BEHAVIORAL STYLES SUMMARY

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|  | **DOMINANCE****“D”** | **INFLUENCE****“I”** | **STEADINESS****“S”** | **CONSCIENTIOUSNESS** **“C”** |
| **MAJOR GOALS:** | ResultsControl | People involvementRecognition | Security/Stability | AccuracyOrder |
| **MAJOR FEARS:** | Losing control of environmentBeing taken advantage of | RejectionLoss of approval | Sudden changeLosing security | Criticism of performanceLack of standards |
| **DISLIKES:** | Being controlled by othersLack of results | Handling complex detailsWorking alone | Hostility, conflictUnpredictability | DisorganizationUnclear explanations |
| **UNDER PRESSURE:** | DomineeringImpatient | EmotionalDisorganized | ConformingIndecisive | Withdrawsstubborn |
| **AS A BUYER RESPONDS TO:** | OptionsEfficiency | TestimonialsSaving personal effort | Assurance of stabilityPersonal attention | Evidence of quality and accuracyLogical approaches |
| **DECISION STYLE** | Quick | Emotional”Gut Feel” | Deliberate | Analytical |