

SELF-ASSESSMENT OF SOCIAL STYLES

Use the questionnaire and chart on the next page to assess your social style. Total your score on assertiveness and divide by 15. Then total your score on responsiveness and divide by 15. Plot the two average scores on the chart (back page).

Assertiveness Ratings

I perceive myself as:

Quiet..... Talkative	
1 2 3 4	
Slow to Decide Fast to Decide	
1 2 3 4	
Going along..... Taking charge	
1 2 3 4	
Supportive..... Challenging	
1 2 3 4	
Compliant..... Dominant	
1 2 3 4	
Deliberate..... Fast to Decide	
1 2 3 4	
Asking questions Making statements	
1 2 3 4	
Cooperative..... Competitive	
1 2 3 4	
Avoiding risks Taking risks	
1 2 3 4	
Slow, studied..... Fast-paced	
1 2 3 4	
Cautious..... Carefree	
1 2 3 4	
Indulgent..... Firm	
1 2 3 4	
Nonassertive..... Assertive	
1 2 3 4	
Mellow..... Matter-of-fact	
1 2 3 4	
Reserved..... Outgoing	
1 2 3 4	
Total Score = _____ / 15 = _____	

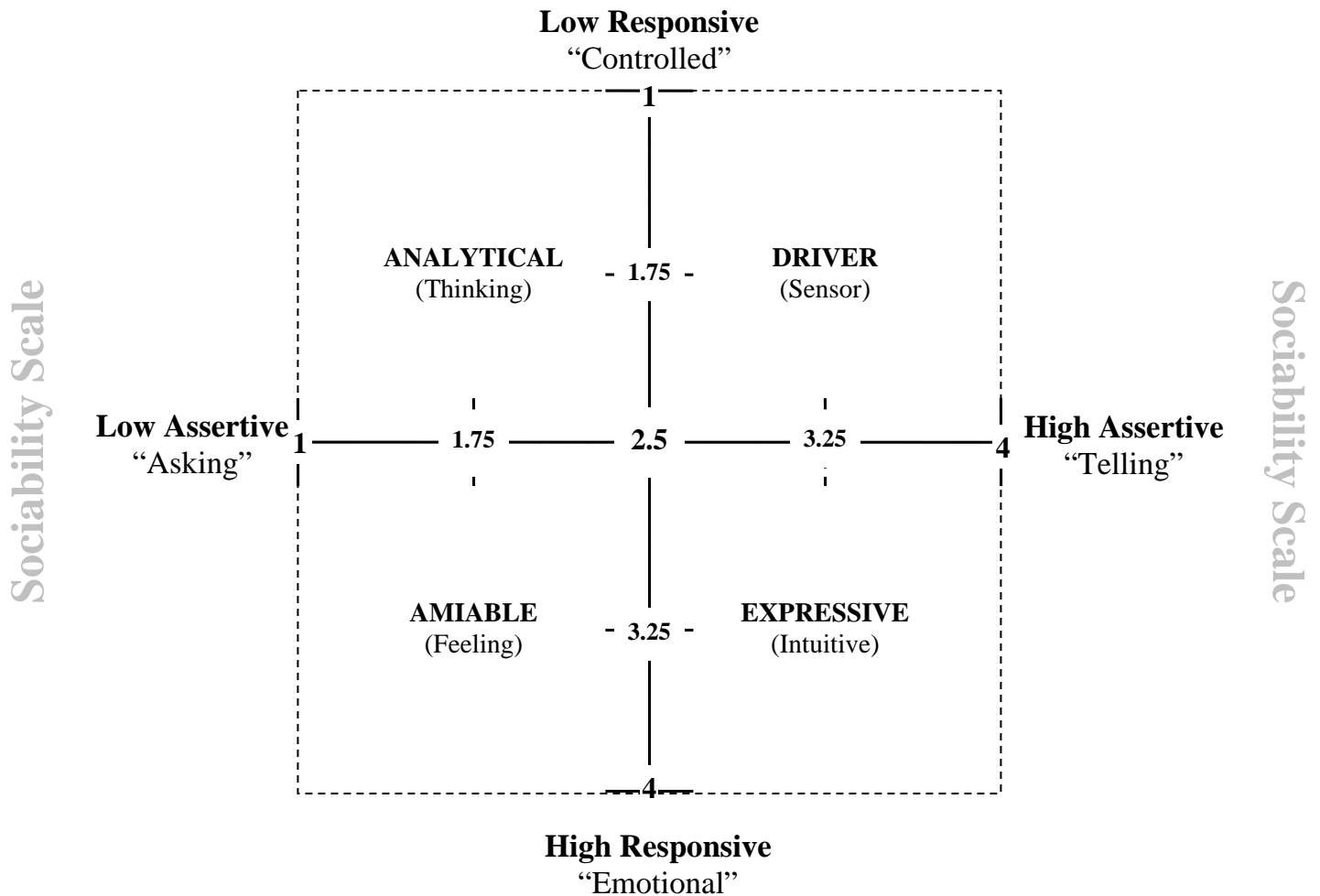
Responsiveness Ratings

I perceive myself as:

Open..... Closed	
4 3 2 1	
Impulsive..... Deliberate	
4 3 2 1	
Using opinions Using facts	
4 3 2 1	
Informal Formal	
4 3 2 1	
Emotional..... Unemotional	
4 3 2 1	
Easy to know..... Hard to know	
4 3 2 1	
Warm..... Cool	
4 3 2 1	
Excitable..... Calm	
4 3 2 1	
Animated..... Poker-faced	
4 3 2 1	
People-oriented Task-oriented	
4 3 2 1	
Spontaneous Cautious	
4 3 2 1	
Responsive Nonresponsive	
4 3 2 1	
Humorous Serious	
4 3 2 1	
Impulsive..... Methodical	
4 3 2 1	
Lighthearted..... Intense	
4 3 2 1	
Total Score = _____ / 15 = _____	

SELF-ASSESSMENT OF SOCIAL STYLES

Dominance Scale



Dominance Scale

Assertiveness	<i>Dominance</i>	The degree to which a person attempts to control situations or the thoughts and actions of others.
Responsiveness	<i>Sociability</i>	The readiness with which a person outwardly displays emotions or feelings and develops relationships.
Driver	<i>Sensor</i>	Quick reactions to here and now sensory input
Expressive	<i>Intuitive</i>	Imagination and thought
Amiable	<i>Feeling</i>	Emotional and personal reactions to experiences
Analytical	<i>Thinking</i>	Logically organizing and analyzing data

Four Social Styles

AMIABLE: (High Responsiveness, Low Assertiveness)

The amiable person likes other people's company, though is more of a listener than a talker. Expressive people find them useful, because they are prepared to listen to what they are saying. They are loyal, personable and show patience when dealing with other people.

They may however not be perceived as people " who get things done " because they spend more time developing relationships with others. They are also unlikely to take risks as they need to have the feeling of security.

In difficult situations, they are likely to avoid the situation and lack conviction of their feelings and if pushed likely to make promises that they cannot keep. Drivers often find them frustrating because they want a straight answer and the amiable can find this difficult to deliver.

Summary:

Characteristics: Loyal, personable, patient, Uncomfortable with risk, Non-Confrontational, Dislike pressure, Enjoy the company of others.

In conflict: Likely to be " passive", lack conviction, avoidance,

Solution: Reassure, Support, Confirm commitment

Basic Need: Security

EXPRESSIVE: (High Responsiveness, High Assertiveness)

The expressive likes the company of other people, though unlike, the amiable this is because they need to " express " themselves. Amiables complement them very well, unless the expressive becomes too aggressive and puts them off.

They can be good people to have at a party, because they're enthusiastic, dramatic and "interesting" people to have around. However, if they don't receive the attention they crave, they can get upset and even "difficult" to deal with.

In conflict, they become emotional, prone to exaggeration and unpredictable. The best way to deal with this is to let them calm down. Try not to fuel the fire by saying anything controversial.

Summary:

Characteristics: People orientated, centre of attention, positive, emotional, talkative, enthusiastic, dramatic.

In conflict: Unpredictable, emotional.

Solutions: Allow them time to gain composure, Ask questions, problem solve.

Basic Need: Recognition

Four Social Styles

ANALYTICAL: Low Responsiveness, Low Assertiveness

Analytical people can appear unsociable, especially to Amiables and Expressives. They may seem serious and indecisive. This is because they need to look at every conceivable angle before they feel satisfied. A consequence of this is that they are persistent in their questioning and focus on detail and facts. However, once they have made a decision, they stick with it as they invariably feel that it is infallible.

In conflict, they can "whine", become sarcastic and are often negative.

Summary:

Characteristics: Serious, mull matters over, Indecisive, persistent, ask lots of questions, attention to detail.

In conflict: whining, sarcastic, negative

Solution: Keep to the facts, Don't agree with them, listen attentively

Basic Need: To be correct

DRIVER: Low responsiveness, high assertiveness

Drivers are task orientated and expect efficiency from everyone they come into contact with. Little emphasis is placed on building relationships with other people. They can be perceived as aggressive and uncaring, especially by amiables, though are often needed to take risks and push things through. In conflict, they will try to "steam roller" over anyone who comes in their way.

Summary:

Characteristics: Task orientated, clearly defined goals, committed, determined, risk takers, efficient.

In conflict: Aggressive, rude, abrupt,

Solutions: Be assertive and firm, have a solution to the problem, listen.

Basic Need: To be in control

Analytical

- Low assertiveness
- Low responsiveness.
- Technical specialists.

- Likes organization and structure
- Dislikes involvement
- Asks specific questions
- Prefers objective, task-oriented, intellectual work
- Wants to be right, so collects much data
- Works slowly, precisely, and alone
- Seeks security and self-actualization
- Has good problem-solving skills

Drivers

- High assertiveness
- Low responsiveness.
- Control specialists.

- Decisive in action and decision making
- Likes control; dislikes inaction
- Prefers maximum freedom to manage self and others
- Cool, independent, and competitive with others
- Low tolerance for feelings, attitudes, and advice of others
- Works quickly and impressively alone
- Seeks esteem and self-actualization
- Has good administrative skills

Amiables

- Low assertiveness
- High responsiveness.
- Support specialists.

- Slow in making decisions or taking actions
- Likes close, personal relationships
- Dislikes interpersonal conflict
- Supports and actively listens to others
- Weak in goal setting and self-direction
- Seeks security and identification with a group
- Has good counseling and listening skills

Expressives

- High assertiveness
- High responsiveness.
- Social specialists.

- Spontaneous actions and decisions
- Likes involvement
- Exaggerates and generalizes
- Tends to dream and get others caught up in those dreams
- Jumps from one activity to another
- Works quickly and excitedly with others
- Seeks esteem and group identification
- Has good persuasive skills

The Interaction of Styles

Style flexing is the ability to adjust your style to meet that of your prospect

Styles		Shared Dimension	Source of Conflict	Area of Agreement	
Analytical	v	Amiable	Low Assertiveness	Priorities	Pace
Driver	v	Expressive	High Assertiveness	Priorities	Pace
Analytical	v	Driver	Low Responsiveness	Pace	Priorities
Amiable	v	Expressive	High Responsiveness	Pace	Priorities
Analytical	v	Expressive		Both	
Amiable	v	Driver		Both	

Style Summary

	Driver	Expressive	Amiable	Analytical
Backup Style	Autocratic	Attacker	Acquieser	Avoider
Measures Personal Values By:	Results	Applause	Security	Accuracy "Being Right:"
For Growth Needs to	Listen	Check	Initiate	Decide
Needs climate that	Allows to build own structure	Inspires to reach goals	Provides Details	Suggests
Takes time to be	Efficient	Stimulating	Agreeable	Accurate
Support their	Conclusions and actions	Dreams and Intuition	Relationships and feelings	Principles and thinking
Present benefits that tell	What	Who	Why	How
For decisions give them	Options and probabilities	Testimonials and incentives	Guarantees and assurances	Evidence and service
Their specialty is	Controlling	Socializing	Supporting	Technical