Types of Behavioral Styles

D	I	S	C
Director	Socializer	Supporter	Thinker
What	*Who*	*Why*	*How*
Wants to make money, save time, be more efficient	Wants to have fun, talk about themselves	Wants security, safety, sense of belonging	Wants practicality, logic, fairness, systematic approach
Be short and to the point – closed questions	Add humor; don't labor on details	Ask for their opinion and feelings – open-ended questions	Give facts, documentation, data, printouts
Seeks: Productivity, bottom line	***Seeks:*** Recognition, fun	***Seeks:*** Acceptance	***Seeks:*** Accuracy
Fears: Being taken advantage of	***Fears:*** Loss of prestige	***Fears:*** Sudden change	***Fears:*** Criticism of work
Strengths: Delegating Leadership Inspiring others	***Strengths:*** Persuading Enthusiasm Entertaining	***Strengths:*** Listening Teamwork Follow-through	***Strengths:*** Planning & organizing Systematizing Numbers
Weakness: Insensitive Impatient Dislikes details	***Weakness:*** Restless Ignores details No time discipline	***Weakness:*** Oversensitive Slow to start Goal setting	***Weakness:*** Perfectionist Critical Slow decisions
Priority: The task or results	***Priority:*** The relationship and interaction	***Priority:*** The relationship/ communication	***Priority:*** The task or process
Irritations: Inefficiency Indecision	***Irritations:*** Routing Perfectionism	***Irritations:*** Insensitivity Impatience	***Irritations:*** Disorganization Unpredictability
Internal Motivator: Winning Control	***Internal Motivator:*** The chase Being included	***Internal Motivator:*** Involvement Being needed	***Internal Motivator:*** The process Competence
Appearance: Business-like Powerful	***Appearance:*** Stylish, sometimes outrageous	***Appearance:*** Casual Conforming	***Appearance:*** Formal Functional
Source of Security: Control Leadership	***Source of Security:*** Playfulness Other's approval	***Source of Security:*** Friendship Cooperation	***Source of Security:*** Preparation Thoroughness
Measures Personal Worth: Results Track record Progress	***Measures Personal Worth:*** Recognition Status Number of friends	***Measures Personal Worth:*** Compatibility with others and depth of relationships	***Measures Personal Worth:*** Precision Accuracy Activity
Decisions are: Decisive	***Decisions are:*** Spontaneous	***Decisions are:*** Made with others	***Decisions are:*** Well thought-out
Under Stress: Dictatorial Critical	***Under Stress:*** Sarcastic Superficial	***Under Stress:*** Submissive Indecisive	***Under Stress:*** Withdraws Headstrong
Typical Jobs: CEO/President Military Leader High Administrator	***Typical Jobs:*** Sales Entertainer Bartender	***Typical Jobs:*** Psychologies Social Worker Teacher	***Typical Jobs:*** Engineer Accountant Librarian
Workplace: Busy Efficient Structured	***Workplace:*** Stimulating Personal Cluttered	***Workplace:*** Personal Relaxed Friendly	***Workplace:*** Structured Functional Formal
Celebrities: Lee Iacocca Margaret Thatcher	***Celebrities:*** Carol Burnett	***Celebrities:*** Mary Tyler Moore Jane Pauley	***Celebrities:*** Mr. Spock Sgt. Joe Friday
Animal: Bull Eagle	***Animal:*** Chimp Peacock	***Animal:*** Dove Koala	***Animal:*** Owl