



About behavioural styles

Identify personal styles

What makes us
who we are ?

People are a blend of four styles.

Myprofile calls these styles, Driver, Promoter, Supporter and Administrator.

We measure the intensity of each style using a questionnaire. We ask people to tell us what they think describes them the most and what describes them the least. We analyse the answers and produce a personal profile report

Psychometric tests are well proven and reliable and widely used in pre-employment assessment, team building, people management and leadership programs.

People have an inbuilt predominance to act and behave in a certain way. This is our normal behaviour. We develop our own style from a very early age.

Lets look at each
of the four styles

Our 4 Personality Styles



Drivers



- Do it now, can do attitude
- Goal oriented & a self starter
- Assertive & Competitive
- Results oriented
- Task & information focused
- Decisive & want control
- Fast paced often impatient
- Prepared to take risks
- Problem solvers

Promoters



- Want to be noticed
- People oriented
- Direct & open
- Animated & emotional
- Creative, enthusiastic leaders
- Lots of ideas, bubbly, outgoing
- Fast paced & spontaneous
- Prefer working with others
- Excellent persuasive skills

Supporters

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- Want to get along
 - People oriented team players
 - Help others & solve conflicts
 - Relaxed & friendly
 - Slower paced
 - Cautious, risk averse
 - Enjoy harmony & trust
 - Patient & cooperative
 - Dependable & predictable
 - Avoid conflict & good listeners

Administrators

[Analysers]



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- Want to get it right
 - Accurate & meticulous
 - Logical task & information focused
 - Detail oriented & precise
 - Slower paced, quality not quantity
 - Cautious & risk averse
 - Problem solvers
 - Structured and orderly
 - Dependable & predictable
 - Set high standards

Four basic styles produce 16 combinations

We can be combinations of each of the four styles and most people are a blend of two styles.

Driver
director
new opportunities

Driver
Promoter
adventurer
dominance &
independence

Promoter
Driver
enthusiast
Influencing people

Promoter
socialiser
social approval

Driver
Administrator
pioneer
direct tasks

Driver
Supporter
producer
bigger & better

Promoter
Administrator
impresser
win with flair

Promoter
Supporter
helper
friendship

Administrator
Driver
master-mind
personal
accomplishment

Administrator
Promoter
assessor
accomplishing goals
with excellence

Supporter
Driver
go-getter
steady flow of more
accomplishments

Supporter
Promoter
harmoniser
approval from
helping others

Administrator
thinker
desire to be correct

Administrator
Supporter
perfector
predicable results

Supporter
Administrator
specialist
to specialise

Supporter
relater
personal stability

How styles think

A S

Administrators
Supporters

Left Brain

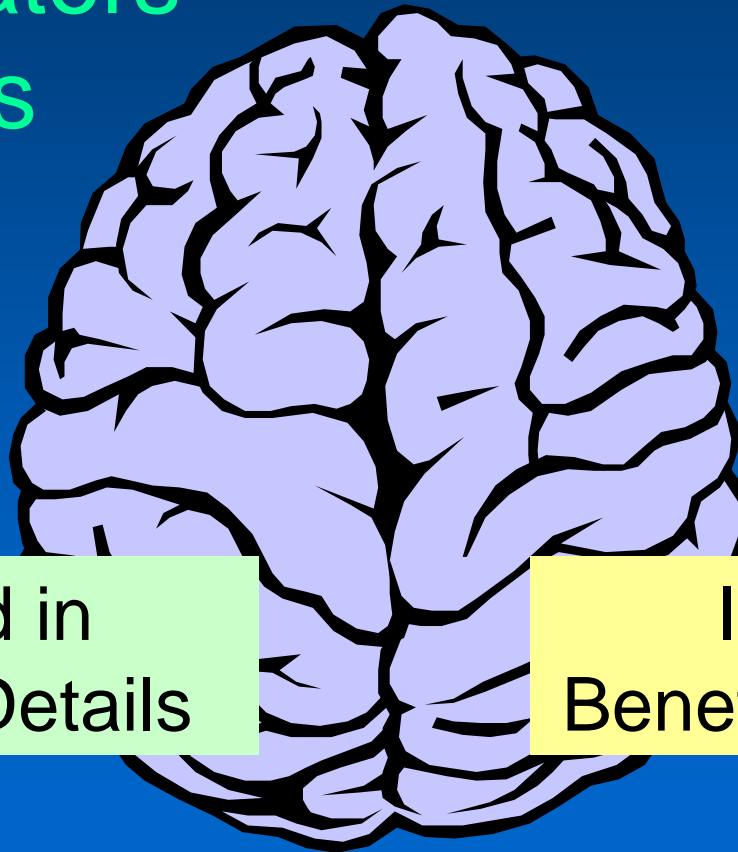
Interested in
Features & Details

D P

Drivers
Promoters

Right Brain

Interested in
Benefits & Big Picture



Styles at work

	Drivers	Promoters	Supporters	Administrators
Managing	Challenge me	Get me involved	Show me how I can help	Give me time to do it right
Working pace	Fast	Quick	Measured	Slow
Level of Risk	High	Moderate	Low	Low
Problem Solving	Lets find a quick solution	Lets work together to solve this	Let me think about this first	Let me consider this from every point
Level of Planning	Conceptual	Tactical	Operational	Strategic
Adaptability to Change	Eager	Willing	Reluctant	Cautious
Preferred working environment	Busy & Formal	Stimulating & Social	Friendly & Structured	Organised & Formal

Styles by Career

Drivers

Drivers tend to do well in subjects that don't bore them. They hate sitting still. They are doers so activity where they can express their freedom and individuality are best. They are make great tacticians and are always on the look for a good ideas. Not surprising that most entrepreneurs are Drivers. They are also artistic creators and developers, excelling at jobs that require creativity.

Actor	Fire-fighter	Paramedic
Advertising Executive	Fund Manager	Pilots
Art Director	General Manager	Police Officer
Athlete	Graphic Designer	Production Coordinator
Auctioneer	Industrial Designer	Radio Announcer
Barrister	Interior Decorator	Real Estate
Building Inspector	Lawyer	Restaurateur
Business Consultants	Marketing	Sales Consultant
Buyer	Mechanic	Sculptor
Chef	Medical Administrator	Security Guard
Choreographer	Mortgage Brokers	Self Employed
City Manager	Musician	Show Business
Composer	Negotiators	Solicitor
Consultants	News Broadcaster	Sports Announcer
Entrepreneur	Novelist	Stockbroker
Fashion Designer	Painter	Surgeon
Film Director		Travel Agent

Promoters

Promoters have a gift for working with people and forming positive working relationships. They are optimistic and have excellent communication skills. They are influential, highly intuitive and sensitive to others. Any subject that allows them to express themselves in words is a natural fit. Having strong people skills Promoters often become leaders in their career fields where they manage people in their special way.

Actors	Journalist	Publishing
Advertising	Lawyer	Real Estate Agent
Beauty Therapist	Lecturer	Recruitment Consultant
Canvassing	Life Coach	Retail Assistant
Career Counsellor	Literature	Sales & Marketing
Child Care	Management	School Counsellor
Civil Rights	Marketing	Self Employed
Coach	Mentors	Social Counsellor
Conference Organiser	Minister of religion	Sociology
Consumer Protection	Motivational Speaker	Solicitor
Creative Writing	Motivators	Teacher
Dancers	Nursing	Team Leader
Dietician	Personal Assistant	Technical Writing
Director	Philosophy	Theatrical Agent
Drama Coach	Politician	Theology
Editor	Project Engineer	Therapist
Environmentalist	Promoting	Tour Guide
Exhibition Organiser	Psychiatrist	Trainer
Finance	Psychologist	TV Documentary Producer
Hospitality	Public Relations	Veterinarian
Human Resources	Publican	Welfare Workers

Styles by Career

Supporters

Supporters have a great talent for logistics, - supplies, schedules, distribution and similar tasks. They keep the world running. They have a keen eye for everything in its place and accept rules and procedures. They are practical and enjoy business and commerce. Supporters enjoy working with people and managing operations. They have a talent for quality control and regulatory compliance. They excel at providing their company with goods and services and seeing to the health and welfare of employees and family. Supporters are interested in protecting people.

Administrator	Hospital Administrator	Property Manager
Air Traffic Control	Hospitality	Psychologist
Business Manager	Hotel Manager	Purchasing
Charitable Organizations	Judge	Quality Controller
Child Care	Landscape Gardener	Real Estate
Company Secretary	Lecturer	Receptionist
Counseling	Librarian	Research and Development
Credit Controller	Life Style Coach	Retailer
Customer Service	Museum Curator	School Principal
Customs Officer	Nurse	School Teacher
Database Administrator	Office Manager	Secretary
Dentist	Optometrist	Security Agent
Distribution Manager	Painter	Shipping
Doctor	Pharmacist	Social Worker
Draughtsman	Photographer	Statistician
Engineering Manager	Physiotherapist	Student Services
Fire Chief	Plumber	Telemarketing
Flight Attendant	Police Chief	Therapist
Florist	Private Investigator	Transport Supervisor
Funeral Director	Production Supervisor	Travel Agent
Health Inspector	Project Engineer	Vocational Education
		Warehouse Manager

Administrators

Administrators tend to do well in subjects that are related to math's, engineering, science, computers and philosophy. They are best suited for positions of detailed information, maintaining high standards, accuracy and order. Careers that involve the collection of data, administration or figuring out the best way to make it work.

Accountant	Engineer	Research
Administration	Financial planner	Scientist
Agriculture	Florist	Service technician
Analyst	Graphic artist	Sociologist
Architect	Health & safety	Software design
Astronomer	Librarian	Specialist sales
Automotive	Marine biologist	Statistics
Banking	Mathematician	Surgeon
Biologist	Medical technologist	Technical writer
Carpenter	Mining engineer	Technologist
Chemist	Optician	Therapist
Computers	Photographer	Traffic control
Construction	Physicist	Trainer
Dentist	Pilot	Typist
Design	Planner	
Doctor	Psychologist	
Economist	Quality controller	
Electrician		

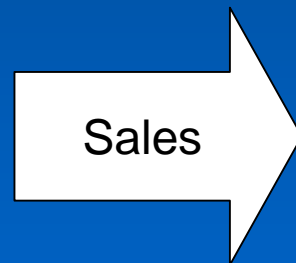
Every business
requires four
types of people

Peter Drucker the famous management guru said* that each business must have four types of people. He called them the Front Man, the Action Man, the People Man and the Thought Man. Each person had a job to do that they were best suited to and which, the other types could not do well.

Promoters
(Front Man)



Drivers
(Action Man)



Supporters
(People Man)



Administrators
(Thought Man)



*Peter Drucker: Management, Tasks, Responsibilities, Practices - 1973

Identifying styles

The intensity of each style determines how we behave

This chart indicates the range of behaviour between low and high for each style. High Drivers need to be in control and the decision makers, while low Drivers are happy being part of a team and don't need control

	LOW INTENSITY	MID	HIGH INTENSITY
Drivers	Accommodating Modest, Conforming, Passive	Competitive Self-reliant, quick, inquisitive	Directing Assertive, Decisive, Controlling
Promoters	Reserved Modest, Quiet, Distant	Confident Charming, pleasant, observing	Engaging Outgoing, Convincing, Excitable
Supporters	Objective Questioning, Impatient, Critical	Relaxed Deliberate, amiable, alert	Harmonious Considerate, Patient, Lenient
Administrators [Analysers]	Spontaneous Unorganised, Improvised, Instinctive	Sensitive Mature, Careful, Courteous	Methodical Detailed, Precise, Perfectionist

Expressiveness

How much emotion do I show toward others and the world around me?

Less ← → More

D

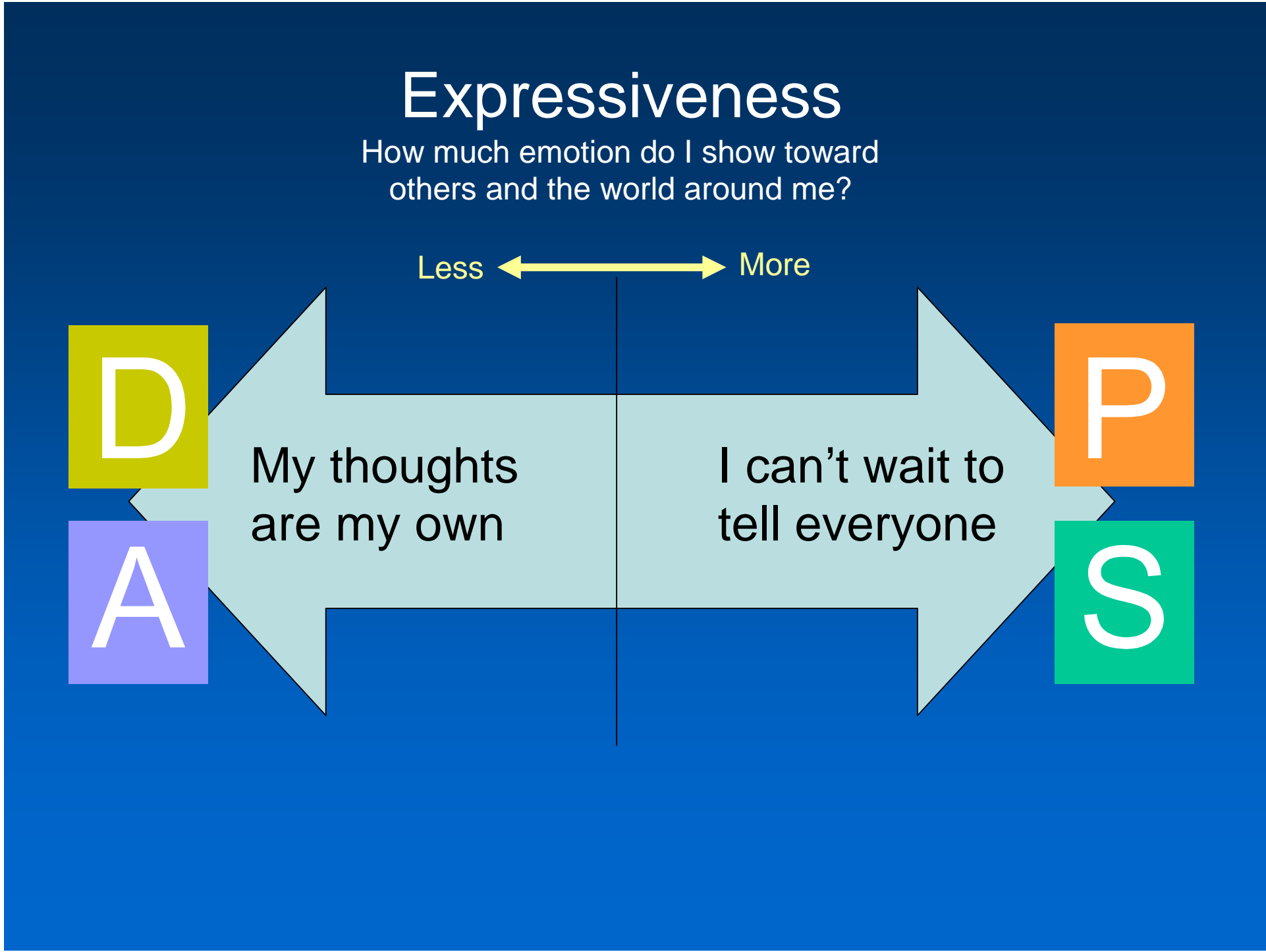
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My thoughts
are my own

P

S

I can't wait to
tell everyone



Assertiveness

How much urgency do I have?

More ← → Less

D

P

Let's get this done now!

No hurry, let's take our time and do it right

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S

Flexibility

My willingness to accommodate the thoughts and actions of others

Less  More

D

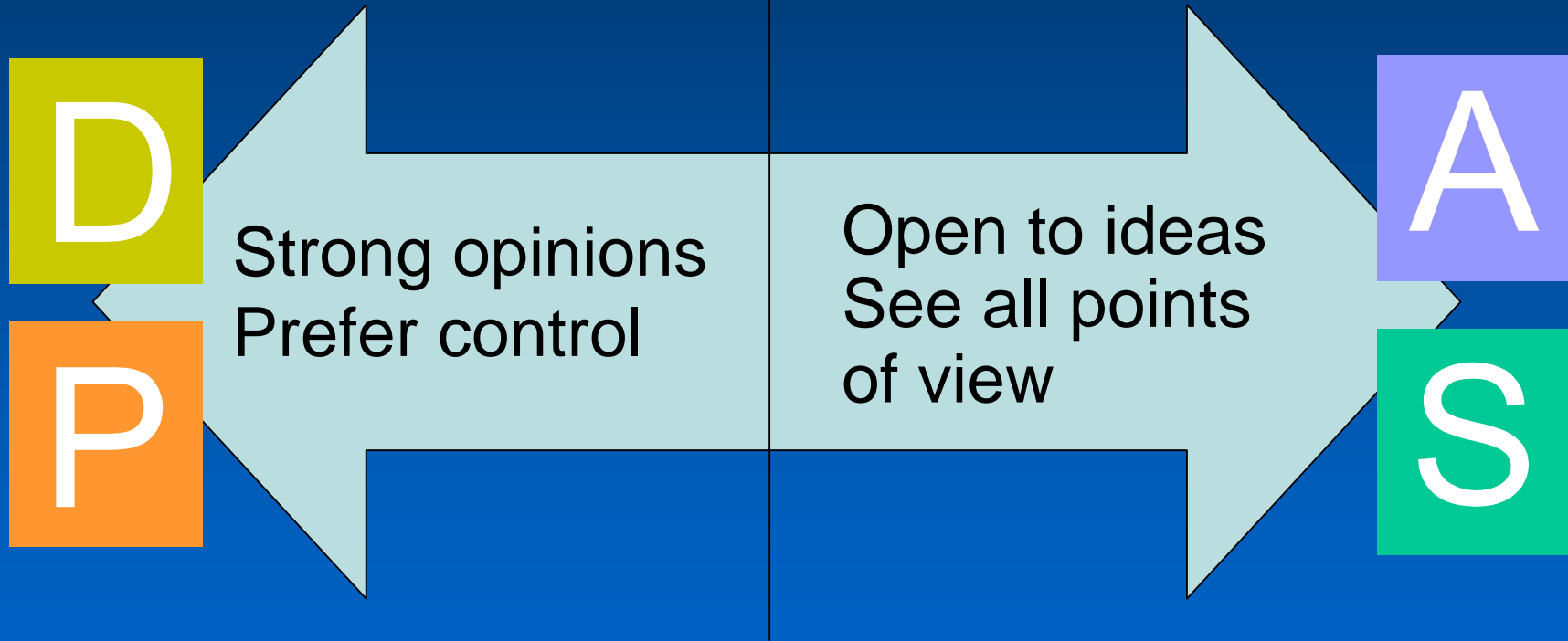
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Strong opinions
Prefer control

Open to ideas
See all points
of view

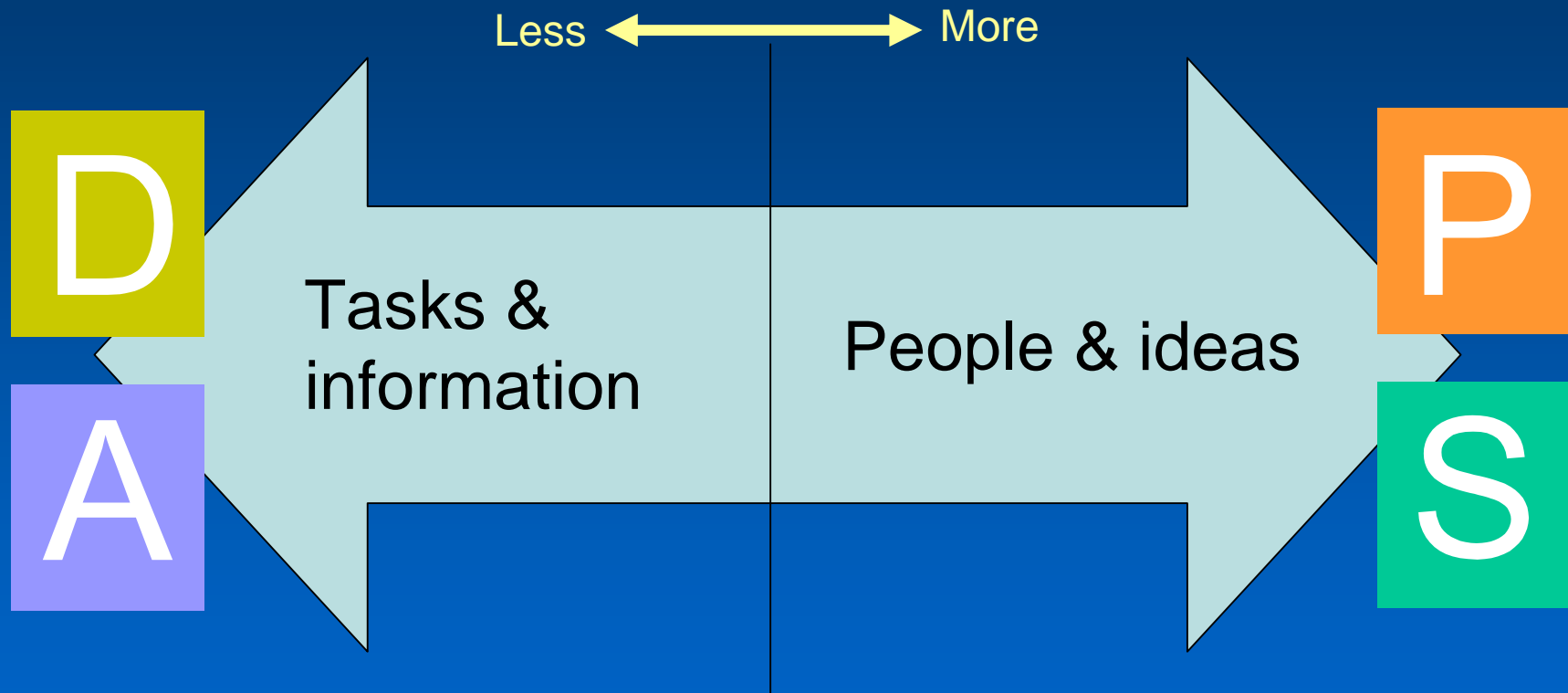
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Work Preference

What do I enjoy most?



Decision Making

How do I decide?



Each style has strengths
and weaknesses not
shared with others

	<u>Strengths</u>	<u>Weakness</u>
Drivers	Decisiveness	Impatience
Promoters	Enthusiasm	Inattention
Supporters	Teamwork	Indecisiveness
Administrators	Precision	Perfectionist