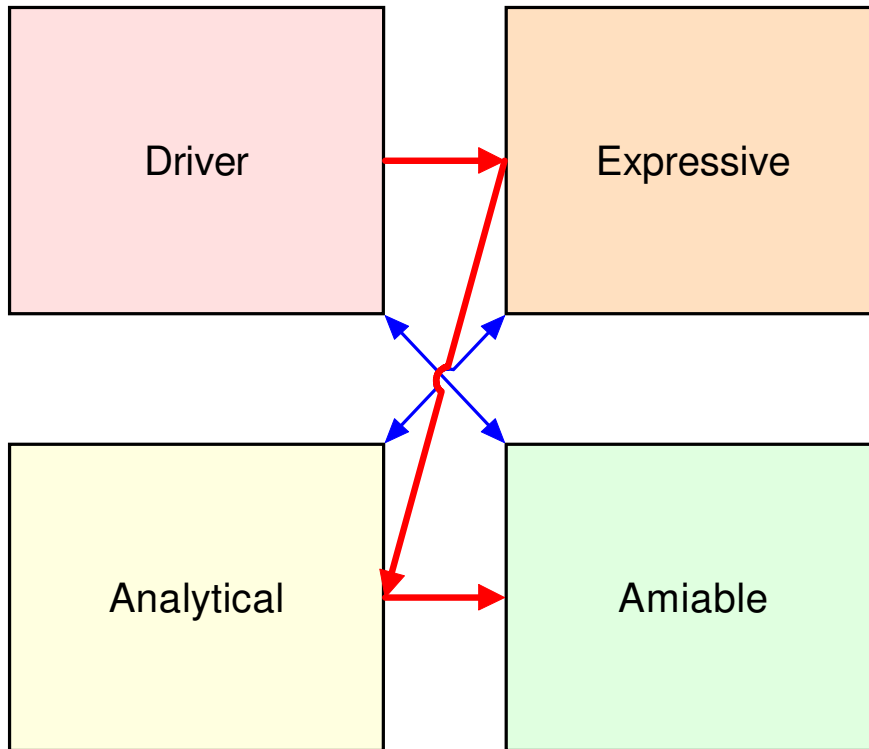


## Social Styles Matrix



### Driver

They know what they want, where they are going, and are more oriented toward getting results than pleasing people. They base their decisions on facts and data, will take risks, and prefer to be given options from which they can choose.

They are "tell oriented" and voice may sound forceful without speaking loudly. They often speak rapidly. They are fact oriented and do not need feelings or opinions from others. They prefer brief reading material' prefer working alone or directing others. Conversations tend to be brief and even abrupt. They prefer to make their own decisions. They seek power and do not like to be told what to do. They are decisive, pragmatic, and efficient.

### Expressive

Usually full of energy, they have quick gestures, speaking more rapidly and louder than others. They make decisions quickly, express opinions strongly, and dislike routine. They appear to have more imagination and creative ideas than other people. They are undisciplined in the use of time. They are people and feeling oriented and rely on the opinions of others whom they consider important or successful for decision making rather than facts. They wear colorful and sometimes flamboyant clothes and are playful and fun-loving. They are outgoing, enthusiastic, persuasive and spontaneous.

### Analytical

They live life with consistency according to facts, principles and logic. They often seem to be cool and independent, lacking enthusiasm. They tend to be cautious about extending friendship or showing personal warmth and, initially, will be more concerned with how things get done without need for personal involvement. They seem to act slowly and use time in a deliberate and disciplined manner. They focus on the past to give them direction for the future and prefer to work on a predictable schedule. They look for solid, tangible, practical evidence to support the validity of their decisions. They also require assurance that their decisions will be valid for the future. They appear to be overly concerned with details and organization.

### Amiable

They place a high priority on friendships, cooperative behavior, and being accepted by others. They like to achieve objectives with people using understanding and mutual respect and will accept authority from another person, if the person is friendly and understanding. Talking and socializing is sometimes more important than getting on with the work at hand. They tend to use personal opinions in arriving at decisions and want guarantees of minimal risk; therefore, they frequently stay with the comfortable and known and especially avoid risks that involve personal relationships.