

Assertors-

Assertors are fast paced and direct, but like Demonstrators, but are more task-oriented than people oriented. Your style is more authoritative than charismatic. Of all the styles, you have the best work ethic. They tend to be hard working, ambitious, leader types. They are good at making decisions quickly and efficiently. They are goal-oriented, assertive and confident. Assertors are take-charge people, who let nothing stop them. If over-balanced in this style some weaknesses may show up such as being too impatient, competitive and judgmental.

How to recognize assertors: They tend to:

1. Like timeliness and efficiency
2. Look and appear powerful and formal
3. Be highly discriminating in many areas,(people, opportunities, food, etc)
4. Laugh less frequently than demonstrators
5. Maintain a more serious demeanor
6. Take a leadership role in most situations
7. Ask pointed or challenging questions
8. Have strong opinions and creative ideas to share

The types of professions where you will find assertors:

Corporate CEO's, Politicians, Stockbrokers, Lawyers, Drill sergeant, Film/TV Director, Entrepreneur.

Famous people who are predominantly assertors

Steve Jobs
Angelina Jolie
Margaret Thatcher
David Letterman
Clint Eastwood
Arnold Schwarzenegger

To engage an Assertor: don't be chatty, get to the point. They prefer a formal environment and interaction style. Dress well and treat them with respect. They want to understand the facts and stats and scientific background of what you offer.

Demonstrators

Demonstrators are people-oriented, fast-paced, enthusiastic, and a natural leader. They usually have more open and casual body language. They tend to be animated and outgoing, and prefer an informal atmosphere. Demonstrators can be outrageous, spontaneous, excitable, and sociable. They are ideas people who like to be in the limelight. If over-balanced in this style some weaknesses may show up such as being unreliable, self-centered, overly optimistic and indiscriminate.

How to recognize a demonstrator: They tend to:

1. Be somewhat disorganized
2. Have trouble being on time and keeping track of detail.
3. Wear bright colors
4. Sit in an open posture
5. Take the initiative in the conversation
6. Laugh easily and loudly
7. Are fun-loving
8. Like to talk about themselves

They value excitement, stimulation, adventure, freedom, flexibility, spontaneity, taking action, creativity, innovation.

Types of professions where you will find Demonstrators:

Salesperson, trial lawyer, entertainer, public relations, advertising executive, social director

Famous people who are predominately Demonstrators:

Steve Martin
Lady Gaga
Jim Carey
Robin Williams
Sofia Vergara
Cher

To engage a demonstrator: Be chatty and casual. They like to get a gut feeling of things. They like to socialize. When they get to talking you may have to interrupt to get a word in.

Narrators

Narrators are slow-paced and indirect like Contemplators, but they are more like Demonstrators. They are warm, friendly, gentle and cooperative. They highly value relationships and goals. They are good at listening, have a sweet temperament, and tend to be open-minded. Most people find them to be loving, and emotionally intuitive. If over-balanced in this style it can show up as overly meek and easily sidetracked.

How to recognize a Narrator. They tend to:

1. Come across as very accommodating and helpful
2. Wear casual, simple clothing, nothing too loud.
3. Take the initiative to create relationships, like to both talk and listen.
4. Have pictures of family on their desk.
5. Laugh quietly and often (but sometimes they're laughing just to be polite.)
6. Show gratitude easily

The types of professions where you find many Narrators:

Counselor, teacher, minister, human resource manager, nurse, social worker.

Famous people who are predominately Narrators:

Sandra Bullock
Jennifer Lawrence
Paul Rudd
Dan Ackroyd
Ashton Kutcher
Oprah

How to engage a narrator:

They like to chat and get to know you first. Prefer a warm comfy environment and friendly interaction style. Ask them lots of questions and let them talk. They tend to be more shy than other styles. They love stories and metaphors. They don't like cold and scientific. Motivated by the idea of helping others

Contemplators

Contemplators are task-oriented like Assertors. However, they are more indirect and slow-paced. Contemplators tend to be analytical, detail-oriented, thinker types. They are persistent, good problem solvers, and pride themselves on their orderliness and accuracy. They value goals over relationships. Often seen alone, they tend to have quiet, low-key personalities. If over-balanced in this style some weaknesses may show up such as being too withdrawn, rigid, close-minded, and overly pessimistic.

How to recognize Contemplators: They tend to:

1. Wear conservative, simple, functional clothing
2. Sit in a closed posture
3. Keep to themselves
4. Not initiate conversation, wait for you to do that.
5. Takes copious notes
6. Stay serious, rarely laugh
7. Like to hear facts, figures, statistics and proof.

Types of professions where you may find a Contemplator:

Accountant, secretary, bookkeeper, engineer, electrician, plumber, jeweler, scientist.

Famous people who are predominately Contemplators:

Ellen DeGeneres

Woody Allen

Bill Gates

Deepak Chopra

Barbara Streisand

George Clooney

How to get contemplators engaged: prefer technology facts figures and knowledge over stories. Ask them questions and let them talk they will be more reserved than other styles. They are motivated by the idea of solving people's problems and complex puzzles