

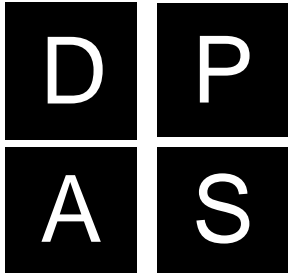


# About MyCareerMatch Personality Styles



Nathan Chanesman  
CEO  
MyCareerMatch

# Four Personality Styles - D.P.S.A<sup>®</sup>



**People have four basic personality styles.** When blended together in varying percentages, they make you who you are. One style is not better than the other. These styles define the way you act, think, learn, socialise and behave. You are “wired” with these traits from birth. It’s like a default factory setting. Myprofile calls these styles, Driver, Promoter, Supporter and Analyser.

Who you are is of course more than just four styles; it’s also how you were raised, your home life and family heritage, your ethnic and religious upbringing, your education and learning environment. If you imagine that who you are is like an iceberg, then the part people see above the water line is your personality style.

We measure the intensity of each style using a questionnaire. We ask people to tell us what they think describes them the most and what describes them the least. We analyse the answers and produce a personal profile report

Psychometric tests are well proven and reliable and widely used in pre-employment assessment, team building, people management and leadership programs.

People have an inbuilt predominance to act and behave in a certain way. This is our normal behaviour. We develop our own style from a very early age.

## Brief description of each style



**Drivers** have a high desire to achieve. They are self-motivated, independent, and highly individualistic. They like a fast paced environment. They enjoy the competition and the challenge. Most of all they want to be in control. They want to do it their way.



**Promoters** are independent, outgoing individuals who like socialising and meeting people. They are enthusiastic and optimistic. They enjoy conversations and being the centre of attention. They make friends easily and are inspirational and popular.



**Supporters** are dependable, practical and kind people. They’re patient. They want to help others. They prefer to work in teams and they dislike rapid change. They prefer a secure and constant environment that’s free of conflict.



**Analysers** are perfectionists who look to systems, rules and order within a structured environment. They are accurate and precise. They are reserved, detailed and logical and follow the rules and standards.

# Driver Style Characteristics



**Drivers** are strong willed, independent, practical and decisive. Action oriented and results focused, they prefer jobs that are task rather than relationship oriented. They are assertive and like to tell others what to do. As Drivers tend to focus on the present, they are often prepared to take risks and can change their mind.

Drivers are the entrepreneurs and are most comfortable when they are in control. They are competitive and thrive under pressure. Often confrontational, they exude energy, move faster, speak louder and decide quicker. Drivers are less interested in small talk and don't communicate their feelings too often or too freely.

## Strengths

- Leads & Manages
- Delegates
- Confronts others
- Innovative
- Problem-Solver
- Risk-Taker
- Self-Starter
- Productive & Practical
- Not easily discouraged

## Motivation

- New challenges & problems to solve
- Power & authority
- Freedom to do the things they want
- Changing environment
- Opportunity for advancement
- Results & winning
- Control & directing others

## Under Stress

**Drivers** become very controlling. They can unleash an angry personal attack, using strong language and high volume. They dominate and impose their thoughts and plans and seem utterly unbending closed to any ideas except their own. Drivers become more aggressive when stressed.

## Ideal Environment

- Non routine & challenging activities
- Freedom from control & micro management
- Focus on the big picture not the detail
- Personal accountability
- Measured by results & achievement

## Possible Limitations

- Argumentative & Impatient
- Domineering & Opinionated
- Rude & Tactless
- Possessive & can't relax
- End justifies the means
- Insensitive & Inconsiderate
- Low tolerance for error

## Behaviour Trends

- Like to solve problems and get quick results
- Tend to question the rules
- Like direct answers, variety & independence
- Like being in charge of your life.
- Know what you want and you go after it
- Like to test yourself with new challenges

## Effective Communication

Be direct with a **Driver**, to the point and don't ramble, avoid social chatter and stick to business. Don't direct or order but do ask them to repeat your instructions to avoid miscommunication. Use open questions and ask how, when, where, why, what to get to the real issue. If you disagree with them take issue with the facts not the person.

## Personal Growth

- Better listener
- Less controlling
- Show support for others
- Explain your decisions
- Build relationship skills

# Promoters Style Characteristics



**Promoters** are highly social, friendly and enthusiastic. They use their charm and persuasion to achieve their goals. They enjoy projects involving others, particularly where the environment is nonaggressive and the requirement is to motivate others. Promoters are inspirational and popular, and have a gift of working with people. They are very approachable, warm, competitive and fast paced. Promoters like to form relationships and believe that cooperation is the best way to achieve results. Terrific in teams and group activities, they often want to be the leader, because they have excellent leadership skills. When given the choice, they prefer to work with other people rather than alone. They consider power and personal recognition as very important.

## Strengths

- Outgoing & Charismatic
- Communicator
- Great Encourager
- Generous & sincere
- Enthusiastic & Expressive
- Motivates others to achieve
- Positive attitude & sense of humour
- Peacemaker & negotiator
- Talkative & Fun

## Motivation

- Flattery & praise
- Power & authority
- Being the centre of attention
- Friendly environment
- Freedom from rules & regulations
- Variety & travel
- Dialogue with others

## Under Stress

**Promoters** also become more aggressive and usually unleash an attack focusing on other people. They become more emotional and assertive. They speak loudly, shouting and waving their arms. They can be insulting. Promoters want it their way and if they have a problem will get it on the table, discussed and over with.

## Ideal Environment

- Group activities & variety
- Freedom from control & routine
- People focus rather than administration
- Free of conflict & argument
- Ability to express ideas

## Possible Limitations

- Inattention to detail
- Disorganised & Unproductive
- Too emotional & takes things personally
- Easily distracted
- End justifies the means
- Needs constant encouragement
- Doesn't follow through
- Wants to be the centre of attention

## Behaviour Trends

- Like to persuade & talk people into things.
- Tend to talk about thoughts & feelings
- Like to work with people rather than alone.
- Enjoy telling stories & entertaining people.
- Get enthusiastic about things.
- Don't like dealing with little details.

## Effective Communication

The best way to communicate with **Promoters** is informal discussions. Use a two way dialogue to exchange ideas. Respond to their feelings and comments by sharing stories. Ask for their opinion and ideas. Don't over control the conversation and don't talk down to them. Always provide them with ideas for implementing action.

## Personal Growth

- Talk less, listen more
- Focus on details
- Don't be easily distracted
- Be more results oriented
- Improve time management

# Supporter Style Characteristics



Supporters are at ease with people, fitting comfortably into most situations. They are law abiding and tend to be more factual than intuitive. They're great at organising and have a talent for logistics. Supporters love their family and friends and stay in contact with them frequently. They do not believe in instant success but that you have to work in order to achieve. Whilst they don't see themselves as set in their ways they dislike sudden changes. Supporters work hard at not letting others down. They are conscientious people who will drop everything to assist a fellow worker. They are willing to volunteer their time to assist the needy and are often the unsung heroes. They are friendly people, easy going, who get on well with and are liked by most people.

## Strengths

- Reliable & dependable
- Loyal team member
- Good listener
- Patient, compliant & diplomatic
- Efficient & organised
- Easy going & not easily stressed
- Sympathetic & cooperative
- Caring & empathetic
- Positive outlook on life

## Motivation

- Recognition for loyalty
- Secure non-threatening environment
- Cooperation with colleagues
- Helping to solve other peoples problems
- Clearly defined responsibilities
- Job security
- Providing good value & service

## Under Stress

**Supporters** trying to avoid conflict become agreeable and submit, backing down in order to avoid conflict. They may concede but won't personally agree. Often you won't know when a Supporter is stressed. Their attitude is "why not be nice even though I'm stressed". It takes Supporters longer to get stressed but when they do they can stay in this state for longer as they don't have the release valve Drivers or Promoters do.

## Ideal Environment

- Group activities & team atmosphere
- Practical, procedural and systematic
- Administrative
- Free of conflict & argument
- Good under pressure

## Possible Limitations

- Resistant to change
- Sensitive to criticism
- Avoids confrontation
- Aloof and non committed
- Indecisive
- Unenthusiastic & reticent
- Avoids responsibility
- Too compromising

## Behaviour Trends

- Like to be organised and for things to stay the same
- Tend to be patient and a good listener
- Like to participate in a group rather than lead it
- Like being with people who get along
- Enjoy helping people
- Can be countered on to get the job done

## Effective Communication

The best way to communicate with **Supporters** is by drawing out information about their concerns and it is best to do this informally. Initiate discussion in a friendly low key manner and show sincere interest. Most of all be patient and don't argue or threaten.

## Personal Growth

- Be prepared to express your ideas
- Increase your work pace to accomplish more
- Become confident & accept change
- Accept new challenges
- Become more assertive

# Analyser Style Characteristics

A

**Analysers** strive for accuracy. For them, details and facts are most persuasive. They are not very relationship orientated nor are they highly expressive or fast paced. Analysers like to be more in control and less emotional and focus on tasks rather than people. They tend to be perfectionists and can be quite hard on themselves. Often they like to work alone rather than in a group, and they generally prefer a closed door environment. Despite their solitary nature they are loyal and very supportive. It is important to Analysers to know exactly what is required of them and what their responsibilities are. They want to get it right the first time and hate having to do things over again. They are loyal and supportive.

## Strengths

- Analytical & idealistic
- Perfectionist
- Loyal
- Creative thinker
- Efficient & organised
- Self-disciplined & conscientious
- Detail oriented & compliant
- Persistent & thorough
- Artistically talented & gifted

## Motivation

- Wanting to be right
- Rewards for accuracy and quality
- Receiving specific feedback
- Detailed tasks of high standards
- Clearly defined responsibilities
- Limited social interaction
- Opportunities for demonstrating expertise

## Under Stress

**Analysers** try to avoid tension. Under stress they become even more quiet reserved and withdrawn. They say less than normal and when they speak only respond to factual events. Often Analysers will go off to be by themselves. They don't want to make a "scene" or lose their self control. Because Analysers hate people who say things they don't believe they want to avoid doing the same.

## Ideal Environment

- Working alone on detailed projects
- Processes and systems
- Administrative and analytical projects
- Free of conflict & argument
- Technical and specialised tasks

## Possible Limitations

- Need clearly defined boundaries
- Bound by rules & regulations
- Can get bogged down with detail
- Are not people oriented
- Rigid & too meticulous
- Critical of others
- Hard to please
- Spends too much time planning

## Behaviour Trends

- Like to meet high personal standards
- Tend to think a lot about things before deciding.
- Like to have clear rules and assignments
- Enjoy figuring things out
- Don't like it when people question your work
- Like working with organised people

## Effective Communication

When communicating with an **Analyser** avoid personal questions and use logic rather than emotion when in discussion. Check for points of disagreement or misunderstanding and always prepare your case in advance. Stick to business and be direct. Providing tangible and practical evidence will always succeed. It's best not to introduce other peoples comments or opinions unless they are your own.

## Personal Growth

- Focus less on facts and more on people
- Increase your work pace to accomplish more
- Become more decisive
- Accept that everything's "not perfect"
- Be less critical of other peoples ideas & work

## What attracts you to a job?



We each have an internal magnet. It's attracted to either **people** or **tasks** or somewhere in between. Some people need people around them, it energises them, stimulates and excites them. They don't like being alone.

They are interested in the "outer world", they are **extroverts**. These people trust their own intuition and are persuaded by an emotional argument. We call them **Promoters** and **Supporters**. These personality styles tend to be good with people.

Those whose magnet is attracted to the **tasks**, have their energy drained by being around people, they'd rather curl up with a book than go out, they enjoy their own company, and can work alone on detailed tasks. They live in an "inner world" they are **introverts**. These people rely on fact and logic. They are persuaded by rational arguments and emotion does not play a big part in their decision making. We call them **Drivers** and **Analysers**. These personality styles are good with tasks and information.

## How fast do you work?

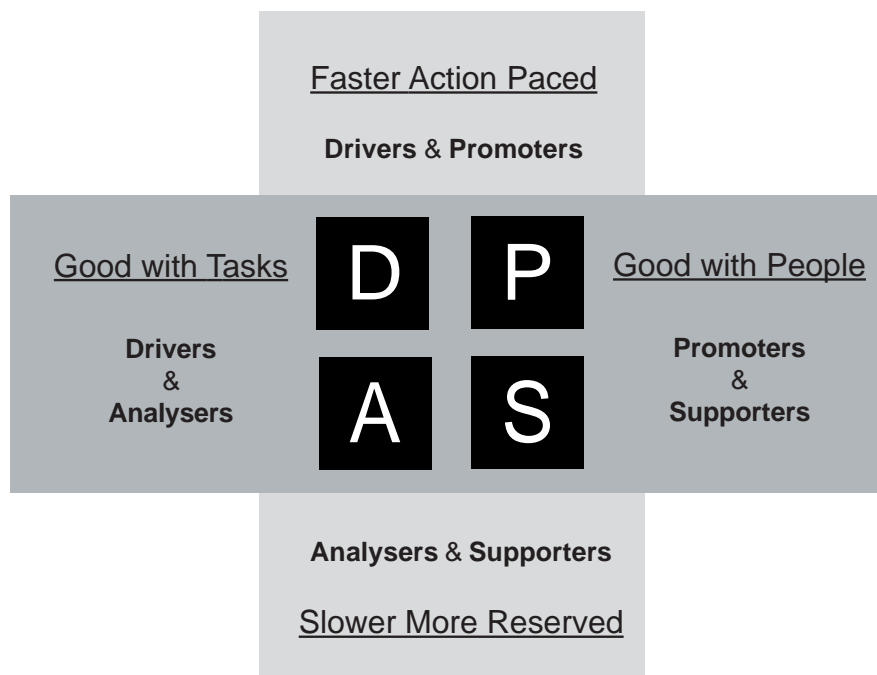


The other factor that determines our personality style is our **internal motor**, or rather the speed we do things. Some of us are **dynamic**, and move at a rapid pace, we are outgoing and do things quickly. We want things

done now. We make decisions quickly, we fall in love quickly, we shop quickly and so on. We like variety, action and adventure. We call these people **Drivers** and **Promoters**.

Others of us are **conservative** and work at a much slower pace, we also want to get things done but done correctly and in a considered manner. We decide slower, we are more cautious, we don't take risks and we are discerning. We are not impulsive. We are reserved. We see no need to rush and we prefer the steady approach to completing tasks. We are organised and prepared. We call these people **Supporters** and **Analysers**.

## Style Chart



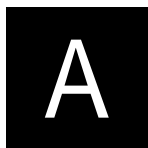
# Career Opportuntites

Suitability for a job is determined by a number of factors including a person's behavioural style. People who choose a career based on their **natural talents** are more productive and happier at work. Those who take on jobs that are not in harmony with their personal style can find it difficult. The right job lets the individual use their talents in ways that come naturally. The secret to career satisfaction lies in doing what you enjoy most. It's important to note that there are successful people of all styles in all occupations however; there are occupations that are more satisfying to each individual style.



For **Drivers the ideal career** is where they can make decisions, set goals and measure results. They enjoy power, control and independence. They function best when carrying out responsibilities with authority. They don't like too much detail and are big picture people. They are comfortable with change and accept responsibility for their actions. Drivers are very much bottom line results oriented people. They are more task and information driven and their people skills are not their strongest trait.

**Value to the organisation:** problem solving, vision, understanding complex issues, drive and ambition to succeed, confidence and natural leadership, strong motivation to excel, high standards, strong work ethic, ability to create systems to achieve objectives, courage to take bold steps, drive to reach goals, logical rational decision making, decisive and strong organisational skills, ability to run many projects, energy, action, realism, good with technology, tools and equipment.



For **Analysers the ideal careers** are those involving details, facts and information and less to do with people. Analysers are no nonsense people who are naturally inclined to gather information. They are detail oriented who don't mind working by themselves. They enjoy the challenge of collecting facts and details and providing precise evaluations and reports. They are capable people who follow procedures in a conscientious and conservative manner.

**Value to the organisation:** Ability to focus and concentrate, ability to see possibilities and implications, enjoy complex and theoretical and intellectual challenges, creative problem solving, single minded determination, independent, high standards, strong work ethic, logical and analytical decision making, strong organisational skills, ability to absorb lots of information, desire to be expert in field, precise, accurate, need to get the job done first time, follow rules, meticulous, strong sense of responsibility.



For **Promoters the ideal career** involves people. They are outgoing extroverts who enjoy the company of others. They are creative and have an ability to communicate and persuade others. They enjoy working with people, motivating, representing, lobbying and influencing others. Promoters are friendly optimistic people who enjoy being stylish and optimistic.

**Value to the organisation:** excellent communication and presentation skills, leadership skills, ability to build consensus, enthusiasm and ability to enlist cooperation with others, decisiveness and organisational skills, eagerness to think outside the box, empathy, genuine concern for people, ability to see the big picture, drive to be productive, commitment to work they really believe in, courage to take risks, natural curiosity, perceptiveness about people, adaptability to change and direction, ability to cooperate and create harmonious relationships.



For **Supporters the ideal careers** are those that involve people, service and information. They are easy going people who enjoy working in a secure team environment that requires repetitive tasks or processes. They enjoy following routines and instructions and have a natural inclination to help others solve problems. Supporters are naturally cautious and function best in a stable non confrontational environment.

**Value to the organisation:** focus and concentration, strong work ethic, responsible and hardworking, good cooperation skills, harmonious relationships with others, practical and realistic, accurate with facts and attention to detail, enjoy being of service to others, supportive of fellow workers, traditionalists, strong organisational skills, common sense and realistic perspective, thoughtfulness, ability to work alone and with others, deep commitment to work they believe in and integrity.



# Effective Communication

Communication is the core of all relationships. Communication is just not us talking it's also how we listen. Being an effective communicator will improve your relationships skills with everyone you come in contact with.

The key to being a successful manager and leader is your ability to communicate in a way that the listener understands. This means you may have to modify your style.

## D

When communicating or presenting to **Drivers**

- Get to the point
- Be brief
- Remain businesslike
- Let them stay in control
- Be confident
- Ask for their opinion
- Give them options to consider
  
- Don't try to over power them
- Don't chit-chat
- Don't pressure them
- Don't talk about your personal life
- Don't argue with them

## P

When communicating or presenting to **Promoters**

- Make the presentation colourful
- Be informal
- Tell them about other people and their success
- Give them the big picture and vision.
- Make it exciting and fun
- Ask them about their personal life and what their interests are.
  
- Don't be too stuffy
- Don't be impersonal
- Don't cut them short
- Don't talk too slowly
- Don't bore them with too many details

## A

When communicating or presenting to **Analysers**

- Have all the facts ready
- Talk slowly
- Be specific
- Give an organised presentation
- Use logical persuasion with all the facts to support you
  
- Don't be late to the meeting
- Don't be disorganised
- Don't come on too strong
- Don't push them into desicion
- Don't get personal
- Don't exaggerate outcomes

## S

When communicating or presenting to **Supporters**

- Take your time and give them time to decide
- Show kindness
- Stay relaxed
- Make them feel valued
- Be patient
- Empathise with their concerns
- Smile
  
- Don't pressure them into a decision
- Don't be insensitive
- Don't talk loudly or waive your hands in the air
- Don't rush them
- Don't overwhelm them with too many options

# Personal Development

Everyone has room for improvement. Here are a few suggestions that will help you to better your relationship skills.

## D

- Take on difficult assignments
- Discover how to verbalise your reasons for your conclusions
- Accept the importance of other

people's limits and boundaries, even if you disagree with them

- Work on ways to constructively deal with anger
- Understand that occasional failure is a part of life and doesn't mean that you are a failure
- Realise the effect your actions have on others
- Try to slow down, and take time out to relax more
- Compliment others, it's important to do so
- Become more patient and less argumentative
- Learn to listen more effectively to others; they can have good ideas too!
- Say "I'm sorry" when you should
- Take more time before you rush into things

## P

- Learn to control and manage your time
- Become more objective in your decision making, don't only make emotional decisions

- Learn to stick to your priorities and deadlines
- Be firm with others and say no more often.
- You can't be the life of every party.
- Become more organised by writing things down
- Make lists so you're better prepared
- Set goals and break your goals down into manageable steps
- Follow the tasks you have started through to completion
- Attend to details
- Learn that no matter what you do, not everyone will like you and that is OK
- Listening is important
- Don't let popularity distract you from doing well at school. School is for learning, not just for making friends.

## A

- Realise your own potential and self-worth
- Develop clear guidelines for accomplishing tasks

- Be more creative – you have great ideas so share them with others
- Be more assertive, don't give in too easily to others
- Express your true feelings, don't always hold them in
- Look objectively at the actions and intentions of others rather than take things personally
- Be prepared to take a little more risk
- Make decisions on your own, use your initiative more and don't play safe all the time
- Be more accepting of change, break out of your daily routine
- Set your objectives and goals
- Say NO more often and don't try to please everyone
- Make time for yourself and give priority to your needs first

## S

- Learn to respect people's personal worth as much as their knowledge
- Develop a tolerance for conflict and imperfection

- Learn to focus on "who" people are, rather than "what" they do
- Set more realistic expectations of yourself and others
- Don't retreat into your shell, verbalise more about how you feel
- Discover how your natural abilities and strengths can achieve great results
- Reduce the pressure you put on yourself to perform at the highest level all the time
- Avoid paralysis by analysis. Don't dwell too long and procrastinate
- Don't get lost in the detail, look at the big picture
- Learn a new subject you might not have considered before

# Learning Styles

It's important to understand how you learn and what the best conditions are for you to study.

**D** **Drivers** are common sense learners. They perceive information factually and process it by doing. They have a clear and common sense understanding of how things work and how useful things are going to be to them. They need to know that what they are learning is practical and useful. If they can't connect with the subject they will have difficulty in learning about it.

Drivers learn by testing, tinkering, experimenting and finding out for themselves. This process helps them become excellent problem-solvers and implement new ideas and applications in their future jobs.

They learn best with hands-on technique and once they have it they quickly master it. Drivers are pragmatic, they need closure and they like to get things done. They thrive in the company of competent people who excel at problem-solving. Drivers need to get to the "heart" of things.

In the classroom Drivers like to be presented with information that is well structured, straight to the point and concise. They like to see charts and diagrams and are mostly big picture people.

Drivers are not keen on detail. Driver students like to work hard, particularly if they are challenged. If you're underperforming then you're not being challenged enough. You want results and learn best in a competitive environment.

Drivers organise information in ways that are personally meaningful using flow charts, mind maps, outlines and flash cards. Try summarising what you've learnt. Bullet-point the most important concepts.

Relate these to how you would use them outside school. Set deadlines for yourself and keep to a plan.

Drivers see education as a means to an end. A good education will simply help you achieve personal success faster and better.

**P** **Promoters** learn primarily through self-discovery. They perceive information through direct experience and process by doing. They like to know how everything is connected and to do the things that matter in life. They perceive information with their senses and feelings and process it by doing. They learn by self-discovery, trial and error. They trust their instincts and gut feel.

They enjoy learning the things that matter to them and to which they are attracted. They'll ask questions and once they know their subject, like to teach others and show what they know. This makes them great when working in a team or group. They enjoy learning in a group environment. They flourish in challenging situations and are enthusiastic about enriching reality and putting a new spin on things.

Promoters want to understand the possibilities of the subject. This is because they are creative ideas people who are inventive. They like to use their knowledge to improve existing products or services. Promoters relate well to people subjects and are not so strong in analytical subjects such as science or mathematics. They integrate their present experiences with future opportunities.

Promoter students need to be more focused on detail and examine things carefully. They enjoy flexibility and variety but sometimes this can lead to projects not being completed because Promoters are distracted or run out of time. Promoters need to learn to use time better and set goals with rewards when they've achieved their objective.

Promoters should set aside "quiet" time to review their work before completing and handing in. The rush to finish can lead to things being overlooked. To help you learn, find a study partner who enjoys details, perhaps a Supporter or Analyser. If you study with another Promoter, there will be a lot of talk but no action.

Promoters see education as an opportunity to learn new things, meet new people and make new friends.

# Learning Styles

It's important to understand how you learn and what the best conditions are for you to study.



**Supporters** are imaginative learners. They learn through their experiences. They perceive information through their senses and feelings, and process it by deliberating. They seek meaning and clarity and connect new experiences with past ones. They learn by listening and sharing ideas.

Learning has to have meaning and Supporters want to understand how what they learn affects them. They need to feel comfortable in the classroom to learn best. They have highly developed imaginations and are insightful.

They are able to view problems from different perspectives. Supporters make good teachers and mentors, helping others to accomplish their goals.

Supporters connect things to what they value and care about and they like to learn through personal experience. They need time to reflect on a topic and absorb it slowly.

Supporters tackle problems by reflecting alone, then brainstorming with others. They are more comfortable listening when in the classroom, but can be quite chatty with close friends. Ideally a Supporter should find a good study partner so they can discuss and share ideas.

Supporters are easy-going students who can take time to settle into a new class or subject. They believe that schools should help students to discover themselves and encourage self-awareness. They see knowledge as a way to achieve their potential.

Supporters do best when they have a caring teacher who takes a genuine interest in them. Supporter students see education as a way to help the world become a better place.



**Analysers** perceive information factually and process it deliberately. You learn by listening to and thinking about the information.

You like to deal with facts and want to know what their teachers think. You do well at subjects that require abstract concepts, logical thinking, theories and analysis.

Analysers learn in a step-by-step approach and need time to think things over. Learning must have structure.

Analysers are good at setting time aside to complete assignments. You don't like to rush or be late and like to have projects completed early. Analysers are usually the first students to arrive in class and are the most prepared.

Analysers can think through their experiences, judge the accuracy of what they encounter and examine details and specifics.

You excel in traditional learning environments. You study and read, and like to know how things work and you thrive on stimulating lectures and teachers who know their subject and can challenge them. You tackle problems as you do assignments and learning – logically. You seek facts and want to be as knowledgeable and accurate as possible.

Analysers want to do what's "right". You like clearly defined goals and rules. You learn best in a tightly controlled environment and make sense out of confusing information. You are usually neat and tidy and like everything to be in its right place.

# DPSA Style Guide Summary

