

<b>Dominance (Power)</b>	<b>Influence (People)</b>	<b>Steadiness (Pace)</b>	<b>Compliance (Policies)</b>
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**HIGH FACTORS**

<b>Descriptive Adjectives</b>	Driving, Competitive, Forceful / Direct, Inquisitive, Self-Starter, Assertive	Influential, Persuasive, Friendly, Verbal, Communicative, Positive	Dependable, Deliberate, Amiable, Persistent, Good Listener, Kind	Compliant, Careful, Systematic / Logical, Precise, Accurate, Perfectionist
<b>Motivator</b>	Power & Authority	Public praise & Recognition	Security	Standard Operating Procedures
<b>Basic Fear</b>	Failure	Rejection	Insecurity	Conflict
<b>Management Style</b>	Directing	Motivating	Organising	Rule enforcement
<b>Value to Organisation</b>	Driving for results	Working with & through people	Service/ Support/ Specialist	Technical/ Quality/ Standards
<b>Sales / Negotiation</b>	Closing			Details & Features
<b>Communication Style</b>	Telling (Active)	Selling (Active)	Listening (Passive)	Writing (Passive)

**LOW FACTORS**

<b>Descriptive Adjectives</b>	Mild mannered, Low decision need, Non demanding, Accommodating, Hesitant (unless in area of expertise)	Reserved, Reflective, Suspicious, Self conscious, Probing, Serious	Mobile, Alert, Active, Restless, Demonstrative, Eager	Firm, Persistent, Stubborn, Strong-willed, Independent
<b>Key Characteristics</b>	Stands back & doesn't rush decisions (Passive)	Goes on fact, figures not feelings (Passive)	Like to juggle lots of balls in the air at the sametime (Active)	Like to do things their own way (Active)