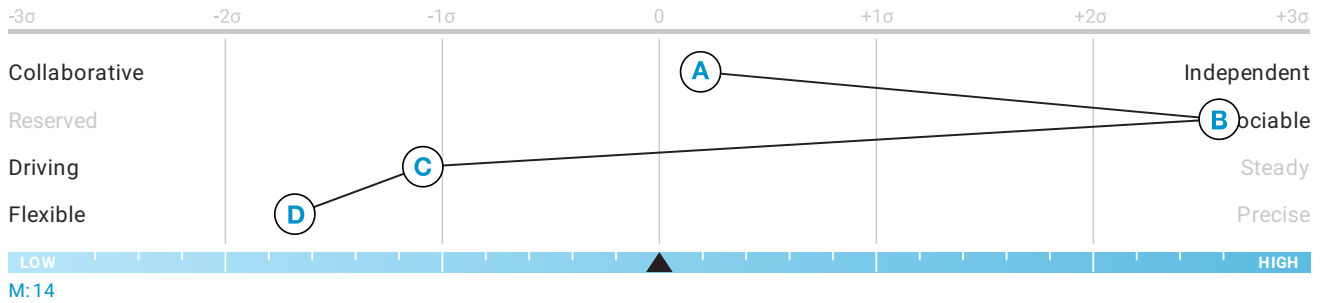




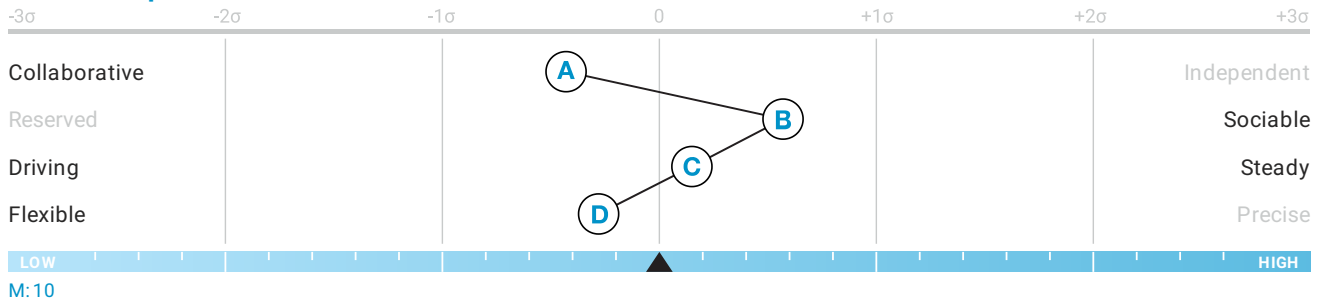
Promoter

A Promoter is a casual, uninhibited, and persuasive extravert with a tendency for informality.

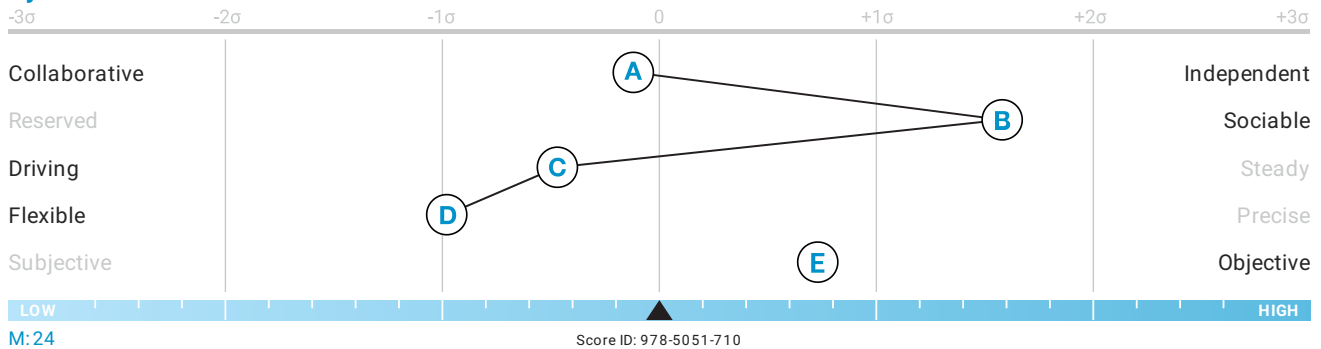
Self



Self-Concept



Synthesis



Strongest Behaviors

This Behavioral Pattern is extremely wide, which means that observed behaviors are very strongly expressed and needs are very strongly felt.

Chas will most strongly express the following behaviors:

- Extremely informal, extraverted, and outgoing; gets familiar very soon after you meet. Communicates effusively, flexibly, and engagingly; draws others into the conversation.
- Almost exclusively focused on people, building relationships, and teamwork rather than technical matters. Uninhibited; very open and trusting in sharing thoughts and in asking personal questions.
- Not interested in the details; delegates them freely. Needs unstructured projects where flexibly working with people, and a focus on the goals rather than the plans, is necessary.
- Connecting very quickly to others, strongly motivated to build and leverage relationships to get work done. Openly and easily shares information.
- Strikingly expressive, effusive, and verbal in communicating; talks a lot, and very quickly. Enthusiastically persuades and motivates others by adjusting the message and delivery to the current recipient.
- Very collaborative, works almost exclusively with and through others. Strong intuitive understanding of team cohesion, dynamics, and interpersonal relations.
- Socially-focused, naturally empathizes with people, easily seeing their point of view or understanding their emotions. Positive, non-threatening communication.
- Teaches and shares; often working collaboratively with others to help in any capacity.
- Accommodating; most comfortable working with others, often puts team/company goals before personal goals. Promotes teamwork by actively sharing authority.

Summary

Chas is an outgoing, talkative, very friendly individual, a lively and stimulating communicator. A good mixer who is poised, active and responsive in social situations.

The complete extravert; informal and uninhibited in their behavior; understands people well and is capable of using that understanding to gain the friendship and cooperation of others. It is important to this individual to be liked and accepted, and they express themselves to individuals or groups with warmth and enthusiasm. Easily understands and accepts other viewpoints, ideas, and feelings, and can be effective at getting diverse groups to come together and collaborate.

Relatively unconcerned about details and often inclined to consider them unimportant, this individual expresses themselves in general terms, aimed more at gaining the interest or attention of others than in communicating specific, factual information. Their interest in details and specifics which are not crucial to success is, at best, casual. As such, they focus on the "big picture" personal goals, and if appropriate, their colleagues, direct reports, or team. They're flexible about how they attain these goals, often thinking "out of the box" and collaborating widely to get there.

Their work pace is faster-than-average and they can learn quickly, but rather generally, if left on their own. Because of their strong social orientation, group learning, mentors, and coaches are most effective.

Cheerful and upbeat; makes friends easily and enjoys doing things for people, although they're rather casual about exactly how things are done. This individual's friendly, enthusiastic style makes others feel welcome. Strongly persuasive; has complete confidence in their ability to gain others' trust and buy-in; is persistent and won't take "no" for an answer.

Management Strategies

To maximize effectiveness, productivity, and job satisfaction, consider providing Chas with the following:

- Frequent, regular contact and communication with people
- Recognition for work done right, bearing in mind that rewards which give Chas additional status in the eyes of coworkers, friends, and family are particularly valuable and are strong motivators
- The opportunity to be involved in a variety of different kinds of activities
- A flexible work environment, where they're evaluated on results, team-building, or "outside the box" solutions, rather than following an exact process to get there
- If necessary, thorough training, with intense concentration and discipline in teaching the details, routines and systems which are basic to the job. Follow up will be necessary on any specifics or details.