

Personality profiling



What is this?

This is a profiling technique originally created by American psychologist, Dr Susan Dillinger. This technique will enable your group to understand who's who, what they are like and the fact that having cognitive diversity within the group helps creativity thrive. It will also help you to set the tone of the day, talking about how to empathise and support different personalities, and resolve conflict.

It's important that your group understands that profiling is not an exact science, so don't take it too seriously.

How it works

Step 1

Print out each of the four shapes on individual pieces of paper and stick a coloured shape in each corner of the room.

Step 2

Show the four coloured shapes. Now, ask everyone to choose the coloured shape that they are attracted to most.

Step 3

Next get the group up on their feet and ask them to go to the corner of the room represented by their coloured shape.

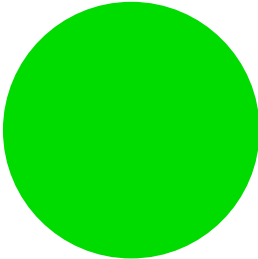
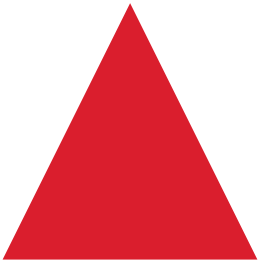
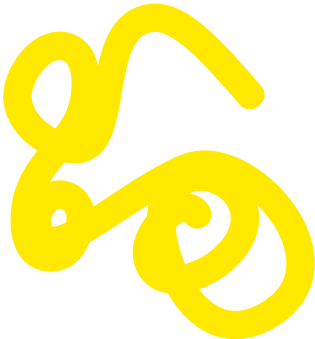
Step 4

Using the personality profile notes below, ask each corner of the room about the different profiles associated with the shape they have chosen. Don't go into too much detail and stick to the positive elements of each profile, giving just one or two negative comments. But do this lightly. Ask participants if they are representative of the profile and ask people in other corners if they recognise the profile in their colleagues.

Everyone is a blend of every shape, you are just highlighting the dominant profile and just by choosing a shape on screen it is 85% accurate.

Hint: This is a fun activity that gets your group up on their feet and really involved in the event. It also gives your inner 'showman' a chance to shine!

Coloured shape traits



The yellow squiggle profile

**Full of energy, lots of exciting ideas, and lots of fun!
But can be a little distracted**

Strengths

- Excellent sense of humour
- Can be the life of the party
- Touchy, feely type
- Emotional
- Enthusiastic and expressive
- Curious
- Lives in the present
- Quick to change disposition
- Always sincere at heart
- Always a child
- Great ideas
- Cannot tell a lie

Weaknesses

- Can't remember names
- Scares others off
- Undisciplined, forgets obligations
- Doesn't follow through
- Has a loud voice and loud laugh
- Easily distracted, quick to interrupt
- Wastes time, confuses priorities
- Loses confidence easily, naive
- Keeps the office environment in a frenzy
- Hates deadlines
- No money
- Often late

Priorities

- Likes to deal with people
- Likes to build relationships
- Likes to be liked
- Likes to have an opportunity

How to present benefits

- Who uses your products or service now
- Use letters of recommendation from prominent people
- Talk about group activities or the friendliness of your people
- Style – inspirational

How you can be accepted

- By who you know that the buyer knows
- Your company's image as a leader
- Recognise who buyer is

How to close

- Show endorsements by others
- Offer incentive or opportunity to buy now
- How purchase will make them look good
- Mention how well buyer fits in
- Ask if buyer feels he will fit in

As a client

- Apologise readily
- Not one to hold grudges
- Thrives on compliments
- Loves spontaneous activities, lots of people
- Open to big ideas
- Anxious to make the company feel at home
- Quick to think up new activities and projects
- Creative and colourful
- Lots of energy and enthusiasm

Dances to a different beat

Spontaneous

Risk taker

Lives in the future

Motto: If it feels good do it

- Gets bored with routine
- Mountain fill in the form
- Live to live in own head
- If you are sitting next to a squiggle you might want to move away
- Always late
- Can never lie – just thinks it and says it
- Role players
- Never has any money – drops pay cheque on the way to the car
- Never on time – why be there at 8.00am – what's important about 8.00am
- Food down clothes
- Hates deadlines
- Fickle
- Has great ideas
- Risk taker
- Dances to a different beat / weirdo
- Sexy symbol
- Pure right brain (only 12/15%)
- Creative, innovative, experimentative
- To dream
- New mountains on the horizon but not to see I'm on top
- Love the new challenge
- Disorganised
- Office in turmoil
- Very difficult to communicate with
- No detail – random – holistic
- Concepts and theory

The blue box profile

Loves to get into the detail, a process person who needs to get it done 'right'

Strengths

- Deep and thoughtful
- Analytical, accurate and precise
- Serious and purposeful
- Artistic
- Appreciative of beauty
- Loyal
- Self-sacrificing
- Idealistic
- Who dies with all the money?
 - savers

Weaknesses

- Not people orientated, slow to make friends
- Chooses difficult work
- Hesitant to start projects, double checks everything
- Hard to please
- Standards often too high
- Deep need for approval, sensitive to criticism
- Critical of others
- Holds back affection
- Dislikes those in opposition
- Suspicious, unforgiving
- Sceptical of compliments
- Martyr-prone

Priorities

- Likes to be thorough and accurate
- Likes to work in a system
- Wants activities to be right
- Wants results to be fair

How to present benefits

- Show benefits in detail
 - accurately
- Give buyer all of the facts
- Be systematic in showing benefits
- Style - ordered

How you can be accepted

- Show benefits in detail
 - accurately
- Give buyer all of the facts
- Be systematic in showing benefits
- Style - ordered
- Show you can analyse and solve problems
- Show you really did your homework
- Let buyer know your product or service is right for him
- Let buyer know the price is fair

How to close

- Show how product or service is right for buyer
- Show facts about how fair the price is
- Show buyer the facts, say "the time is right"
- Get buyer involved in purchasing system

As a client

- Schedule orientated, perfectionist
- Details conscious
- Orderly and organised
- Hunts for economical solutions
- Likes graphs, charts, figures and lists

Need a nap after an interaction with a squiggle

Data collector

Programmers!

Motto: If a job needs doing, I'll do it myself

- Get the job done
- Note takers
- Hard workers – get the job done
- Would not dream of living a day without a plan
- Cannot tolerate messy, unpredictable
- Like manuals
- Policies, practices and procedures
- A data collector
- Decisions based on analysis of the data
- Like in writing
- Love forms – they have little boxes
- Not team players
- A loner
- Hates meetings
- Annual Christmas and summer
- Best friends – very committed, for life
- Very little emotion
- A tactical thinker

The red triangle profile

Has the ability to make quick decisions because they can focus on priorities, but can miss some of the detail

Strengths

- Dynamic and active
- Decision makers
- Must correct wrongs
- Not easily discouraged
- Exudes confidence
- Can run anything
- Strong need for changes
- Born leader
- Usually right
- Makes decisions fast – lives in the now

Weaknesses

- Little tolerance for mistakes
- Can be aggressive / abrasive
- Doesn't analyse details
- Bored by trivia
- May make rash decisions
- May be rude or tactless
- Demanding
- End justifies the means

Priorities

- Likes a challenge
- Likes direct answers
- Likes to solve problems
- Likes getting results

How to present benefits

- What you can do to get results
- What company can do to get results
- Style – guiding

How you can be accepted

- Your qualifications
- Your company's record – getting results
- and meeting goals

How to close

- Be direct and candid
- Sell results
- Give buyer options
- Let buyer be in control
- Incentive to do it now

As a client

- Wants the whole picture
- Wants organisation
- Wants practical solutions
- Wants quick action
- Strong delegation to company
- Insists on production goals
- Insists on making goals
- Thrives on opposition
- Has little need for friends
- Is usually right
- Excels in emergencies

Motto: I did it my way

- Tell others what to do
- Live to tell boxes what to do
- Love recognition
- The power shape
- The leader
- Power and authority
- Ambitious
- A sense of destiny
- A fast thinker / gets to the point
- Focuses in
- A fast thinker gets to the point quicker
- Smarter
- Makes decisions
- A strategy thinker
- The delegator (especially male)
- Best political player – they love it
- Competitive / put me in a contest so I can win
- Athletic / winners
- Best negotiations
- Buy cheaper
- They know how to get the deal
- The most egocentric me me me my toys
- Never cross a “triangle”
- I don’t get mad – I get even
- Calculated temper
- Status symbols – big car, big office
- Cosmetic surgery
- Hair colour

The green circle profile

Can see all the options, a team player, willing to let others shine, but can procrastinate

Strengths

- Easy going and relaxed
- Warm, likable
- Emotionally adjusts
- Persistent, well-balanced, patient
- Consistent life
- Quiet but witty
- Keeps emotions hidden
- The all-purpose person
- Is not in a hurry
- Can take the good with the bad
- Doesn't get upset easily

Weaknesses

- Unenthusiastic, indecisive
- Avoids responsibility
- Selfish, self-righteous
- Too compromising, resents being pushed
- Sometimes lazy
- Would rather watch
- Dampens enthusiasm
- Lacks discipline
- Sarcastic and teasing
- No money - they give it all away
- Live in the past - love history

Priorities

- Likes peace and harmony
- Likes to be cooperative
- Likes to save time
- Likes time to adjust to change

How to present benefits

- Product or service will save time
- Product or service is superior
- Show a trouble free way to buy
- Style - supporting

How you can be accepted

- Present image of being trustworthy
- Present image of being friendly
- Show personal interest in helping buyer
- Keep entire transactions smooth and steady

How to close

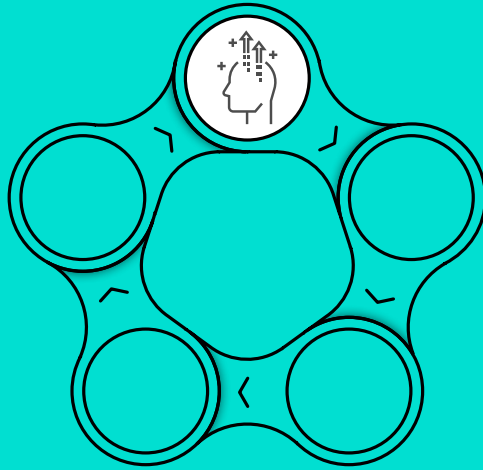
- Show why purchase should be made now
- Provide guarantees and assurances
- Show product as stable and predictable
- When is the best time to buy
- Incentive to do it now

As a client

- Competent and steady
- Peaceful and agreeable
- Has administrative abilities
- Avoids conflicts
- Solves problems
- Strong under pressure
- Finds the easiest way
- Good listener
- Has many friends and contacts
- Has compassion and concern

Motto: Give them a hug

- Want to be sure we are all happy
- Love meetings
- You will want to lunch with a green circle
- The lover
- People who need people
- Everyone must be happy
- Harmony
- The most used shape in religions in the world
- The nurturer, the care taker
- Bring me the tired and the poor
- Circles need to help
- They smile at 8.00am and they mean it
- The double hand shake
- They want to know you
- They read people
- They can spot a phoney
- The best team player of all
- Wants to work with people
- Never isolate a green circle
- Box says put me in the cubicle, circles always interrupt the box
- The only one that is symmetrical – left and right, linear and non linear
- Can think in both styles – intuition
- Communicator – the best communicator
- Takes responsibility for the community
- Harmony – cannot stand conflict



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Escher House, 116 Cardigan Road, Headingley, Leeds LS6 3BJ