

D



I



YOUR CHEAT SHEET TO
PERSONALITY
STYLES

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S



C



D Personality Style

GIFTS:

Highly driven, assertive, decisive, great delegator, leader, decision-maker, results-oriented (task focused), loves to be challenged, determined

TRIGGERS:

Biggest Fear: Loss of control

Reaction: Micromanage/controlling, confrontational, aggressive, blunt/insensitive, overbearing, misses the details, impatient
Stress relief is exercise, workaholism, accomplishment,

AUTHENTICITY:

How to Identify: Professional/power clothing, rewards/accomplishments, very direct, office full of “wins”, fast-paced, all about the bottom line

PAUSE:

Communication Tips:

If you are a D, hear people out. You may have the answer right away, but maturity and wisdom is in allowing others to go at their own pace and not be forced into your way or the highway. Use a gentler tone of voice and be polite.

If you are talking to a D, get to the point. Don't small talk, and don't beat around the bush.

They appreciate a direct approach that gets to the bottom line. Start with the end in mind, and don't overanalyze.

I Personality Style

GIFTS:

Life of the party, entertaining, gregarious, storyteller, adaptable, optimistic, adventurous, creative, visionary, charismatic, open book

TRIGGERS:

Biggest Fear: Rejection

Reaction: Blabbermouth, indecisive, scatterbrained/shiny object syndrome, close-talker/space invader, impulsive, loses track of time, won't be quiet and listen - interrupts.

Stress relief is shopping/eating out/socializing with friends

AUTHENTICITY:

How to Identify: Colorful, loud, decor is fun and has stories behind it, motivated/recharged by people. Play hard, sleep hard - high energy. Hates to be bored. Exaggerates and elaborates for a better story.

PAUSE:

Communication Tips:

If you are an I and are interrupted, don't continue with your story - it may be the person needs a break.

Wait 7 seconds after asking a questions - slow down. Limit wordiness.

If you are talking to an I, have fun. Allow for storytelling, and offer encouragement - they want to feel heard.

If something needs to be accomplished, have a clear agenda and stick to it.

S Personality Style

GIFTS:

Loyal, sympathetic, good listener, thoughtful, introspective, easy-going, dependable, reliable, organized, patient, calm, enjoys routine, avoids conflict, quiet but witty, peacemaker, reserved/private

TRIGGERS:

Biggest Fear: Loss of security

Reaction: Apathetic, lazy, shut down, passive aggressive, carry a grudge, indecisive, quick to quit, slow to act.

Stress relief is seclusion - reading a book, taking a nap

AUTHENTICITY:

How to Identify: Lower energy - needs rest and affirmation.

Relationships are most important - pictures of family/friends around, dress for comfort, helpful, observes before speaking, the one who seeks to understand and connect.

PAUSE:

Communication Tips:

When talking to an S, give support and affirmation - no pressure.

Allow time to process.

Don't overload them with choices/options.

Focus on being kind vs. being right.

Relationships trump rebuttal.

If you are an S, remember that your opinion matters - speak up.

If you clearly communicate the small things, it won't be as big of a confrontation on the big things - don't bottle it in.

C Personality Style

GIFTS:

Analytical, detailed, systematic, factual, logical, pragmatic, deliberate, inquisitive, precisionist, thoughtful, task-focused

TRIGGERS:

Biggest Fear: Criticism

Reaction: Perfectionist to the point of missing the priority, realist on the verge of negativity, paralysis by analysis, resistant to change, rigid, hoarder

Reduces stress by space - both physical and emotional

AUTHENTICITY:

How to Identify: closed body language, cautious speaker, looks to the past for answers, classic style. Knows the facts and statistics and is very inquisitive by nature - they want to know the "why" behind everything.

PAUSE:

Communication Tips:

If you are talking to a C, check to make sure it's a time to talk, allow them space, and be clear with the details.

If you have an idea, don't try to just dream with them - be prepared to back the dream up with logic.

If you are a C, focus on the good in others, don't overload them with details, be encouraging. People always come before the task.

Sometimes the truth hurts. Ask yourself "What is my goal?"