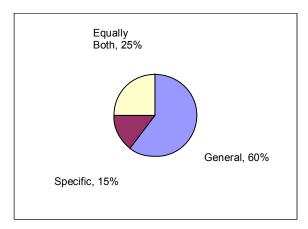
Scope

How large a picture is the person able to work with?



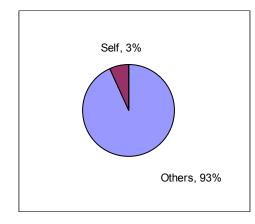
Specific: 15% of the population in a work context; these individuals work well with details and sequences; they cannot see the overview and may require transitions from subject matter to subject matter; they present ideas in a logical manner or an ordered sequence; however, as they may not see the "big picture," they may not see the relationship between things unless the relationships are explicitly stated.

General: 60% of the population in a work context; these individuals can see the overview and big picture; they can handle details for short periods only; at the extreme, they may speak in such generalities that they are vague and unclear at times; since they can see the "big picture," relationships amongst items is obvious to them and as a result, they may not present information in a logical manner, but in a random order.

Attention Direction

Does the person notice nonverbal behavior of others or attend to their own internal experience?

Self: 3% of the population in a work context; these individuals attend to their own experience; they do not notice others' behavior or voice tone; they are suited to work independently.



Other: 93% of the population in a work context; these individuals have automatic reflex responses to nonverbal behavior; they do not require the content of what is said to be explicitly defined.

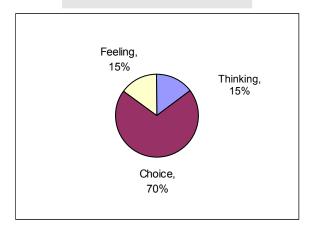
Stress Response

How does the person react to the normal stresses of the work environment?

Feeling: 15% of the population in a work context; these individuals have emotional responses to normal levels of stress; at the extreme, they may tend to stay in their emotions; they are not well-suited for high-stress jobs.

Choice: 70% of the population in a work context; these individuals can move in and out of emotions voluntarily; they are good at positions that require degrees of rapport and empathy, as appropriate.

Thinking: 15% of the population in a work context; these individuals do not go into emotions at normal levels of stress; they go into "thinking mode;" at the extreme, they may be poor at building rapport and may be unable to show empathy when appropriate; they are good at extremely highstress jobs.



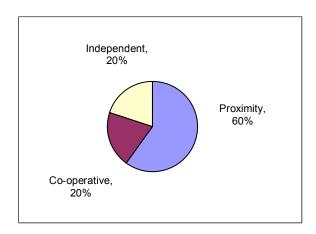
Style

What kind of human environment allows this person to work best?

Independent: 20% of the population in a work context; these individuals work best alone with sole responsibility; they do not work well with interruptions or other people.

Proximity: 60% of the population in a work context; these individuals work best when they are in control of their own territory with others around; they will not work well with others unless their responsibility is clearly defined from others' responsibilities.

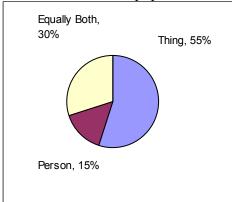
Co-operative: 20% of the population in a work context; these individuals work best in a team with others, sharing responsibility; they may have difficulty working alone.



Organization

Does the person concentrate more on thoughts and feelings or on tasks, ideas, systems, or tools?

Person: 15% of the population in a work context; these individuals pay attention to



the feelings and thoughts of others or themselves; tasks may not take up their attention as much as emotions; they are excellent at establishing rapport.

Thing: 55% of the population in a work context; these individuals concentrate on products, ideas, tools, tasks, and systems (things); they may not think emotions have a place in the workplace; at the extreme, they may cripple rapport.

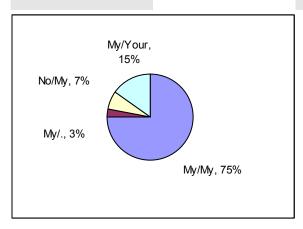
Rule Structure

Does this person have rules for themselves and for others?

My/My: 75% of the population in a work context; these individuals have rules for themselves and apply their rules to others. They are not unable to tell others what they want or expect. My/.: 3% of the population in a work context; they have rules for themselves and don't care about what rules apply to others.

No/My: 7% of the population in a work context; these individuals don't know the rules they have for themselves; however they can apply others' rules to their staff; this is a typical middle management pattern.

My/Your: 15% of the population in a work context; these individuals have rules for themselves but do not impose their rules on others; they hesitate to tell others what they expect or want; at the extreme, they may have difficulty when as supervisors they are required to tell others what they want or expect.



Convincer Channel

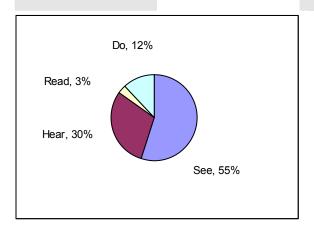
What type of information does a person need to get to be convinced about something?

See: 55% of the population in a work context; these individuals must "see" (observe) the evidence.

Hear: 30% of the population in a work context; these individuals must "hear" the evidence such as in an oral presentation, conversation, etc.

Read: 3% of the population in a work context; these individuals must read the evidence in a report, case study, business case, etc.

Do: 12% of the population in a work context; these individuals must "do" something to become convinced: for example, they may need to work "side-by-side" with the person are evaluating.



Convincer Mode

How many times does a person need to gather or get the information to make a person become "convinced" of something?

Number of Examples: 52% of the population in a work context; these individuals need to get the information a certain number of times, for example, 2 to 3 times. Automatic: 8% of the population in a work context; these individuals take a small amount of information and extrapolate; they hardly ever change their minds; at the extreme, they may iump to conclusions; once these individuals say "no," do not bother reapproaching them.

Consistent: 15% of the population in a work context; these individuals are never completely convinced; every day is a new day and they will need to be re-convinced everyday. Period of Time: 25% of the population in a work context; these individuals need to gather evidence for certain duration of time before they are completely convinced.

