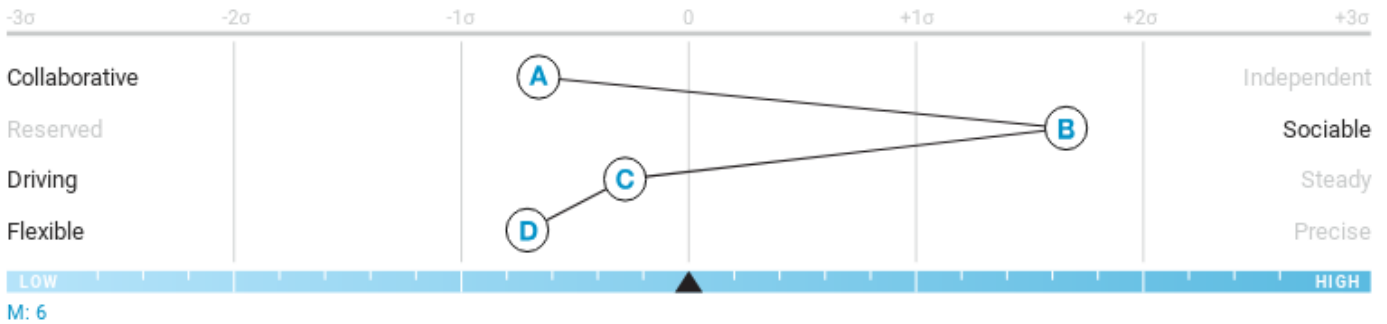




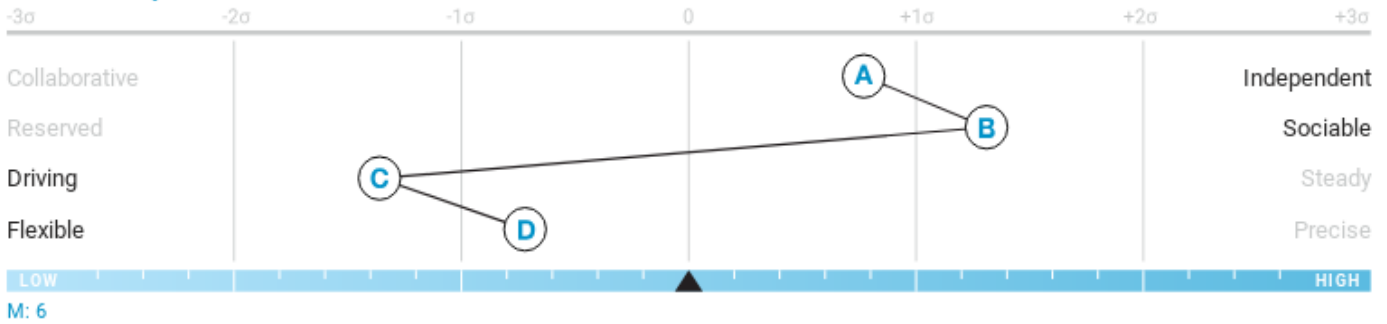
## Promoter

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

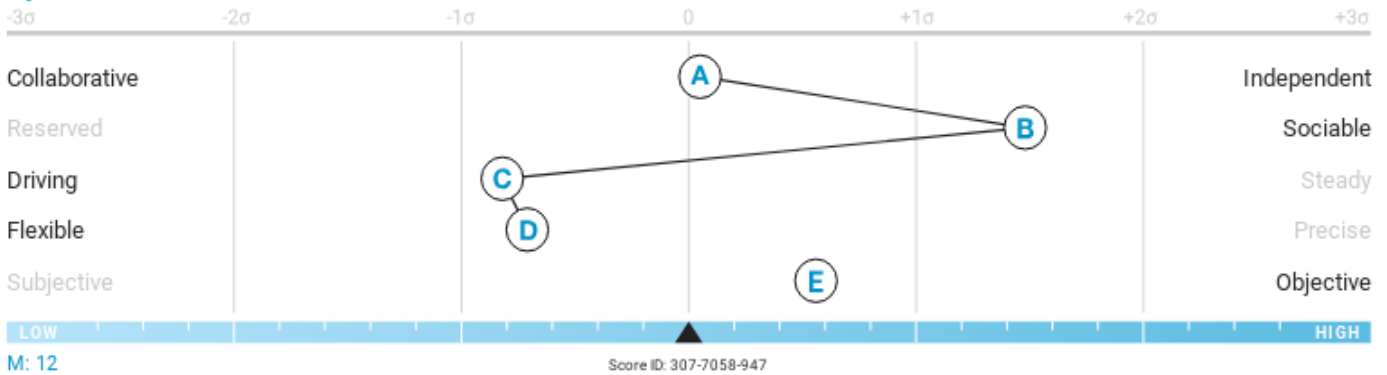
### Self



### Self-Concept



### Synthesis



## Strongest Behaviors

---

### Jackie will most strongly express the following behaviors:

- Socially informal, extraverted, and outgoing; gets familiar quickly. Communicates in an uninhibited, lively, and adaptable manner, drawing others into the conversation.
- Interested in people, building relationships, and teamwork rather than technical matters. Affable, optimistic, and easily trusting.
- Focused on goals and the people needed to get there, not details or plans; frequently delegates details.
- 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

---

Jackie 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 Style

---

As a manager of people or projects, Jackie will be:

- Primarily focused on building a close, cohesive team; very comfortable delegating both authority and details with light follow-up and casual direction
- Trusting, cooperative, and persuasive in approach; manages by walking around gathering input from others and using verbal encouragement and enthusiasm to gain support
- Confident of their ability to win the cooperation and interest of others; utilizes particularly persuasive talk rather than facts or details to achieve the necessary goals
- Sympathetic and understanding of people's needs and desires; will take personnel issues to heart seeking to resolve them swiftly
- Fast paced, energetic, and comfortable with change
- Informal and adaptable to others' styles
- Highly communicative; sells ideas, visions, and even themselves to gain team buy-in
- More comfortable managing intangibles and people than purely technical projects or teams.

## Selling Style

---

As a salesperson, Jackie will be:

- Gregarious and persuasive, communicating very well with almost all levels of an organization
- Adept at navigating the "politics" of an organization easily; finding the key players and utilizing persuasive talk to win the sale
- Skillful with the emotional aspects of the sale; connects with prospects on a personal level
- More focused on selling an idea or building the relationship, preferring to rely on experts to present technical features in depth
- Flexible and intuitive; will read a prospect's needs well and ensure their satisfaction; able to find mutually-beneficial solutions that aren't immediately apparent
- Able to think on the spot and have a "go with the flow" style; utilizes persuasion to close a deal more than pressure

## Management Strategies

---

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

- Frequent, regular contact and communication with people
- Recognition for work done right, bearing in mind that rewards which give Jackie 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.