Personality Types
By Patti Roney

When working with your clients and your team, it is great to know more about each personality type so you can work within your differences, discover strengths and also cover weaknesses.

There are many books and trainings on this subject, and many different names for each personality. Some use colors, animals, and very unusual names for these. I prefer the titles that mean the most to our business, which are given below. Again, this is an "Express" Starter Guide, so this is a short description which will help you become more aware of the differences between you and your clients, team, and family members. Through understanding our differences, we can also begin to recognize and appreciate each other's strengths more. **We can become more unified, more understanding and better connectors.**

Dominant and Secondary

There are 4 basic personality types. We normally use our dominate personality type and a secondary one. We also dabble in each of the 4 from time to time, but you should actually recognize yourself quickly and then begin to recognize others. This is very very important when working with clients and team!

Promoter – Creative! Fun, High-Achiever, Exciting, People Magnet, Loves People, Wears colorful clothing, Loves the stage and microphone, Takes on many projects at a time, Energetic personality, usually only reads the Subject Line in an email or skims the body of the email, Moves quickly, Overextends easily on time or money. Business must be FUN!

Controller – Natural Leaders, Manager and Organizer, Great with People and Crowds, Gives Directions Well, Delegates Well, CEOs of companies, Natural Leaders, Love to be in Charge, Loves Competition, Challenge and Money. Business must be a Challenge!

Supporter – Care-Giver, Introvert, Loves to help people, Quietly effective, Prefers to be behind the scenes, Works hard for others. Business must Make a Difference! *(disclaimer – parents should look at themselves "before" their parenting role began. Otherwise, every parent will call themselves a Supporter, but that may be their "role" rather than their personality.)*

Analyst – Into Facts, Figures, Bar Graphs, Charts, and Analysis of all types. Introvert, takes a lot of time to make decisions, Very thorough, Reads every line of email as well as researching websites in the document, Answers "how" to the questions brought by creative types who have the ideas but not the exact "how-to".

Not only should we understand our own personality, but think about how we will communicate with our clients.

There are many combinations of personality types also, such as Promoter/Controller, Supporter/Analyst, Controller/Analyst, Promoter/Supporter, etc.

Use your strengths – listen to others, but also **be aware** that if you are Promoter and very high energy, you can easily overwhelm those who are quieter than you. If you are a Supporter, you might not ever get out of the starting gate if you let your personality make you too shy. If you are a Controller, you might have a tendency to chase people away by being too strong with them. And if you are an Analyst, you might be stuck in "paralysis by analysis".

Understand yourself and make positive moves forward to help others. **It's best to talk to others about what matters most to them.** Ask them. But, also know generally how to inspire each personality type.

- **To help a Promoter**, get them excited about the travel, the fun, the teamwork, the creative connecting & marketing, the global opportunity & the possibility of future stage events for them.

- **To help a Controller**, get them excited about the challenge, the money, the competition, the leadership roles, and the advancement opportunities.

- **To help a Supporter**, get them excited about helping people, about making a difference, about the product and health opportunities, and about the charities.

- **To help an Analyst**, get them excited about the numbers, the science, the research, the accolades, the doctors, the athletes & the proofs.

Work within your strengths and the strengths of your team. Balance out the weaknesses of others. Don't expect everyone to be like you, to think like you, to receive information like you would, or to react like you.

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