favourable impression, like to be liked. They are great at generating enthusiasm and entertaining people.

They will be the life of the party and will generally draw attention to themselves by the clothes they wear and their voices. They desire social recognition and freedom of expression.

This style wants to be convincing and impressive. They are poised, gregarious and very comfortable in one-on-one situations. This type is often referred to as a *natural* salesperson. People are naturally drawn to this style because they are warm and make a good first impression.

They are also optimistic, sometimes too much for some people. They are also often very emotional people who wear their hearts on their sleeves. Because of their outgoing nature they will attract a wide range of acquaintances but tend to have only a few close friends. "I's" pay little attention to detail, are often spontaneous and can also be seen as sarcastic and superficial when under stress.

This type is motivated by a need for social recognition. This type is referred to as an "I" or an Influencer. 10% of the population of the western world are "I's".

Words associated with this style are: **Magnetic, Enthusiastic, Demonstrative, Persuasive, Warm, Friendly, Convincing, Optimistic, Polished, Poised, Trusting, Sociable**



## The Steady Type (S) BLUE

This type type prefers a predictable environment, one where change is not too rapid. They usually prefer to stay in one place and have a very highly developed sense of loyalty and commitment. This style likes things to be stable and secure and will work for the same boss for years.

They are great information gatherers. These are likely to be the last people on the block to own a DVD player. They will gather all the technical data together first and talk to their friends before they buy. Society validates them. While the "D" or the "I" will go ahead and make an impulsive purchase decision, the "S" will deliberate and pretty soon the manufacturers will come out with the new model, more features than the old one and half the price. "**I told you so!**" says the "S", to the "D" and the "I".

When it comes to decision-making the "S" likes to confer with others and is far more deliberate. Their real strength lies in their willingness to listen and ability to calm excited people. These people make great counselors.

This style is called "S", for **Steadiness** and they are committed to avoiding conflict at all costs. 65 to 70% of the population are "S's". That's why there is still a world for us to live in.

This person is motivated by a need for security and stability. They will always be part of a group. Words associated with this style are: **Stable, Passive, Demonstrative, Patient, Deliberate, Consistent, Optimistic, Possessive, Predictable, Resistant to change**



## The Compliant Type (C) GREEN

Finally there is the person who is really into details. The person who knows "*there is a right way to do things*" and wonders why others don't do it that way.

They are sticklers for rules and regulations and are committed to structure, procedure, systems and policy.

A critical thinker who likes to know how things work, they follow a slower, more deliberate way of doing things. This style is often the perfectionist who may end up with paralysis by analysis

Their goals are long term and autonomous. They don't care much for working in a team because they know that they will have to clean up the mess made by the "D's", "I's" and "S's".

They will not commit themselves quickly but will act when the advantage is obvious and the risk is low.

The emotion most closely associated with this style is fear. They fear getting things wrong and as a result often are perfectionists. They also may just love getting things right.

"C" stands for Compliance or Cautious thinker. "C's" make up 10-15% of the western world's population. Words associated with this style are: **Careful, Worrisome, Exacting, Neat, Diplomatic, Tactful, Dependent, Cautious, Conventional, Systematic, Accurate, Balanced Judgment**