



StudentKeys®

PERSONALITY STYLE WORKBOOK

UNDERSTANDING YOURSELF

WHAT ARE PERSONALITY STYLES?

Personality Styles are the Language of Observable Behavior

Though everyone possesses a little bit of each different personality style, there is usually one style that is primary. Our primary personality style can tell us a great deal about how we are motivated, what environment we prefer, our biggest fears, how we like to communicate and how we like others to communicate to us. If you took a moment (or even a few hours) to “people-watch,” observing how people behave in a given situation, you would see these personality styles in action.

In the course of your daily experiences, you see a variety of personality styles in action. Your personality styles impact how you act and make decisions. As you observe your friends, family members, and fellow workers, you’ll see different personalities unfold right before your eyes.

Think about the people you know...

D



Can you picture the person who is assertive, to the point and who wants the bottom line? Some people are forceful, direct, strong-willed and impatient. **They are examples of the D Personality Style.**

Can you see the individual who is a great communicator, fun and friendly with everyone? Some people are optimistic, friendly, talkative and charismatic. **They are examples of the I Personality Style.**



I

S



Are you observing the person who is a good listener and a great team player? Some people are steady, patient, loyal and practical. **They are examples of the S Personality style.**

Do you see the individual who has the ability to gather facts and details and is thorough in all activities? Some people are precise, sensitive, analytical, and idealistic. **They are examples of the C Personality Style.**



C

WHY ARE PERSONALITY STYLES IMPORTANT?

Understanding Personality Styles...

Helps you appreciate the differences in others

You know that all people are unique, but sometimes you get frustrated with those who don't quite fit your communication style. Maybe your friend is analytical and wants all the facts, while you just want her to care about you and your idea. If you understand that she is a high CD, and you are a high SI, you really can't expect much more from her. Knowing this, you can appreciate her style then give her all the facts you can muster. You are now equipped with an understanding and the framework to address this difference in communication, if you need to. You would know to tell her that you feel like she is paying attention to details and trying to come up with solutions, which is okay, but you would prefer if she would just actively listen and offer empathy in the future. That way, the conversation goes from "you never listen to me" to "I'd appreciate it if you become a different kind of listener when you are talking with me." This minimizes potential conflicts.



Helps you gain credibility and positively influence others



Every interaction you have with others either increases or decreases your credibility and influence. Have you ever met a person who won't stop talking about himself? When you see him coming, do you dread the interaction? If so, that's because his behavior has caused him to lose credibility with you. Conversely, a person who you can't wait to see has gained credibility with you, and deserves your time. By knowing another's personality style, you can immediately gain credibility and influence by modifying your behavior slightly to adapt to his/her style.

ENHANCING COMMUNICATION

D THE PRIMARY 'D' LOVES IT WHEN YOU:

- Are brief, direct, and to the point when explaining yourself
- Ask "what" not "how" questions
- Focus on the end game (remember, they desire results)
- Give them the "bottom line" when describing a situation
- Suggest ways to help them solve problems
- Highlight the benefits when telling them about your ideas
- Agree with facts rather than emotions when agreeing with them
- Discuss a problem in light of how it will slow results

BUT THEY HAVE DIFFICULTY UNDERSTANDING WHEN YOU:

- Ramble or repeat yourself
- Focus on problems not solutions
- Make generalizations
- Make statements without support

I THE PRIMARY 'I' LOVES IT WHEN YOU:

- Give them an opportunity to talk about their ideas, other people, and their emotions
- Assist them in developing ways to transfer talk into action
- Share your ideas and experiences with them
- Recognize them for their accomplishments
- Give them the opportunity to motivate & influence others
- Show them that you accept them
- Explain the details, but don't dwell on them
- Communicate with them in a friendly & light manner

BUT THEY HAVE DIFFICULTY UNDERSTANDING WHEN YOU:

- Do all the talking
- Eliminate their social time
- Ignore their ideas and accomplishments
- Tell them what to do

C THE PRIMARY 'C' LOVES IT WHEN YOU:

- Support your ideas with accurate information
- Are specific when explaining yourself
- Are patient, persistent, and diplomatic while providing explanations
- Agree with facts rather than emotions when agreeing with them
- Allow them their space and independence
- Tell them up front your expectations of them
- Give them the pros and cons of an argument

BUT THEY HAVE DIFFICULTY UNDERSTANDING WHEN YOU:

- Refuse to explain the details
- Answer questions vaguely or casually
- Surprise them with new information

S THE PRIMARY 'S' LOVES IT WHEN YOU:

- Express a genuine interest in them as a person
- Give them answers to "how" questions
- Clearly define your goals, a procedure, or their role in the overall plan
- Are patient with them
- Give them your sincere appreciation
- Give them time to adjust to changes
- Present ideas or changes in a nonthreatening manner
- Provide them with feedback

BUT THEY HAVE DIFFICULTY UNDERSTANDING WHEN YOU:

- Are pushy or overly aggressive
- Are demanding
- Are confrontational